



## Shops Quell Investors' Nerves About Russia-Ukraine Conflict

By Ben Miller February 25, 2022

Russia's invasion of Ukraine sent oil prices, gas futures and the global market swinging, causing confusion among some investors.

While Wall Street and European equities markets saw major sell-offs on Thursday, traders bought up low-risk government debt and gold.

Firms fielded calls and emails from clients, advisors and consultants, who were wondering how their investments would fare amid the uncertainty, said **Dan Sondhelm**, chief executive officer of **Sondhelm Partners**, a marketing firm.

Many urged investors to take a long view and remain calm amid the turbulent markets.

"Proactive communications during volatile times is important because you want to be there for your investors when they are nervous," Sondhelm said. "You also want to give your perspective on the events so clients don't get your competitor's perspective instead of your own."

Most fund companies are focusing their communications on educating investors about the importance of staying the course, a review of their commentary shows. Firms are also reassuring clients that their money is safe and providing them with strategies for weathering volatile markets calmly.

Since the geopolitical situation had been unfolding for weeks, many shops had prepared their communications plans in advance, Sondhelm noted.

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### Weighing In

**Below is a look at excerpts from some of the messages that shops have for clients about how they anticipate Russia's invasion of Ukraine to impact the markets.**

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