

Lake Oswego investor helps clients solve the stock market

By **SAM BENNETT**
Staff Reporter

Looking at a graph of the U.S. stock market over the last 80 years, Scott Hamersly points out what many investors lose sight of: over the long term, the stock market trends upward.

Hamersly, a licensed stock broker with Paulson Investment Co., said he makes clients money by advising them to buy stocks that demonstrate good historical performances.

"What we're doing is trying to smooth those edges between the highs and lows and trying to develop good portfolios for the longer term," Hamersly said.

Hamersly works with Kerry Bolen, also a certified broker, in Lakeside Plaza, 8 State St. Their office manager is Becky Hornberger.

Joell Hamersly, Scott's wife, is the administrative assistant.

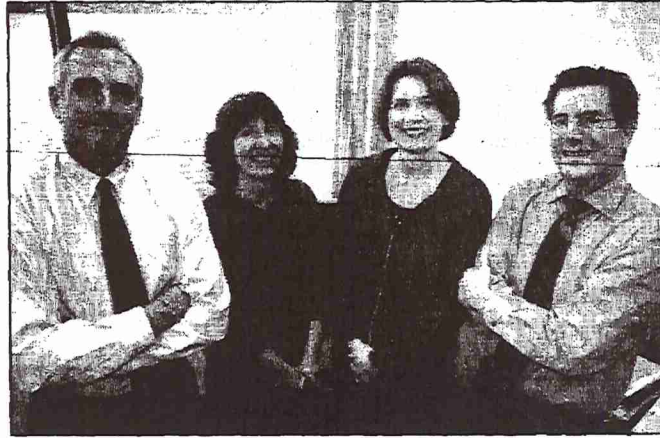
The office opened about a year ago. Hamersly and Bolen

are independent contractors with Paulson Investment and each have more than 20 years experience as financial advisors.

In the Lake Oswego office, Hamersly and Bolen advise clients in the areas of stocks, bonds, mutual funds, college savings, retirement, 401k and IRAs.

"Our whole mission is we plan, grow and protect the wealth of our clients," Hamersly said.

The Paulson Investment Co., which is based in downtown Portland, is also involved in investment banking and has helped raise money for companies such as Converted Organics, Ascent Solar and Taser. The company finds investors to help build the companies and then takes them public. Hamersly said Paulson has raised more than a \$1 billion for companies in the last 25 years. Hamersly and Bolen manage money for investors of all ages.



STAFF PHOTO / SAM BENNETT

Kerry Bolen, Becky Hornberger and Joell and Scott Hamersly all work in the Lake Oswego office of Paulson Investment Co.

"If they're in their 40s, their getting their kids ready for college," he said. "If they're in their 50s, they're getting ready for retirement. If they're in their 60s, they're doing retirement and income planning and if

they're in their 70s they're doing income and estate planning."

The two advise about products such as mutual funds and unit investment trusts — each of which are "baskets" of stocks that are diversified in

several or more sectors such as banking, tech and energy.

The company's Northwest Portfolio is one such basket, containing companies such as Microsoft, Amazon, Nike, Nordstrom, Starbucks, Boeing, Portland General Electric and Washington Mutual.

The Northwest Portfolio allows clients to invest in and support local companies. It's a way to invest wisely and "vote with their pocketbooks," Hamersly said.

The stock market, as they say, is like a pendulum that swings between fear and greed.

The announcement of a major acquisition or merger could spur a rally, while a bearish report by a large company such as Citigroup will take down the whole financial sector. In most cases, the volatility can be seen as a buying opportunity.

"We've made the most money for our clients by buying

when there is fear in people's stomachs," Hamersly said.

When the market is on a tear, he said, that might be the time to take some money off the table. But timing the market and micro-managing, or "churning" stocks, doesn't pay as well as patience, he said.

In addition to keeping a long-term outlook, Hamersly and Bolen said it's best to diversify. They advise investors to have portfolios that protect them during downturns and allow them to participate in market rallies.

"We're not caught up in the day-to-day fluctuations and we don't try to time the market," Hamersly said. "Those fluctuations aren't as significant when you look at the big picture."

The Lake Oswego branch of the Paulson Investment Co. will hold a holiday open house from 3 to 5 p.m. Friday, Dec. 21 at 8 N. State St., No. 105. For information, call 503-635-4055.