

SELMA




Selma Finance Review: Pros, Cons & How it Compares

Overall rating of our Selma finance review:

4.7 ☆☆☆☆☆ · 🏆 Best Allrounder ·

Right then, lets get started with this Selma finance review. [Selma Finance](#), with it's bold pastel rich branding, was founded in 2016 and claims to go beyond your standard [roboadvisor](#) platform by offering a more personal experience through 'investing done right' in order to 'match your life'.

Sounds interesting, right? And potentially for Selma, a great way to standout from the competition and offer a more tailored and simpler experience for [investing your money in Switzerland](#).

 **Beast Alert:** This review totals over 3,000 words and took me 20+ hours to complete! Use the table of contents below to skip to a topic of interest.


 **Reader Bonus:** If you are ready to try Selma for free, don't forget to use the code **333140214** to reduce your management fees to zero for an entire year!

Table of Contents [hide](#)

- [1. The elephant in this Selma Finance review?](#)
- [2. Selma finance review: Pros and Cons](#)
- [3. Account Opening](#)
- [4. How to open an account with Selma Finance](#)
- [5. Chatting with the bot](#)
- [6. The investment platform](#)
- [7. Opening an account](#)
- [8. Login & Security](#)
- [9. Fees & Charges](#)
- [10. Customer Support](#)
- [11. Selma vs true wealth](#)
- [12. Selma vs Yova](#)
- [13. Additional Resources](#)
- [14. Sustainable investing with Selma Finance](#)
- [15. Background info on Selma Finance](#)
- [16. Reader offers & deals](#)
- [17. Selma Finance Reviews from around the web](#)
- [18. Closing thoughts on our Selma Finance review](#)
- [19. Selma Finance FAQs](#)

First impressions – I'm curious. But will it result in a basket of expensive & trendy [ETFs](#) cloaked under some marketing spin, or something a little different?

Before we dig into the details, let's address the elephant in the room.

The elephant in this Selma Finance review?

...The emojis 🙄

Selma Finance, I love what you are doing in [fintech](#). And I'm no stranger to laying down the odd emoji myself from time to time. But honestly, your addiction to the emoji is a little too extreme, to the point of being a little, well.. *weird*.

There are just. So. Many. Emojis.

I get it – I'm not your 'target market', emojis have a 'love hate relationship', finance isn't all 'grey suits and ties' etc etc.

And that's cool. I get that.

But please, consider a monthly 'emoji audit & compulsory culling' on the weekly team meeting agenda. That's *every* weekly team meeting agenda, please? 🙄

Ok good, at least we've cleared the air. I won't mention the E word again.

Selma Finance has some seriously cool and far more interesting tech under the hood which I want to get stuck into.

Let's move onto the good stuff.

Selma finance review: Pros and Cons

Pros	Cons
<ul style="list-style-type: none">• Overall customer experience• Free demo account and portfolio builder<ul style="list-style-type: none">• Slick onboarding process• Goes beyond the standard roboadvisor by showing the bigger picture to building wealth (e.g. allocating savings for pension)<ul style="list-style-type: none">• Great for newcomers• Using the selma finance promo code 333140214 gets you 5K managed for free	<ul style="list-style-type: none">• There are cheaper alternatives if you don't want advice/budget planning• Despite maxing the risk rating, you are still limited to around 70-80% equities• There are no real 'advanced' features to tweak

Account Opening

Selma has an extremely slick and technology driven approach to the account opening process.

From the homepage, you are guided through the process via a personal 'chat' with the Selma bot, the conversation of which later forms the basis of your investment profile, or 'planet' as Selma calls it.

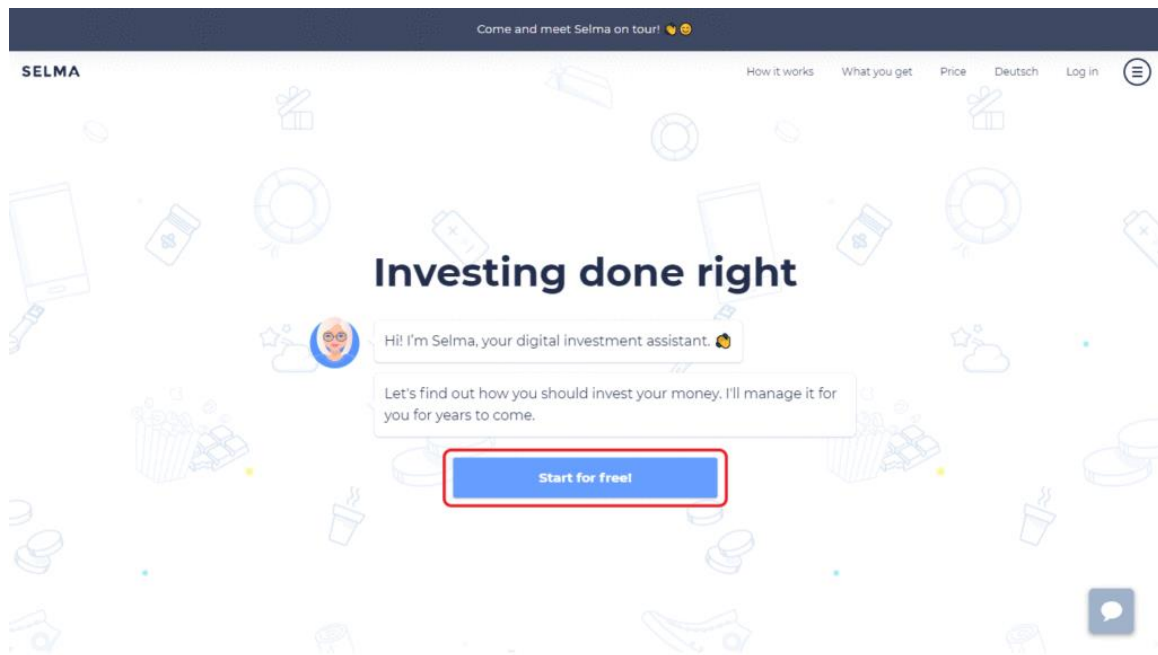
This onboarding process is refreshing due to the lightweight nature compared to other investment platforms. No heavy forms or PDFs to scan.

Throughout this process, there is the reassurance of customer support via the live chat, almost annoyingly so with banners and popup chat windows. This reassurance of help on demand no doubt supports those on the fence with opening an account.

How to open an account with Selma Finance

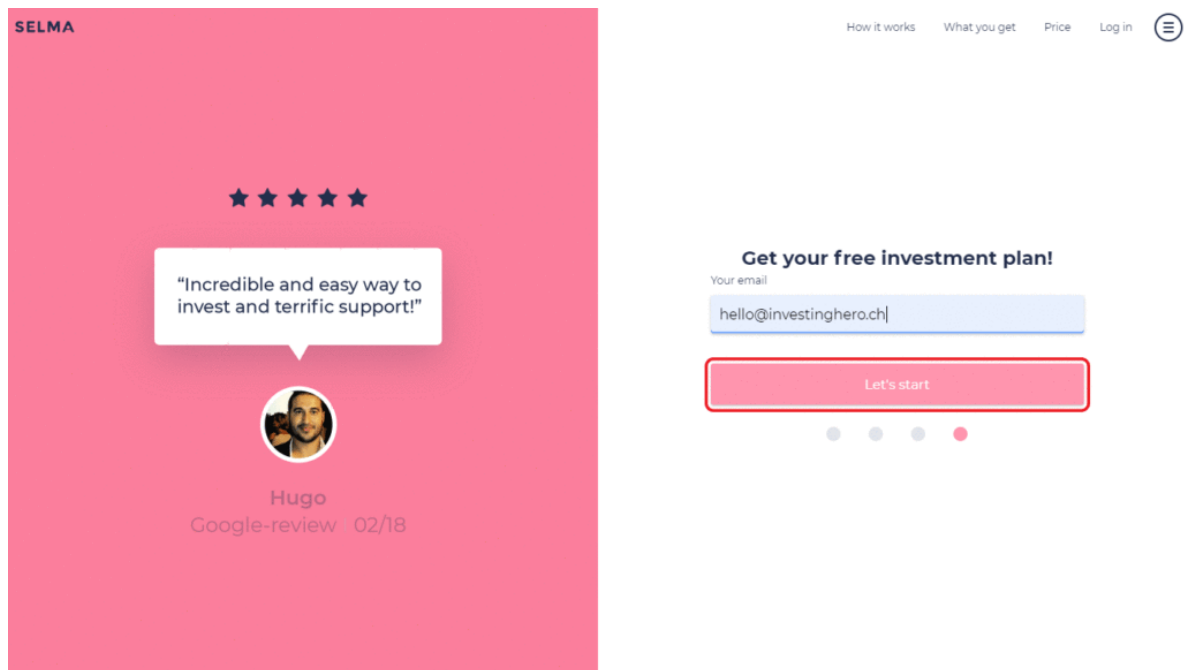
This selma finance review will take you through the process step by step to opening and creating a new account, so lets get started!

Visit selmafinance.ch, and from the homepage Selma gets straight down to business with the call to action above the fold. Click 'Start for free!', as shown below:



You'll notice Selma gives a cheeky wink when you hover over the button. It's all in the details.

Enter your email and hit 'Let's start':



Select 'Yes, it's okay' on the next privacy notice screen to proceed to the next step

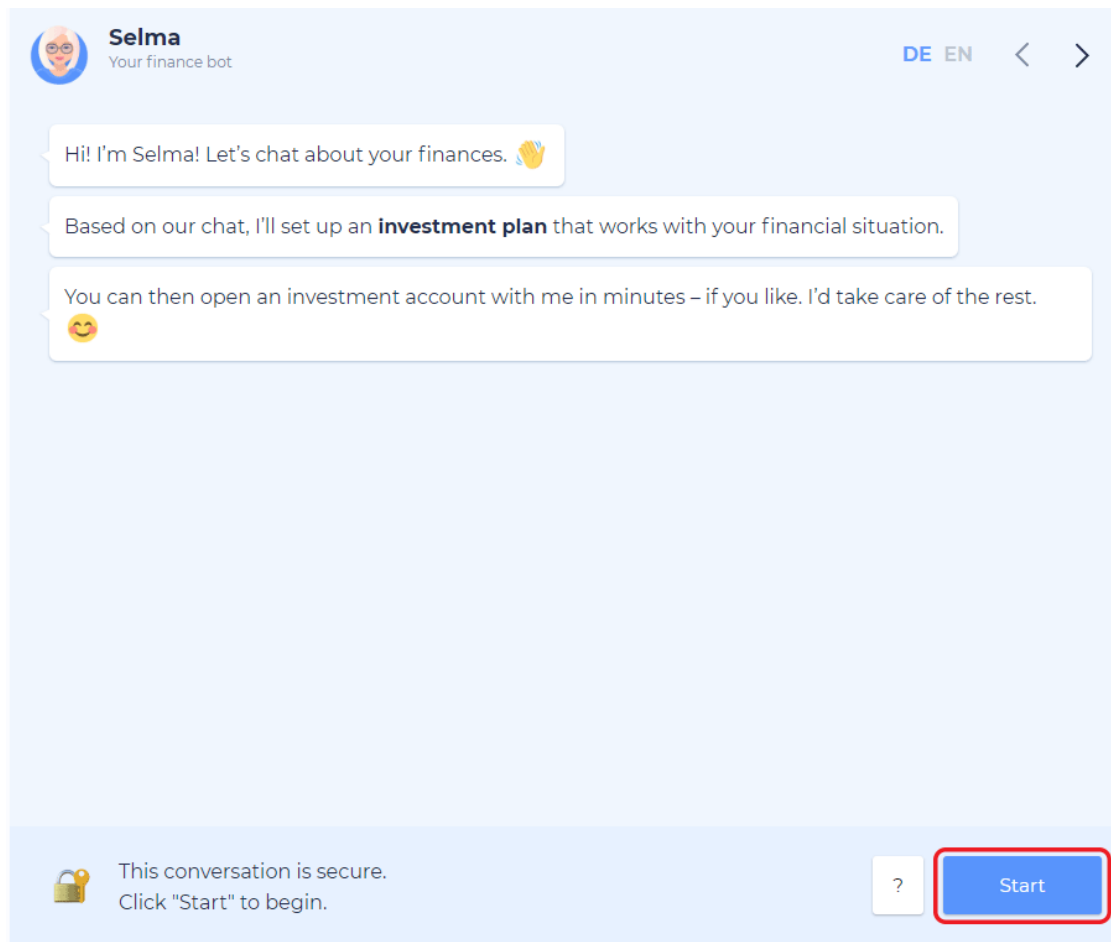
Unlike other platforms, once you complete the above steps you are transitioned immediately into the risk assessment process, email verification can be completed later enabling you to continue the process without getting blocked.

Another win for customer onboarding.

Chatting with the bot


After the above steps you are moved into a 'chat' with the Selma bot to evaluate your finances to create your financial plan.

You can't say hello back, so just click 'Start':



The next slides will ask for your name, age and location, before getting onto the first meaty question about finance.

At any point you can hit the question mark (see screenshot above) to expand on the reasoning behind the ask:

**Selma**
Your finance bot

DE EN < >

Investing Hero, we'll start with your **current** financial situation.

In case you own real estate: how much is it worth, roughly? For example an apartment, a house or a cottage? 🏠

If you have none, it's fine - simply click "Next". 😊

Why are you asking this?

Real estate is an important part of your wealth. I take your answer into account when choosing the right investments for you.


If you're not sure, no worries, you can change it later.

CHF

Next

Investing Hero only owns priceless castles. Hence the zero. 🏰

Next they'll see how much debt you have, so think back if you've had any visits from Intrum Justitia recently. No? Good.

**Selma**
Your finance bot

DE EN < >

Then, do you have loans or debt that you have to pay back (including mortgages)?

A rough number will do. If you want to skip, simply click Next. 🙄

Ummmm...


The amount of debt you have has an impact on how much risk you take. As you pay your debt back, I will adjust your investment plan to increase risk.

Remember: it doesn't have to be exact, and you can change it later!

CHF

Next

Any other valuable assets (be modest here – most cars are liabilities, not assets) to factor into your overall wealth:



Selma
Your finance bot

DE EN < >

Alright. How about any other valuable property?

... like a car, boat, art or other things like that? 🚗 🎨

If you have none or want to skip, click Next. 😊

Valuable property?

To tailor your plan, I would need to know what your wealth is. This includes things such as your savings or your car.

I understand if you don't want to share this yet.


We can talk about this later. 👍

0

CHF

Next

Next, give a ballpark on the value of other investments you have:



Selma
Your finance bot

DE EN < >

Okie dokie, Investing Hero.

Do you happen to have any other investments already? Shares, funds from a bank...

In case you do, what's your hunch about their worth today? 🤖

Why do you ask?

I can take them into account when picking your Selma investments...

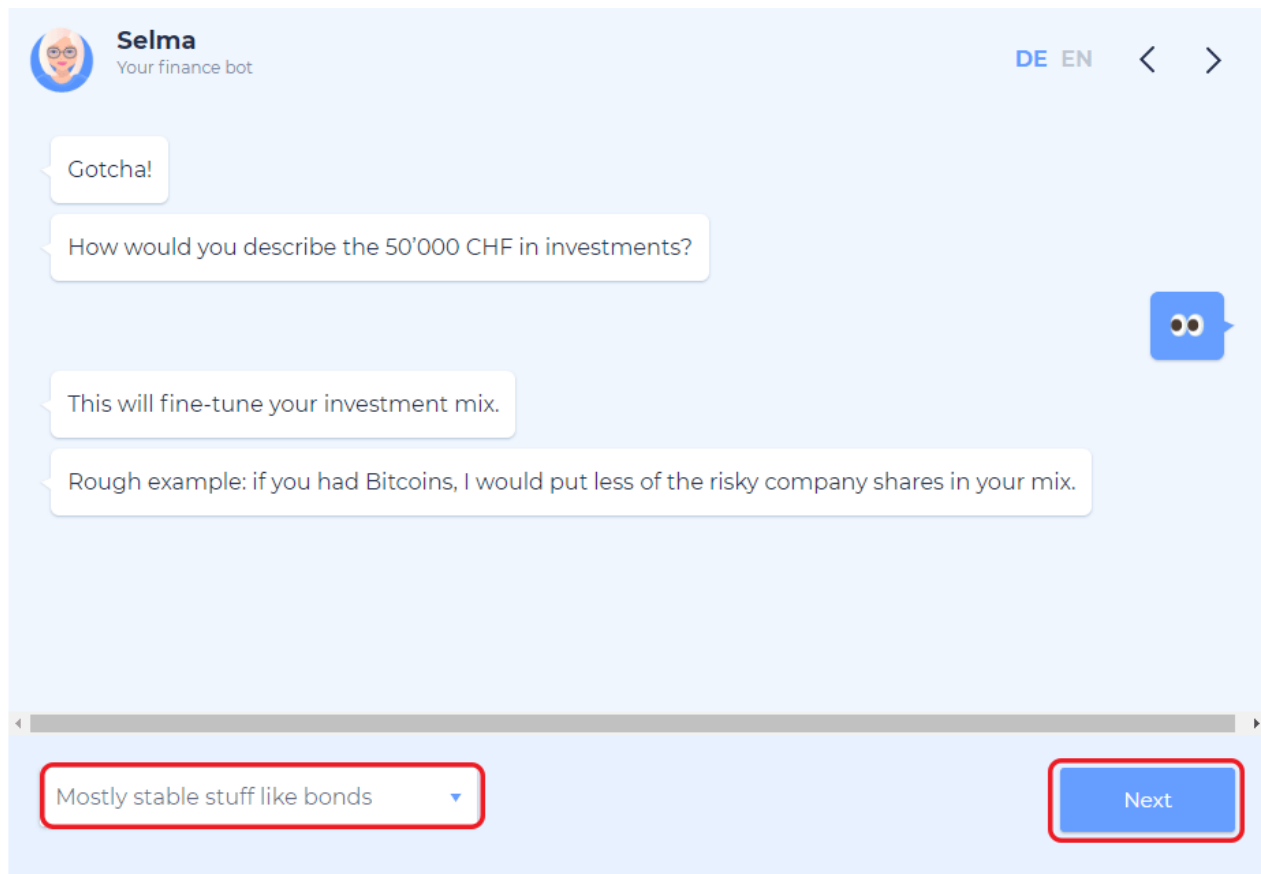
... and give you a better estimation on how much risk you could take. 😊

50'000


CHF

Next

Then drill down into the specifics of that investment... pretty straight forward with the drop down menu:



First question here indicates Selma is providing more than just the standard roboadvisor services, by looking at some [budget basics](#) of building a cash buffer:



Selma
Your finance bot

DE EN < >

Investing Hero, how much do you want to keep as cash for emergencies?

This is your **cash buffer**. 🛡️

One way to look at it, is to think how much money you would need to get by for 3 months. 🤔

Why do I need to tell this?

It's always a good idea to keep some cash on the side, just in case.

To start investing with Selma, you need to have at least 2'000 CHF in cash...

... and, ideally, a bit more on your bank account.

25'000


CHF

Next

» **Related reading:** [How to create a simple budget plan](#)

Onto timeframe questions, and how soon you'll likely need to cash out your investments.

The sooner you need it, the lower the risk your portfolio should be:



Selma
Your finance bot

DE EN < >

Good to know. 👍

Then, have you decided to use a bigger sum in the next 3 years – on buying a car, renovation, things like that? 😊

If yes, how much?

What does this mean?

Investing makes the most sense when you do it for years to come.


That's why it would be a bit risky to invest money that you will need soon.

... well, I mean, soonish. 🤖

CHF

Next

Similar questions follow around your financial stability and commitment to investing, enter your numbers and hit 'Next':



Selma
Your finance bot

DE EN < >

All clear so far!

Investing Hero, how much money can you save on month-to-month basis?

Why do you ask?

This helps me to adapt your investment plan to your personal situation.


Usually, the more you can save, the more risk you can take.

2'000

CHF / month

Next

The relentless bot questions do go on a little while, a percentage completion gauge or similar would be nice.. but you are getting close to finishing:



Selma
Your finance bot

DE EN < >

Cool! 😊

... and what about money that you have already **saved up**, in cash on bank accounts?

Based on your previous answers that should be at least 27'000 CHF.

Why 27'000 CHF?

I calculated that based on your cash buffer, future expenses and monthly savings. On top of that you need at least 2'000 CHF to start investing with Selma.

You should include in the number all the cash that you have at home and on savings and checking accounts.

27'000

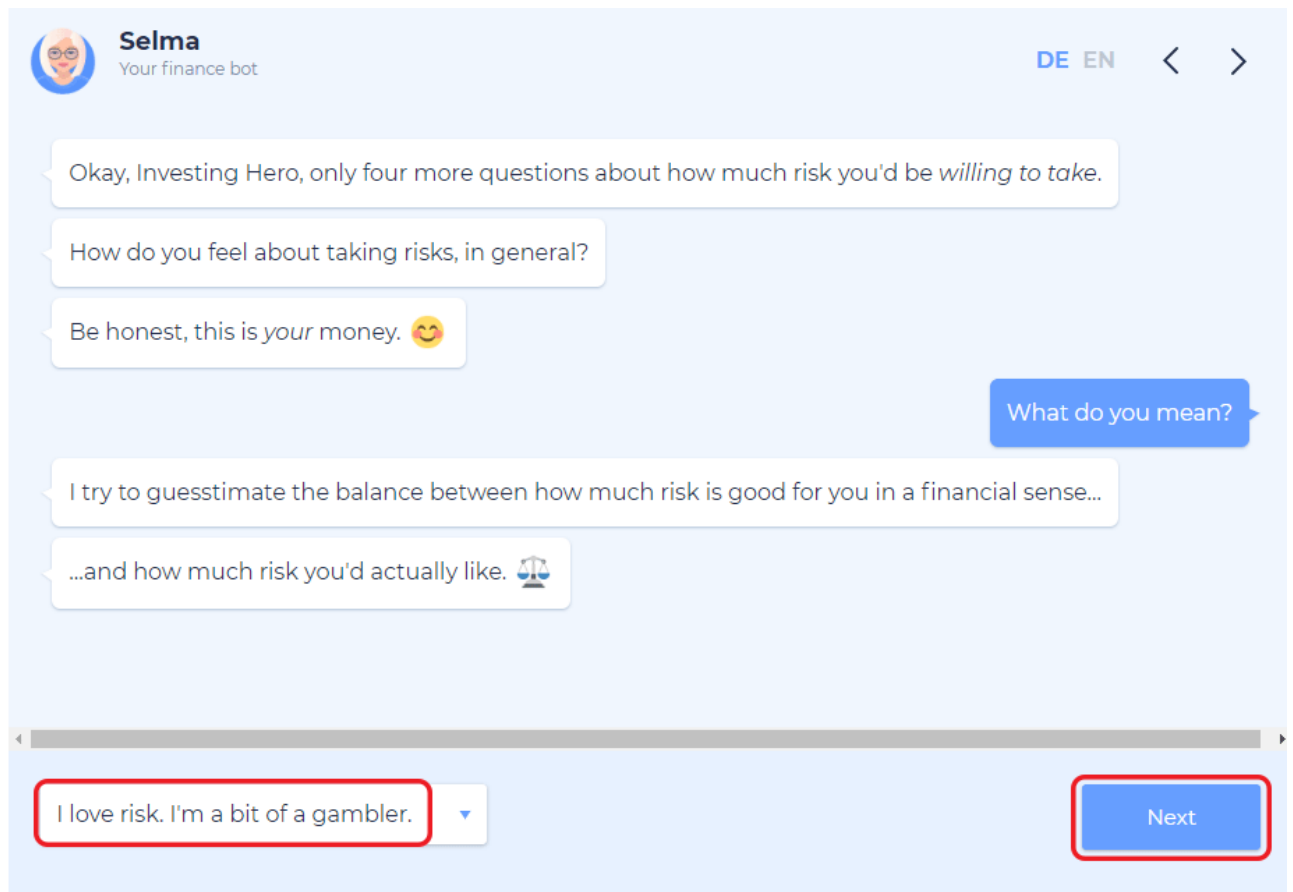
CHF

Min. 27'000 CHF

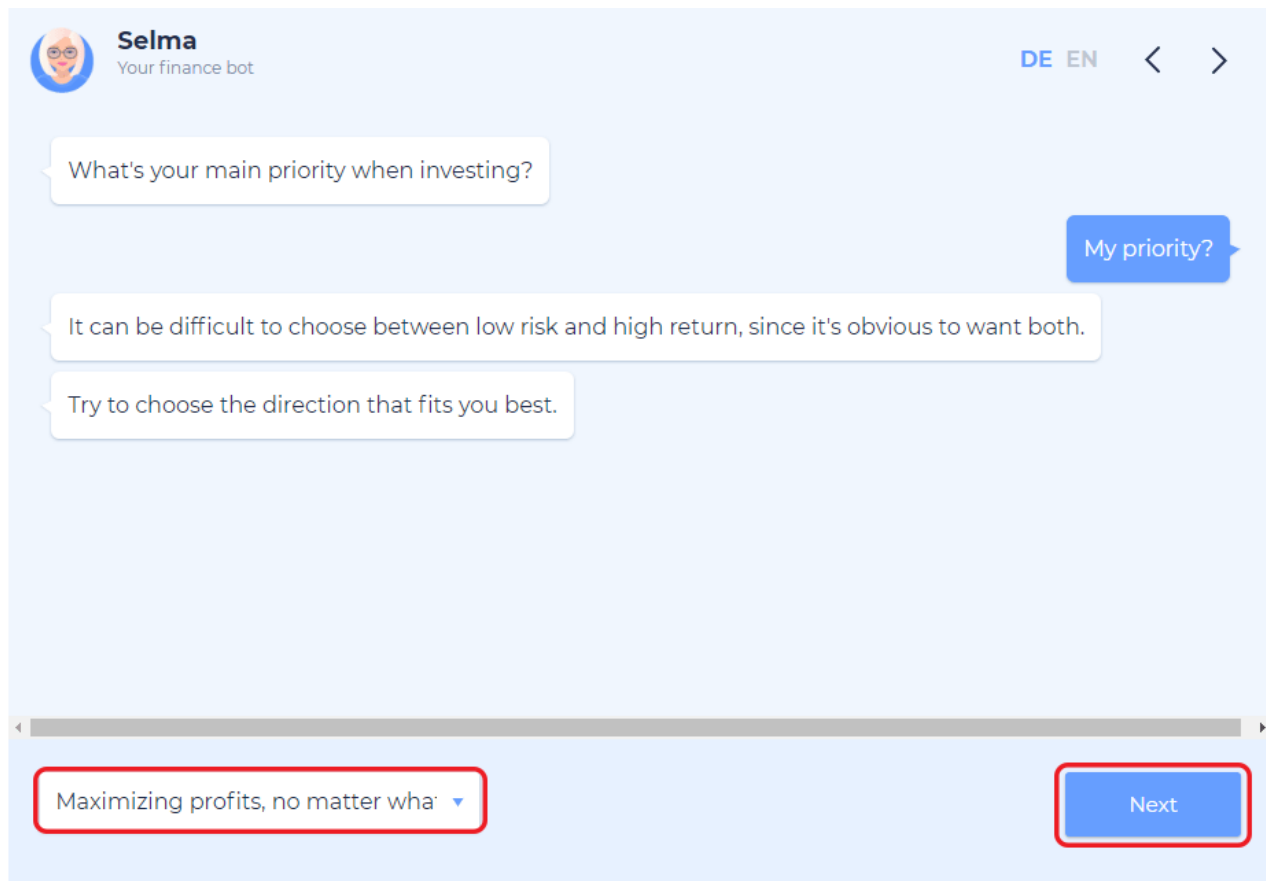
Next

Only four more questions.

The higher your risk tolerance, the less you (should) be freaked out by 10% market drops. Make your selection and hit Next:




Another gauge on your investment goals, what are you looking to achieve with all this?
Maybe a modest return that beats inflation, or something a little more? Make your choice:



Remember if you are investing in [stocks](#), these drops are not a case of “*if it will happen*” but “*when it will happen*”.

No amount of blog posts and chat bots will prepare you for that 40% market crash. Make your choice:

**Selma**
Your finance bot

DE EN < >

Almost done!

Investing Hero, imagine you invested, let's say... 1'000 CHF.

In another universe, six months have gone by and the market crashes.

You lose 400 CHF. Only 600 CHF is left.


How do you feel?

I don't understand

This is a hypothetical situation.

It's a concrete way of figuring out how you'd feel after facing significant losses.

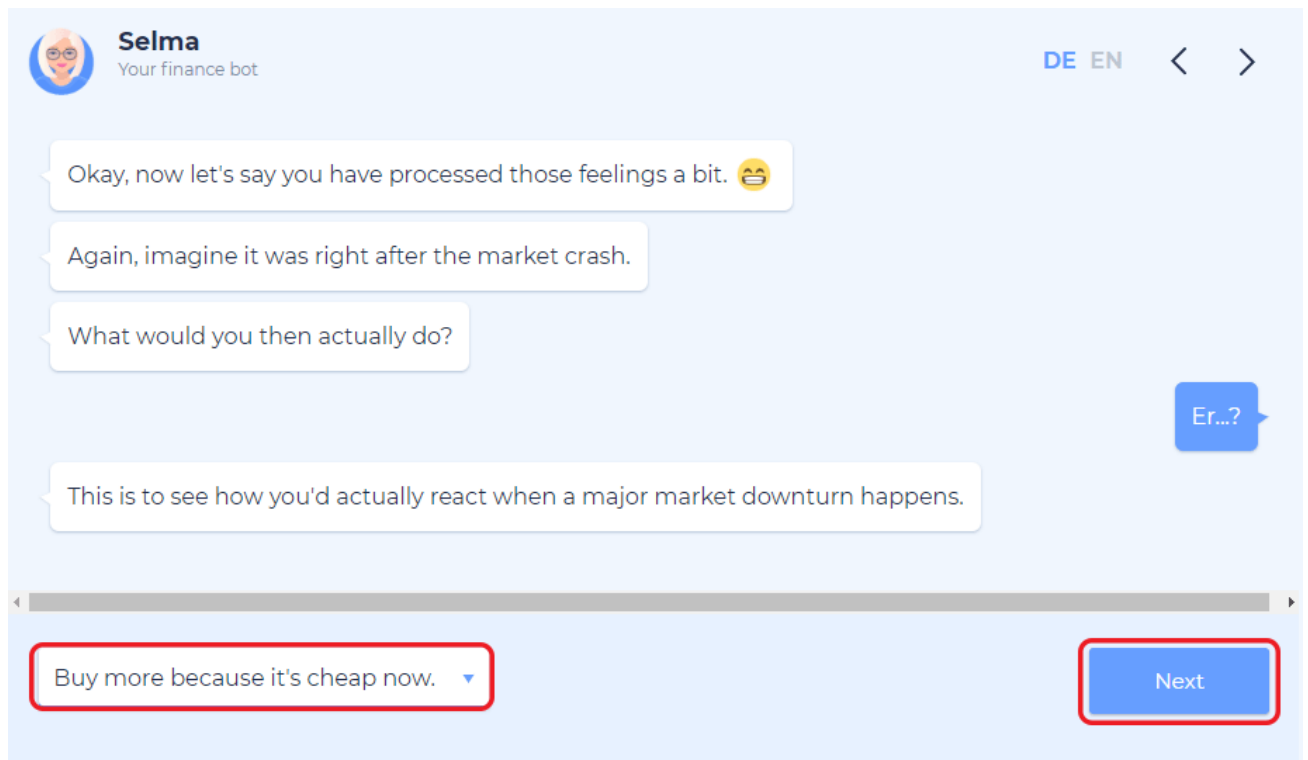
While this is not likely, it's important to remember that such market drops have happened in the past.

 Likely pretty calm. ▾

Next

Final question.

Once you've sobered up after drinking that bottle of wine after a market crash, what do you do?



I'd buy trainers at half price, so why not the companies that make them?

The investment platform


Having worked through the above steps you'll be presented with your investor profile, essentially a dashboard interpretation of the data you just entered which gives a nice overview.

Hit 'Get your investment plan' to move along:

Investor profile: Investing Hero

[Edit investor profile](#)

Selma



Investing Hero, here is what I've learned about your financial life. I use this summary to maintain your investment plan.


Basic

☒

Beta 🤖

Your risk relationship

Perfect fit ★








You have excellent mental aptitude for dealing with risk.

You might even be a bit risk hungry, but most importantly you can keep your head down and avoid hasty decisions if the value of your investments goes down.

Your financial situation

You today




 Cash	27'000 CHF
 Real estate	0 CHF
 Other investments	50'000 CHF
 Other wealth	0 CHF
 Liabilities	0 CHF
Sum	77'000 CHF

Something to edit?

[Edit investor profile](#)

Whenever there are changes in your life, Selma updates your investment planet as well.

Your plans

 Cash buffer	25'000 CHF
 Saving monthly	2'000 CHF
 Planned spendings	0 CHF

Get your investment plan 🚀

The calculation of how much to invest is presented next, which again sets Selma apart from other roboadvisors by showing a more holistic view toward having a monthly budget.

You can expand the accordion for more details, and hit 'Next' when ready:

Your plan 1 / 4

How much to invest?


Here's a recommendation how you could save and invest your money.

✓ Start with 2'000 CHF

✓ Add monthly 715 CHF


From your monthly savings: 2'000 CHF

Save in Pillar 3a	568
Add to your cash buffer	715
Invest the rest	715




Pension?

In 2019, you can save up to **568 CHF/month** in your Pillar 3a pension fund to get the full tax benefits.



Cash for you

Spare a slice from your savings. Top up your cash buffer, buy something fun or give a bit to a charity. Your choice! 😊



Invest monthly

The longer you invest regularly, the more "interest on interest" you get. Saving in steps also means less worry about timing.

You can add money to Selma for free at any time. Since it doesn't make sense to buy investments in very small portions, we recommend to invest at least **100 CHF/month**.

Next

And finally – you can now get your hands on your investment ‘planet’. Which is Selma speak for a portfolio.

Nice and simple for newcomers, and there are some details to explain the reasoning behind the selection. Pros can click ‘advanced’ and geek out in a little more detail on the ETFs listed.

From the dashboard you can see what your planet comprises of – equities, bonds and real estate in this example.


Considering the target audience for Selma, it's fit for purpose and hides a lot of the more technical details around your investments.

When ready, click 'Next'.

Your plan 2 / 4

What to invest in?

Investingium is based on your investor profile. This is the blueprint that Selma uses to build and maintain your planet.



Simple ☒ Advanced

Growth picks

These investments can make your wealth grow. 🚀

Investment Category	Percentage
International companies	58.9%
Company loans	26.2%

Real estate


🏠 Your planet includes some real estate investments to reduce your risk and to protect you from inflation.

Investment Category	Percentage
Real Estate	14.9%

Change sustainability preference

Sustainability is **turned off**. That means Investingium has investments in companies from all around the world. ❤️ 🌍

[Change preference](#)



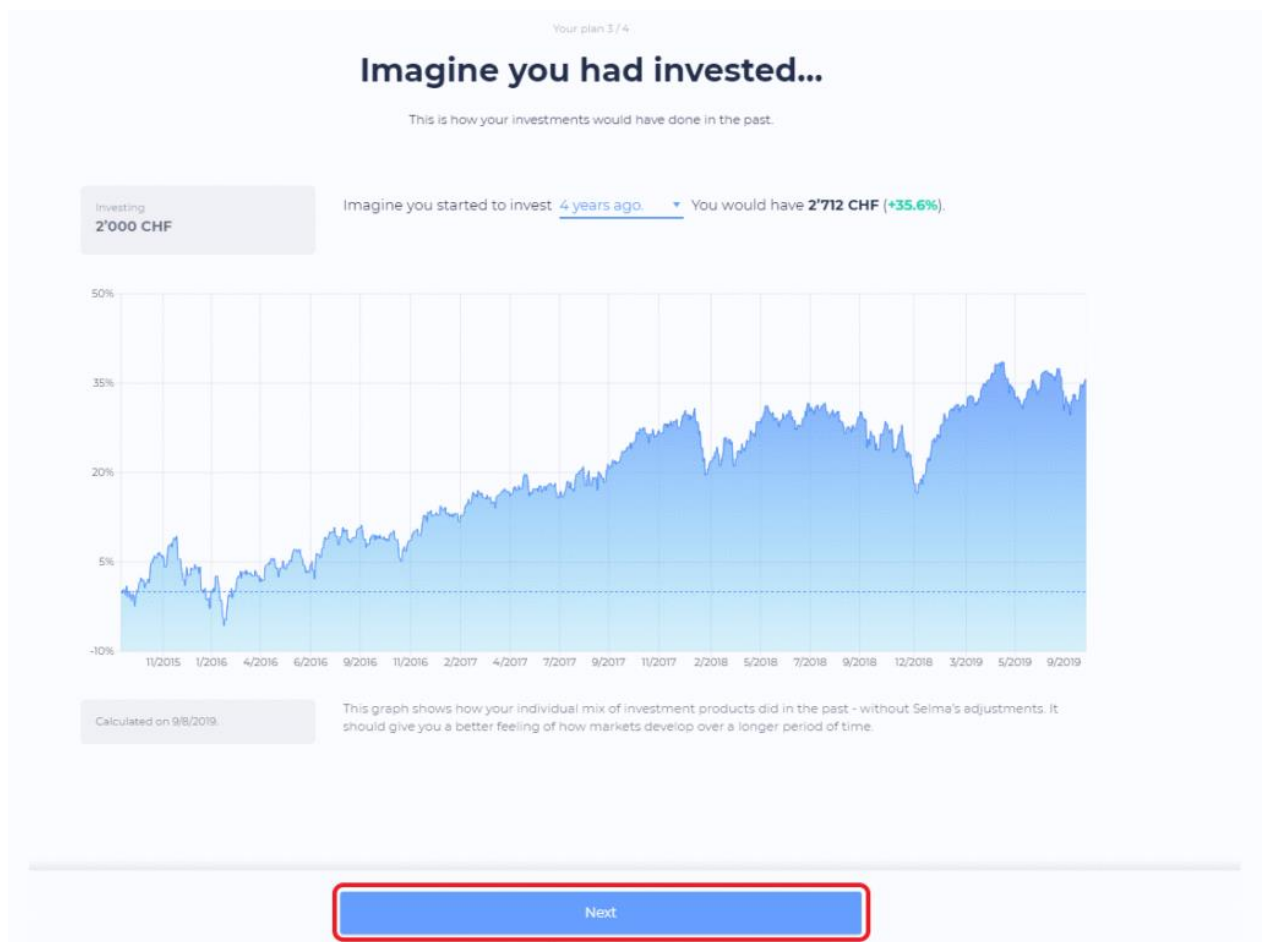
Next

A little historical data to show you how your portfolio, sorry I mean *planet*, would have performed had you invested 4 years earlier. And that's without any further contributions to bump up your compound interest.

Although personally, I'd like to see some 5-10 year time frames available. 4 years is generally regarded as quite a short timeframe for equities and long term investments.

Regardless, in the long term it'll be looking pretty rosy!

Hit 'Next'.




The next screen will give you some scenarios on what your planet will look like when the market dips, and when it really tanks, as it did in 2008 financial crisis:

Your plan 4 / 4

How risky is it?

This shows you how your planet would have done in simulated bad situations.

 No worries. If these unfortunate scenarios feel too scary, [chat with us](#) and we'll adjust your risk by a notch. 😊

Investing
2'000 CHF

The worst fall in the last three years 📉 😞

You would be left with
1'762 CHF
▼ -11.9%

The *maximum drawdown* shows the biggest drop of your planet's worth in the past 3 years.

Example of a financial crisis 🔥 😬

You would be left with
1'260 CHF
▼ -37%

After a financial crisis similar to the one in 2008, this is how much you would have left.

Calculated on 9/8/2019.

These two examples show how much your planet would have lost when things went south in the past.

[See how to start investing](#)

There is no 'September 1929' scenario, which is probably a good thing.

💡 A nice addition here would be seeing how the planet would look 24mths *after* these worst-case scenarios. For example, if the investor had the guts to hang on during these declines, and keep investing each month.

Time heals all planets – and suddenly these doomsday scenarios don't look as bad for the newcomers with long term investing in mind.

Click 'See how to start investing' to move on.

Opening an account

At this point, Selma has passed you straight onto the live account opening process.

Invest in Investingium with Selma – online

Get an investment assistant that **manages your money** and adjusts your investments to your life and changes in the markets. 🤖

Online signing is closed
Open Mon – Sat, 07:00 – 22:00

👉 Speed up things: [review](#) and [fill](#) your contract in advance.



Investments that fit your life



Selma adjusts your investments when you switch jobs, buy a house or settle down.

Keeping risk at bay

Selma monitors markets 24/7 and buys and sells investments for you once markets move.

Now is always the right time

Selma invests your money step by step and reduces investments in markets that are expensive.

Smart trading analysis



Detecting over- and undervalued markets tells Selma what to buy and when.

Secure bank account



Your cash and stocks are protected by Saxo Bank (Switzerland).

Start with CHF 2'000

We suggest to invest for at least 2 years and up.


Save monthly

Add or take money out for free at all times.

Swiss Tax Report



You will get everything you need for your yearly tax report.



Would you like to have someone from our team to help you with your profile and investments? We'll answer your questions.

[See your price & open account](#)

[Request a checklist](#)

After clicking 'See your price & open account' you'll be given a breakdown of how the costs and fees are calculated based on your deposit, as shown below:

Invest > Your price

How much do you want to invest?

You can open an investment account with min 2'000 CHF **and / or** pillar 3a account with any sum. **You can change these sums** before adding the money.

Investment amount	<input type="text" value="2'000"/>	CHF
Pillar 3a amount	<input type="text" value="0"/>	CHF

Investment product costs	0.31 CHF / month That's 0.19% per year.
Pillar 3a product costs	0.00 CHF / month That's 0.22% per year.
Selma service fee	1.13 CHF / month That's 0.68% per year.

[I have a promo code](#)

Tip: Invest up to 6'826 CHF in your pillar 3a by 20.12.2019. Selma will take care of it for free, forever.

All Selma services	<input checked="" type="checkbox"/>
All transactions	0 CHF
Stamp duty	0 CHF
Investment plan charges	0 CHF
Investments	0 CHF
Unlimited deposits	0 CHF

[< Back](#)

[Open account](#)

From here, you are only a few short steps away from opening a live account which will be verified online.

Keep in mind you need to deposit a minimum of 2K CHF to get started. This is straight forward and can be done via bank transfer to their custodian bank, which will take a couple of days.

Login & Security

As expected, SSL encryption and https connections are standard, with two factor authentication also available for added peace of mind. Like many other roboadvisors in Switzerland, your investments are not directly held with Selma – but with a custodian bank. With Selma, that's Saxo Bank, a FINMA regulated Swiss bank.

Fees & Charges

As is typical in the roboadvisor space, compared to a bank Selma fees are very good. Robo advisors tend to avoid transaction costs, entry & exit fees, custody fees etc etc – and Selma is no different.

The management fee is 0.68% (**free** however with our [invitation link](#)), with product costs (e.g. ETFs which make up your portfolio) are on average 0.22%, resulting in 1% all in.

Not the cheapest in Switzerland, but it's important to remember Selma pitch themselves slightly differently to other roboabvisors on the market by offering a more tailored personal experience for newcomers, which comes at a small premium compared to say, [Truewealth](#).

Customer Support


Customer support is excellent at Selma and queries receive timely and accurate replies, even at the weekends.



There is also an extensive self-service support section (kudos to Selma for optimizing the content marketing to maximise search engine traffic) with a huge wealth or FAQs and common topics already covered.

Selma vs true wealth

You can read the full [True Wealth review](#) here, but let's look at some of the data on Selma vs true wealth in this simple comparison table:

	Selma	True wealth
Investing Hero Score	4.7	4.5
Investing Hero Rating	Best Allrounder	Best Allrounder
Management fee	0.68%*	0.5%
Product costs	0.22%	From 0.17%
Account min.	2K CHF	8.5K CHF
Custodian bank	Saxo Bank Schweiz	Saxo Bank Schweiz, BLKB
Sustainable & impact investing options	✓	✓
Personal budget features	✓	✗
Pilar 3A support	✓	✗
Free demo account	✓ 	✓

* This is reduced to **free** for an entire year when using the Selma finance promo code of 333140214, or via the following [invitation link](#).

Selma vs Yova

You can read the full [Yova review here](#), but some of the top level metrics are shown below:

	Selma	Yova
Investing Hero Score	4.7	3.5
Investing Hero Rating	Best Allrounder	Best Custom Impact Investing
Management fee	0.68%*	1..2% (lowers over 50K)
Product costs	0.22%	Included in the above
Account min.	2K CHF	2K CHF
Custodian bank	Saxo Bank Schweiz	Saxo Bank Schweiz
Sustainable & impact investing options	✓	✓
Personal budget features	✓	✗
Pilar 3A support	✓	✗
Free demo account	✓ 	✓

Additional Resources

A nice feature with Selma is the openness around the future direction and development of the investing platform.

They share the roadmap via a [trello board](#), reviews, and user feedback – treating the platform very much like a ‘Software as a service’ product which will evolve and improve over time, something not typically seen in the investing space. Have a [browse through](#).

Sustainable investing with Selma Finance

According to the Selma website, the demand for sustainable investment options has increased significantly in the last 12 months. Questions such as 'Does Selma finance offer sustainable investing' and 'how to avoid investing with bad companies' have made their way onto the roadmap.

You can simply enable sustainable and impact investing options in your account by switching the option 'on' from your blueprint page, as shown below:

It's about time you gave up smoking anyway

The above setting will ensure you leave out companies dealing with weapons & firearms, tobacco & alcohol, gambling & porn, GMOs and thermal coal.

The sustainable investing option will also avoid companies facing scandals with environmental issues, customer protection, human rights & fraud.

Background info on Selma Finance

Selma Finance was founded in 2016 by a team comprising of four founders – [Patrik Schär](#) (CEO), Kevin Linser, Mikael Roos and Valeria Gasik. They also have a team of investors supporting the business, and have over 1000+ clients in Switzerland with double digit millions assets under management.

> **Related reading:** "Interview with the Boss: [Selma Finance CEO Patrik Schär](#)"

Headquartered in Rütli 9c 6415 Arth (also with an office in Zurich) the company has Swiss and Finnish roots, you can read more about their background on the [about section](#).

Reader offers & deals

We've partnered with [Selma](#) to give our readers (that's you!) a special offer when you open a live account. If you use the following [invitation link](#) (or the selma finance promo code: **333140214**) you won't have to pay ANY management fees upto 5K CHF for the first year.

That's completely free portfolio management, for an entire year!

Selma Finance Reviews from around the web

I thought it would be useful to include some selma finance reviews from other parts of the web here so you don't just see mine as the only voice.

Across [Facebook](#) and [Google](#), they have a total of 94 reviews. The vast majority of which are very positive.

Here are the top 3 "highest rated" five star Selma reviews at time of writing:

1. *"Rarely has it been so well advised as with selma. I have never had a financial advisor who has so comprehensively pointed out risks to me in easily understandable language. What are the implications of this and that in the context. This is how I imagine it to be. What's more, the costs are unbeatable."* – [Adrian August Wildenauer](#) (Google review)
2. *"Friendly and attentive support, simple, modern and uncomplicated structure. That's exactly how you want to be able to invest in the modern digital age, no reading through endless papers, no intrusive brokers and market criers – simply a need that is being met. Who still invests in banks probably still lives in the middle ages ;)"* – [Simon Adams](#) (Google review)

3. *"Simple and transparent way to increase your money on the stock markets. The Selma team is very helpful and answers questions in the live chat very quickly and competently."* – [Beda Diggelmann](#) (Google review)

On the flip side, here are the top 3 negative reviews:

1. *"Annoying ads. Without knowing the company their ads already make you dislike them."* – [Leonardo Brandenberger](#) (Google review)
2. *"Most aggressive marketing. Have absolutely zero interest on their solution."* – [Bryan Coupy](#) (Google review)
3. *"Very spammy Reddit ads. Not a chance in the world I will ever do business with them."* – [Vlad Dogaru](#) (Google review)

As you can see, the negative reviews relate to an old marketing campaign. Selma annoyed a few users on Reddit and Facebook with their advertising. Opps.

Filtering out these negative marketing comments, I couldn't find any negative reviews related to the Selma platform itself.

Closing thoughts on our Selma Finance review

Hopefully this Selma finance review gives you plenty to think about.

Selma do a great job at making investing accessible to newcomers and holistically looking at the bigger picture to building wealth. By factoring in budgeting, pension planning and an investment plan into a single platform, they differ from the competition and are more than 'just another' roboadvisor.

This added value comes at an extra premium, with prices slightly above the competition by a few dozen basis points which will turn away some – but their core audience will

likely see the additional value, slick user experience and tailored budget planning worth the extra premium.

Note: Using the selma finance promo code of **333140214** will avoid any management fees for a full year.

Thanks for reading our Selma finance review! 😊

Selma Finance FAQs

What are the Selma Finance fees?

A 0.68% management fee and product costs of 0.22%. However, using [this link](#) (or promo code **333140214**) gets you free management.

Can I withdraw money or close my Selma account at any time?

Yes – just contact Selma directly and they'll close the account and transfer the funds. The process can take a week and there is no additional fee.

Is there a selma finance promo code?

Yes. Use [this link](#) or the code **333140214** and you'll get free management for an entire year.

Is there a Selma Finance help center wiki?

Yes, visit the [following link](#) to read more.

How does Selma Finance work?

Selma finance reviews your entire financial picture, from gauging your risk appetite to understanding your assests and how much you can afford to invest. From this information (and much more, see the full review above) Selma Finance will build an investment portfolio to fit your profile.

What happens if Selma Finance goes bankrupt?

Your investments are in your name and you are the owner. In the event Selma Finance go bust, you can transfer them to another roboadvisor.

Do I need to be a Swiss resident to invest with Selma Finance?

Yes.

Can I use Selma Finance to invest for my children, grand kids or god child?

Not yet. But Selma say its coming, so watch this space.

Can I use Selma Finance to invest in more niche & exotic (e.g. Cryptocurrency) asset classes, or select individual ETFs based on a certian theme or industry?

Not yet, but Selma are looking into it closely and more updates will come. You can view the current topics here: <https://www.selma.io/topics>

Does Selma reinvest dividends?

Yes. Dividends which are generated from your portfolio are automatically added to your account.

What is the average amount people invest with Selma?

Approx 15K CHF, however some accounts run into the hundreds of thousands. The account minimum is 2K CHF.

What metric does Selma use to work out if prices are low or high when creating and rebalancing a portfolio?

Selma uses the Cape Ratio to work this out. The Cape Ratio is the price divided by the avg. 10 years of earnings adjusted for inflation. You can see more about CAPE [here](#).