Get Rich Slowly: Staying the course

The bull could continue to run.

Update
21 November 2025

Analysts:

David Brenchley
david.b@keplerpartners.com

I've been trying to keep a tally of the roll call of experts who've been telling us we're in the middle of an almighty artificial intelligence-fuelled stock market bubble right now. For once, it's not just the perma-bears sounding the alarm.

Instead, we've had warnings from those within AI themselves such as OpenAI's Sam Altman, to high-profile bankers such as JPMorgan Chase CEO Jamie Dimon, to influential institutions such as the International Monetary Fund (IMF), to even former deputy prime minister Nick Clegg.

Then Michael Burry first took short positions against AI darlings Nvidia and Palantir (betting that their share prices would fall), before deciding he would close his hedge fund, Scion Asset Management, down after 25 years.

Burry's parting words to investors, according to the Financial Times, were that his "estimation of value in securities is not now, and has not been for some time, in sync with markets". Coming from the man who famously and successfully bet big against the housing market ahead of the 2008 financial crisis, many investors have heeded the warning.

Suitably worried, UK investors have been pulling cash out of equity funds at a record rate in October, according to the data company Calastone, with a large chunk of that going into money market funds.

We've certainly seen some jitters creeping in over the past three weeks, but to put that in perspective, the Nasdaq is only 6.6% (at the time of writing) lower than its 29/10/2025 record high – that's not even a correction, let alone a bear market.

The roadmap most popularly invoked is the dotcom bubble, and the subsequent crash that ensued – and there are similarities. Yet, that doesn't necessarily mean we're in for a crash – and it doesn't mean you'll lose money over the long term, either.

Irrational exuberance

Indeed, the now infamous phrase 'irrational exuberance' was coined by the then chair of the US Federal Reserve Alan Greenspan during a speech in December 1996. At the time of Greenspan's speech, the S&P 500 had risen 125% over the past five years and c. 92% over three years. By 29/10/2025, the S&P 500's total return was c. 119% over five years and c. 82% over three years, as at 17/10/2025.

The parallels are striking, with both bull runs being driven by undoubtedly revolutionary, but also nascent, technologies (the internet and artificial intelligence respectively). It should be noted, though, that in the three years after Greenspan's speech, the S&P 500 went on to double once more. So, even if we are in the middle of a bubble, it's possible there could be more to come.

All this leads me crudely to thoughts on my portfolio. Now, like everyone else, including the much more illustrious list mentioned at the top of this article, I have no idea whether we're on the precipice, or whether there's more of the mountain left to scale.

As a result, I'm staying invested and refusing to sell out of any of my core global, or regional, equity funds and investment trusts (in any case, I don't have a particularly high exposure to either the Magnificent Seven, or the US in general, with the latter accounting for just c. 35% of my investments).

The contributions made to my self-invested personal pension (SIPP) remain the same as they have been since I started my current role and I'm still drip-feeding this cash into the market, but as ever I'm looking for asset classes that are currently cheap.

Safe as houses

Essentially, this is anywhere but large-cap US tech, but more specifically, smaller companies trusts such as **Rockwood Strategic (RKW)** in the UK and **Nippon Active Value (NAVF)** in Japan alongside the **SPDR MSCI USA Small Cap Value Weighted UCITS ETF (USSC)**; emerging markets trusts including **Ashoka WhiteOak Emerging Markets (AWEM)**; popular UK equity income holding **Law Debenture (LWDB)**; and infrastructure names such as **Greencoat UK Wind (UKW)** and **Octopus Renewables Infrastructure (ORIT)**.

Outside of my SIPP, I decided a couple of months ago to pause paying cash into my stocks & shares Isa in favour of topping up my house deposit fund, which is currently split between a Lifetime Isa, a cash Isa and premium bonds.

Ideally, I would carry on investing alongside saving towards the deposit, but some extra cash is helpful and, with markets around the world at close to record highs, I felt I could take a beat, for a while at least.

We had a house offer accepted three months ago and the mortgage offer landed in my inbox just before I filed this article, so that will continue in the hope of building up the pot for furnishings and potential renovations down the line.

On Wednesday evening, the day after I'd written most of this article, Nvidia reported impressive results, helping markets bounce on Thursday to claw back some of their earlier losses. Third quarter revenues came in at $57bn, well above expectations and 62% higher than the same figure the previous year.

"There's been a lot of talk about an AI bubble. From our vantage point, we see something very different," CEO Jensen Huang said, railing against those suggesting otherwise. Whatever Huang sees, it's certainly not a reversal of sentiment anytime soon; time will tell. Until then, there seems no reason to change course in anticipation of a crash that may never come.

Click here to register for our Real Dividend Heroes & Growth Giants in November

Disclaimer

Past performance is not a reliable indicator of future results. The value of investments can fall as well as rise and you may get back less than you invested when you decide to sell your investments. It is strongly recommended that if you are a private investor independent financial advice should be taken before making any investment or financial decision.

Kepler Partners is not authorised to make recommendations to retail clients. This report has been issued by Kepler Partners LLP, is based on factual information only, is solely for information purposes only and any views contained in it must not be construed as investment or tax advice or a recommendation to buy, sell or take any action in relation to any investment.

The information provided on this website is not intended for distribution to, or use by, any person or entity in any jurisdiction or country where such distribution or use would be contrary to law or regulation or which would subject Kepler Partners LLP to any registration requirement within such jurisdiction or country. In particular, this website is exclusively for non-US Persons. Persons who access this information are required to inform themselves and to comply with any such restrictions.

The information contained in this website is not intended to constitute, and should not be construed as, investment advice. No representation or warranty, express or implied, is given by any person as to the accuracy or completeness of the information and no responsibility or liability is accepted for the accuracy or sufficiency of any of the information, for any errors, omissions or misstatements, negligent or otherwise. Any views and opinions, whilst given in good faith, are subject to change without notice.

This is not an official confirmation of terms and is not a recommendation, offer or solicitation to buy or sell or take any action in relation to any investment mentioned herein. Any prices or quotations contained herein are indicative only.

Kepler Partners LLP (including its partners, employees and representatives) or a connected person may have positions in or options on the securities detailed in this report, and may buy, sell or offer to purchase or sell such securities from time to time, but will at all times be subject to restrictions imposed by the firm's internal rules. A copy of the firm's Conflict of Interest policy is available on request.

PLEASE SEE ALSO OUR TERMS AND CONDITIONS

Kepler Partners LLP is authorised and regulated by the Financial Conduct Authority (FRN 480590), registered in England and Wales at 70 Conduit Street, London W1S 2GF with registered number OC334771.