

# INVESTING COMES WITH UPS AND DOWNS

Are you prepared to handle market volatility?



## MARKET VOLATILITY (noun):

A significant difference in returns from the markets over a short period of time – basically the ups and downs.

## HISTORY HAS REPEATED ITSELF

While some periods of decline have been severe, the market, overall, has grown with time.

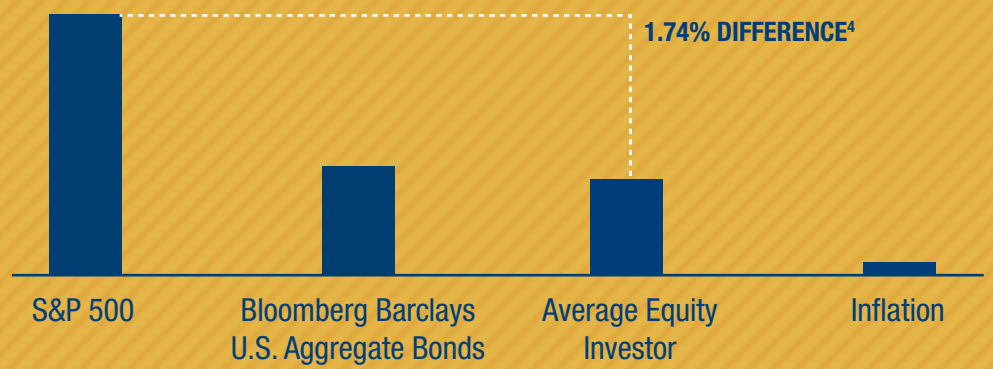
Staying invested, even during downturns and difficult markets is important.

The markets fall **5% or more** about **3x per year<sup>1</sup>** on average lasting **43 days<sup>2,3</sup>**

## INVESTORS TEND TO BUY HIGH / SELL LOW

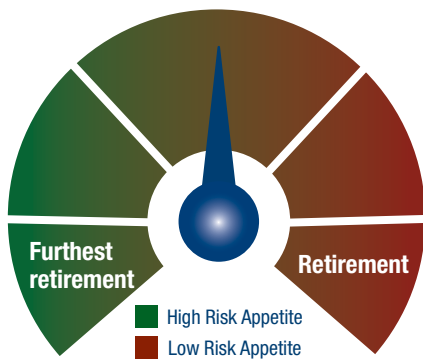
### A ROLLER COASTER OF EMOTIONS

Emotions can lead to near-sighted actions that derail long-term strategies.



## RISKY BUSINESS

Risk Appetite



Your risk tolerance can and likely will change over time.

## TAKE ON RISK BASED ON YOUR TIME HORIZON

Don't be over-confident or take on more risk than you can afford.



### DON'T PUT ALL YOUR EGGS IN ONE BASKET

- No one can predict which asset class will perform best in a given year.
- Manage risk by investing in a mix of solutions like stocks, bonds and cash.



### WORKING WITH A FINANCIAL PROFESSIONAL CAN HELP

- Your relationship in creating a plan to meet your goals.
- They leverage tested strategies during all kinds of markets.



Work with your financial professional to review your overall financial strategy.

<sup>1</sup> Assumes 50% recovery of lost value

<sup>2</sup> Measures market high to market low

<sup>3</sup> RIMES, Standard & Poor's 1951-2020. Source: American Funds

<sup>4</sup> Comparing Annualized Returns of an Index vs. Investor Experience (12/31/98 – 12/31/18). Source of chart data: DALBAR, Inc., Dalbar's 25th Annual Quantitative Analysis of Investor Behavior. Dalbar ©2019. This study is for illustrative purposes only. Average equity investor performance results are calculated using data supplied by the Investment Company Institute. Past performance does not guarantee future results. The S&P 500® Index is an unmanaged index and is a broad-based measure of domestic stock market performance that includes the reinvestment of dividends. Bloomberg Barclays Aggregate Bond Index is an unmanaged index of bonds generally considered representative of the bond market. These indices cannot be purchased directly by investors. The Dow Jones Industrial Average is an unmanaged, price-weighted average of 30 actively traded industrial and service-oriented blue chip stocks. Past results are not predictive of results in future periods.

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