

Time, not timing, is the best way to capitalize on stock market gains

By trying to predict the best time to buy and sell, you may miss the market's biggest gains.

S&P 500 Index 12/31/03-12/31/18 12/31/18 The U.S. stock market has been resilient throughout its history. Stocks routinely recovered from short-term crisis events to move higher over longer time periods. The collapse of Lehman Brothers The market declined sharply in 2011 when Standard & Poor's in September 2008 triggered downgraded the U.S. credit a severe market downturn and recession. Within a year, stocks rating, but rallied soon after. had recovered significantly. In June 2016, U.S. stock prices plummeted more than 5% in the two days after the Brexit 12/31/03 referendum, followed by a \$10,000 dramatic three-day recovery.

Data is historical. Past performance is not a guarantee of future results. The S&P 500 Index is an unmanaged index of common stock performance.

Stay invested so you don't miss the market's best days

\$10,000 invested in the S&P 500 (12/31/03-12/31/18)



Data is historical. Past performance is not a guarantee of future results. The best time to invest assumes shares are bought when market prices are low.

By staying fully invested over the past 15 years, you would have earned \$15,230 more than someone who missed the market's 10 best days.

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