WISDOM of GREAT INVESTORS

"Individuals who cannot master their emotions are ill-suited to profit from the investment process."

Benjamin Graham
Father of Value Investing

Markets Fluctuate. Stay the Course.

Though frustrating, market fluctuations are an inevitable part of a long-term investment journey.

The chart below shows the market high and low for each of the past 35 years. Over the short term, market returns are random and unpredictable, as stock prices reflect investor psychology and market sentiment.

Though market ups and downs are a normal occurrence, they can undermine an investor's confidence and lead to poor investment decisions, such as trying to time the market.

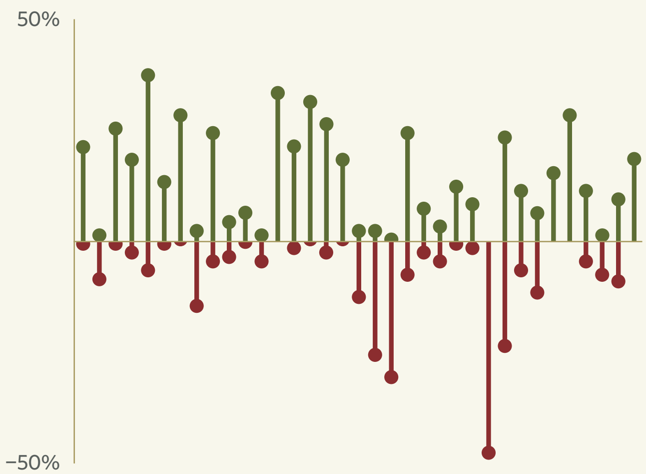
Over the long term, the market has steadily risen, driven by the true value of the underlying businesses.

During that same 35 year period, a $10,000 investment grew to $451,054—a 4,411% increase!

To profit from the long-term wealth-building potential of stocks, you must ignore short-term market price swings and remain patient, unemotional and focused on your long-term goals.

Staying Invested Can Be Difficult Through Inevitable Ups and Downs

Market High and Low for Each Year
S&P 500 Index 1983–2017



The Benefit of Staying the Course

Hypothetical $10,000 Investment
S&P 500 Index 1983–2017

Source: Standard & Poor's, Bloomberg, Thomson Financial and Lipper. **Past performance is not a guarantee of future results.**

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