



“A market downturn doesn’t bother us. It is an opportunity to increase our ownership of great companies with great management at good prices.”

Warren Buffett  
Chairman, Berkshire Hathaway

## A Market Correction is An Opportunity

Market corrections are an inevitable and frustrating part of any long-term investment journey. How you react to them can greatly affect your investment results. This is illustrated below using the results achieved by three hypothetical investors who each invested \$10,000 at the markets highest point prior to 2008 market downturn:

- **Nervous Investor**  
Following the 2008 market downturn sold all stocks and invested in cash on March 9, 2009.  
Ending value: \$4,986
- **Patient Investor**  
Steadfastly held stocks through the market downturn.  
Ending value: \$26,782
- **Savvy Investor**  
Viewed 2008 downturn as an opportunity to take advantage of low prices. Invested an additional \$10,000 in stocks on March 9, 2009.  
Ending value: \$86,645

If you are a long-term investor, when faced with a market correction do not react emotionally or abandon your investment plan. Be patient and, assuming your goals and/or time horizon have not changed, view the downturn as an opportunity to purchase good businesses at attractive prices.

### Three Reactions to the 2008 Market Downturn

Hypothetical \$10,000 Initial Investment  
S&P 500 Index 2007-2019



Source: Thomson Financial, Lipper and Bloomberg. Chart represents a hypothetical \$10,000 investment in the S&P 500 Index from 10/9/07 through 12/31/19 with the conditions described in the text. Hypotheticals assume a cash yield of 1.0% per year. Investments cannot be made directly in an index. **Past performance is not a guarantee of future results.**

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"Three Reactions to the 2008 Market Downturn" chart represents performance of S&P 500 Index from 10/9/07 to 12/31/19. Nervous investor sold out of stocks and went to cash on 3/9/09 for the remainder of the investment period. Patient investor maintained their original position. Savvy investor contributed an additional \$10,000 to their original investment on 3/9/09. Savvy investor invested twice as much money as the other investor types and was able to successfully time the market. **Past performance is not a guarantee of future results.**

The S&P 500 Index is an unmanaged index of 500 selected common stocks, most of which are listed on the New York Stock Exchange. The index is

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