

WE'RE
LOCAL
EXPERIENCED
KNOWLEDGEABLE
RESPONSIVE
HERE TO HELP

10 TIMELY IDEAS

Lean into your long game.



NO ONE, INCLUDING YOU, IS GOING TO OUTFOX THE SHORT-TERM, INTRA-DAY MARKET SWINGS

KEEP THE FOCUS ON YOUR LONG GAME AND STAY THE COURSE

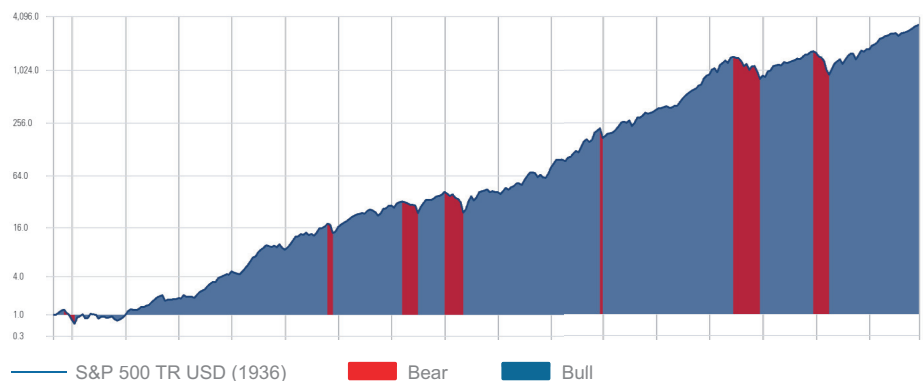
MARKETS WILL CONTINUE TO RECOVER AND EXPAND

Markets recover. And while some investors shy away from the prospect of a future drawdown, the economy continues to expand. Focus on long-term growth.

Short-term drawdowns are expected and are natural, but they don't last forever. It's important to focus on less volatile, long-term goals and growth objectives.

Investors who are patient through market cycles can reap the benefits of long-term, positive economic movement.

INVESTMENT GROWTH: S&P 500 TOTAL RETURN INDEX 4/1/1936 – 9/30/2017



Source: Morningstar Direct—Drawdowns are defined as a decline of 20% or more

HOW ADVISORS CAN HELP

When it comes to investing, it is important to focus on your long-term goals and your investment plan.

An advisor can help. Investors who are patient and understand the cyclical nature of financial markets can reap the benefits of long-term market expansion. Investors who shy away from investing due to fear of a drawdown could be missing out on market gains.

An advisor can help investors to stay the course and offer objective guidance through an experience that is often emotional.

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