3. Don't try to time the market.

Problem: Research has shown that losses feel twice as bad as gains feel good.

Solution: Keep in mind that fleeing the market to reduce losses could mean losing out on gains when stocks recover.

The market has shown resilience. Every S&P 500 downturn of about 15% or more since the 1930s has been followed by a recovery.

Recoveries have been strong. Returns in the first year after the five biggest market declines since 1929 ranged from 36.16% to 137.60%, and averaged 70.95%. Over a longer term, the average value of an investment more than doubled over the five years after each market low.

Don't miss out on potential market rebounds. Although recoveries aren't guaranteed, taking your money out of the market during declines means that if you don't get back in at the right time, you'll miss the full benefit of market recoveries.

The bottom line? **Consider staying invested – and don't try to time the market.**

Five biggest market declines and subsequent five-year periods*

1929–2019

		9/7/29–6/1/32	3/6/37–4/28/42	1/11/73–10/3/74	3/24/00–10/9/02	10/9/07–3/9/09	Average
	Decline	-86.22%	-60.01%	-48.20%	-49.15%	-56.78%	
S&P 500 12-month returns† after low	1st yr.	137.60%	64.26%	44.43%	36.16%	72.29%	70.95%
	2nd yr.	0.52	8.96	25.99	9.91	18.08	12.69
	3rd yr.	6.42	31.08	-2.86	8.51	6.10	9.85
	4th yr.	56.68	32.19	11.79	15.11	15.74	26.30
	5th yr.	16.52	-19.89	12.82	18.06	23.65	10.23
	Five-year average annual total return	35.93	19.96	17.39	17.15	25.30	23.15
	Value of a $10,000 investment in the S&P 500 at the end of the five-year period	$46,401	$24,841	$22,293	$22,067	$30,890	$28,322

23 Positive periods

2 Negative periods

* Market downturns are based on the five largest declines in the S&P 500's value (excluding dividends and/or distributions) with 50% recovery after each decline.

† The return for each of the five years after a low is a 12-month return based on the date of the low. For example, the first year is the 12-month period from 3/9/09 to 3/9/10.

The percentage decline is based on the index value of the unmanaged S&P 500, excluding dividends and/or distributions. Each market decline reflects a period of more than 80 days with 100% recovery after each decline (except for a 77% recovery between 3/9/09 and 4/29/11). The average annual total returns and hypothetical investment results include reinvested dividends and/or distributions but do not reflect the effect of sales charges, commissions, account fees, expenses or taxes. Investors cannot invest directly in an index. Past results are not predictive of results in future periods.