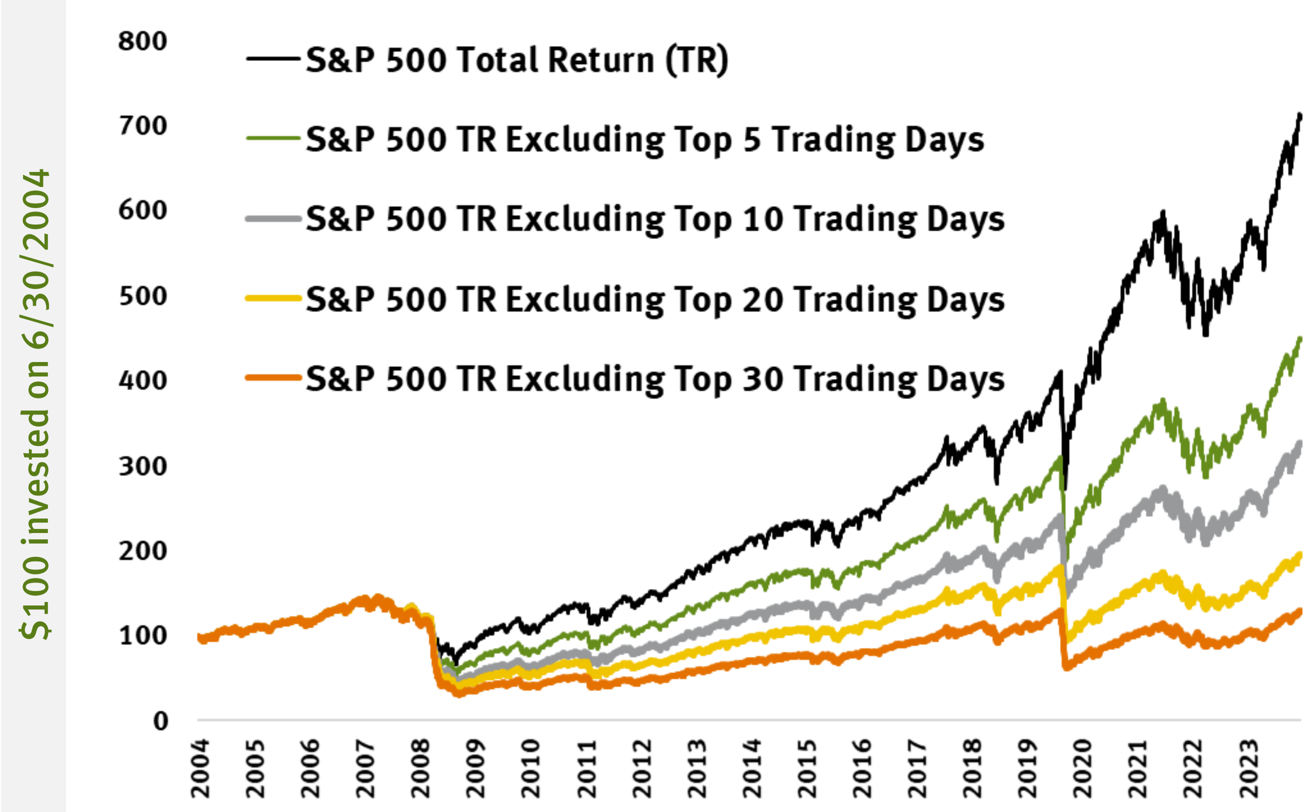
Time in the market, not timing, is critical for long-term investment success.

A decline in your portfolio can be painful. It may even tempt you to pull money out of the market to avoid further losses. By the time you realize a rebound is underway, the best time to get back into the market may have already passed. In fact, missing the 10 best trading days over the past 20 years would have reduced your annual returns by 4.2% (annualized).



S&P 500 Index is a capitalization-weighted index of 500 stocks. The index is designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. Indices are unmanaged, do not reflect fees and expenses, and are not available for direct investment. Past performance does not guarantee future results. Investing involves risk, including the possible loss of principal. Asset allocation and diversification do not ensure a profit or protection against loss.

Source: Stifel Investment Strategy via Bloomberg, as of June 30, 2024

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