



CASH AND THE PATH THROUGH MARKET DECLINES

Losses and gains are not symmetrical.

A LOSS CREATES TWO CHALLENGES.

YOU NEED A BIGGER GAIN—AND MORE TIME—TO GET BACK TO EVEN.

THE IMPACT OF MARKET LOSSES

MARKET DECLINE

% REQUIRED TO RECOVER (TO BREAK EVEN)

-10%	+11%
-20%	+25%
-30%	+43%
-40%	+67%
-50%	+100%

HISTORICAL MARKET DECLINES AND RECOVERY

DOT-COM CRASH 2000-2007

-49.1% DECLINE
+96.5% TO RECOVER

6.6 YEARS

FINANCIAL CRISIS 2007-2013

-56.8% DECLINE
+131.5% TO RECOVER

5.5 YEARS

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Helping clients build financial strategies that are:
► Transparent ► Efficient ► Designed for long-term success

SCAN TO SCHEDULE AT YOUR CONVENIENCE



HOW CASH INFLUENCES THE MARKET EXPERIENCE

MARKET DECLINES ARE A NORMAL PART OF INVESTING.
HOW THOSE PERIODS ARE EXPERIENCED CAN VARY.

FULLY INVESTED

- 100% of assets in the market
- No cash reserves



GREATER EXPOSURE

Full impact of market movements.



LONGER RECOVERY PERIODS

Larger losses often take more time to recover.



HIGHER EMOTIONAL PRESSURE

Increased volatility may lead to emotional decision making

INCLUDES CASH

- Portion of assets held in cash or cash equivalents



REDUCED DOWNSIDE IMPACT

Cash may help cushion the impact of market declines.



POTENTIAL FOR FASTER RECOVERY

Smaller declines may lead to shorter recovery periods.



ADDITIONAL FLEXIBILITY

Cash can provide opportunities when markets are under pressure.

BENEFITS CASH CAN PROVIDE



STABILITY

May help reduce the impact of market declines on overall portfolio value.



FLEXIBILITY

Provides liquidity for opportunities, withdrawals, or rebalancing.



OPPORTUNITY

Allows investors to potentially take advantage of attractive valuations during downturns.

DECISION MOMENTS MATTER

Market declines can be sharp and emotional. Having cash may help investors stay patient, avoid selling at a loss, and make more thoughtful decisions.

MARKET DECLINE

Emotions run high

RECOVERY

Discipline matters

CASH CAN HELP INVESTORS STAY THE COURSE.

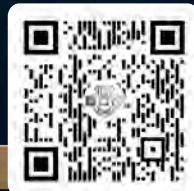
KEY TAKEAWAYS

- Cash can help reduce the impact of market declines.
- Smaller losses may lead to shorter recovery periods.
- The right balance of cash and investments depends on your goals, risk tolerance, and time horizon.

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