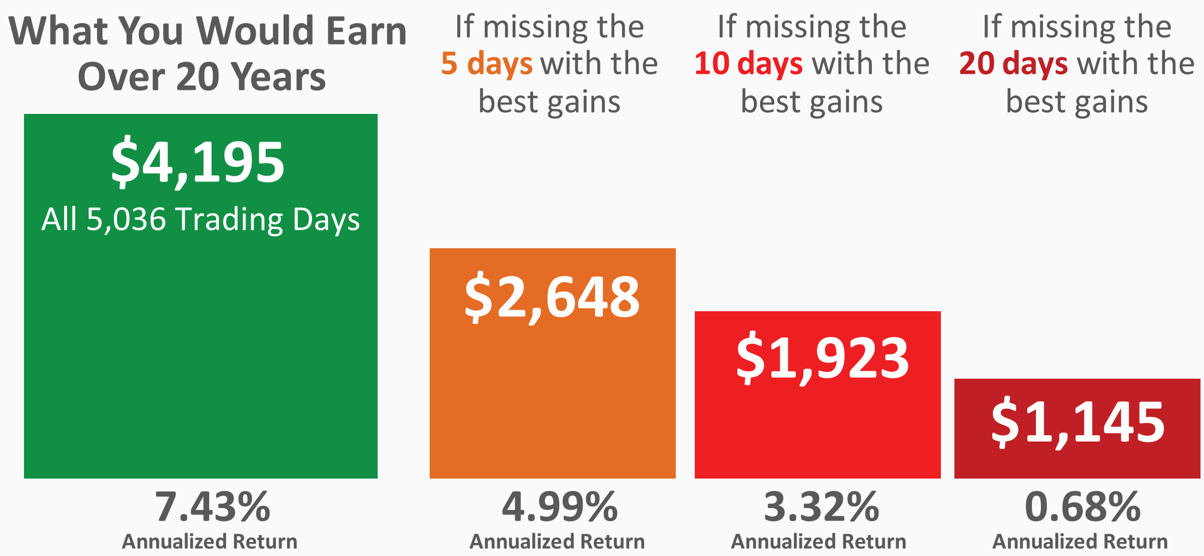
Time in the Market is More Important than Timing the Market

The impact of missing just a few of the market's best gains can dramatically impact overall performance, as this look at a hypothetical investment in the stocks that make-up the IFA SP 500 Index shows. Staying invested and focused on the long term helps to ensure that you are poised to capture what the market has to offer.

- A hypothetical $1,000 turns into $4,195 from January 1, 2001 through December 31, 2020.
- If you miss the S&P 500's five best days the return dwindles to $2,648. And if you miss the best 20 days the return drops to $1,145.
- There is no proven way to time the market whether that be targeting the best days or moving to the sidelines to avoid the worst days. History shows that staying put through the good and bad times is the best course of action.

Growth of $1,000 in the IFA SP 500 Index* For Over 20 Years

(1/1/2001 – 12/31/2020)



*Data in IFA S&P 500 includes DFUSX from 1/2000-6/2017 and SWPPX from 7/2017 to present. | HYPOTHETICAL backtested performance is provided for illustrative purposes only, it does not represent the actual performance of any client portfolio or account and it should not be interpreted as an indication of such past or future performance. HYPOTHETICAL back-tested performance of the indexes was achieved with the benefit of hindsight; it does not represent actual investment strategies for the entire period; and it does not reflect the impact that economic and market factors may have had on the advisor's decision making if the advisor were actually managing client money during the period shown. Unless indicated otherwise, the performance of the IFA Indexes when shown individually, does reflect the deduction of mutual fund fees, include reinvestment of dividends and capital gains but does not include the deduction of IFA advisory fees, transaction costs or taxes, which if included, would lower performance. IFA Indexes were created by IFA in 2000.