

**Client Website:** <https://investor.vanguard.com/home>

- We tailor investment plans to your unique goals so you can focus on what's important to you--that's the Value of Ownership.
- At Vanguard, you're more than just an investor, you're an owner. You invest in what's important to you. So we do, too.
- At Vanguard, you have a partner in your corner with you every step of the way—that's the Value of Ownership.
- You're investing in your future, so we help you build it. That's the Value of Ownership.
- At Vanguard, you're more than just an investor, you're an owner. So what matters to you matters to us.
- Planning tools that help you invest in your dreams. That's the Value of Ownership.

**Conversation** (100 characters)

- Investing with Vanguard is like having a financial BFF who always has your best interests at heart.
- Unsure goals? Vanguard invests in what matters to you. As an owner, we focus on long-term results.
- Own your investments and your dreams with Vanguard. We're committed to your future success.
- Creatively pursue your dreams while we manage your investments. Vanguard's got your back.
- No conflicting loyalties, just long-term investments and relationships. Become an owner at Vanguard.
- Join Vanguard's \$7T club. Keep more returns with low costs, 'cause our investors are the real MVPs.
- Make your money moves & take ownership of your dreams with Vanguard. It's a party for your finances.
- Invest in yourself, become an owner. Vanguard has advice, low-cost investments, and market insights.
- Like-minded investors, your interests is our top priority. Join Vanguard's community.
- Owner? Not something you hear often these days. Become one at Vanguard.
- Own something that will actually yield returns. At Vanguard, you're more than just an investor.
- Get your money flex on with Vanguard's Big Boomer Energy and invest in Gen Alpha tech.

**Feed** (300 characters)

- Your World changes faster every day, and sometimes our goals along with it. At Vanguard all of our investors are owners, and we're committed to your returns no matter where life takes you.
- Unsure of your goals? Vanguard invests in what's important to you, even if you haven't decided what that is yet. Because our investors are our owners, we can focus on the long-term results.
- Loyalty and ownership can be hard to come by these days. At Vanguard, you're more than just an investor, you're an owner. Our loyalties and convictions lie with your future success.
- Use creative energy toward your goals and dreams while we scale your investments. Vanguard is in your corner with you every step of the way—that's the value of ownership.
- Owner—Not a word you hear much anymore. Become one at Vanguard where every investor owns a part of the firm.
- Invest in your dreams, and own your investing. At Vanguard, our loyalties and convictions lie with your plans for the future.
- Invest with Big Boomer Energy on Gen Alpha tech. At Vanguard, you're more than just an investor, you're an owner. We combine years of experience with leading-edge market analysis.