

# You must be present to win

BAIRD

## Missing large market moves impacts wealth creation

**\$31,149**

growth of \$10,000 over 10 years  
if certain periods are missed

Attempting to time the market's gains or losses is a tricky proposition and can come at a great cost. Missing even one month in the market can impact longer-term results. While ongoing portfolio modifications can be beneficial, large and frequent allocation changes are often detrimental.

**\$21,608**

**\$17,047**

**\$14,380**

**\$12,368**

Fully Invested

Best 5 days  
missed

Best 10 days  
missed

Best 15 days  
missed

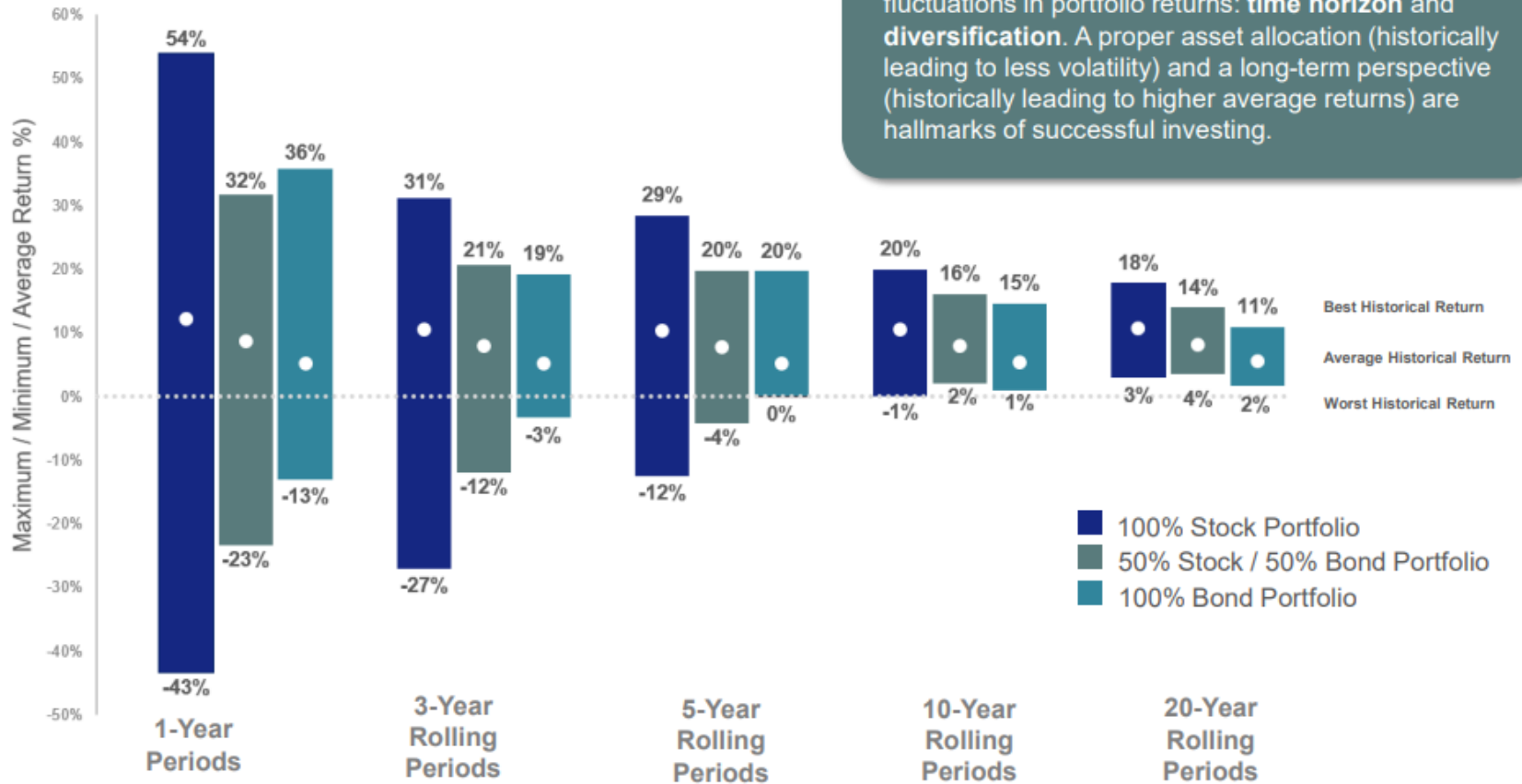
Best 20 days  
missed

Source: Standard and Poor's, FactSet, Baird Research. For the 10-year period ending December 31, 2023 (total 120 months). Past performance is not a guarantee of future results. Performance is calculated on a total return basis with dividend reinvestment. The S&P 500, computed by the Standard & Poor's Corporation, is a well known gauge of stock market movements determined by the weighted capitalization of the 500 leading U.S. common stocks. Indices are unmanaged and are not available for direct investment. Past performance is not a guarantee of future results.

# Long-term perspective is important

## Historical return for various allocations (best, worst, and average)

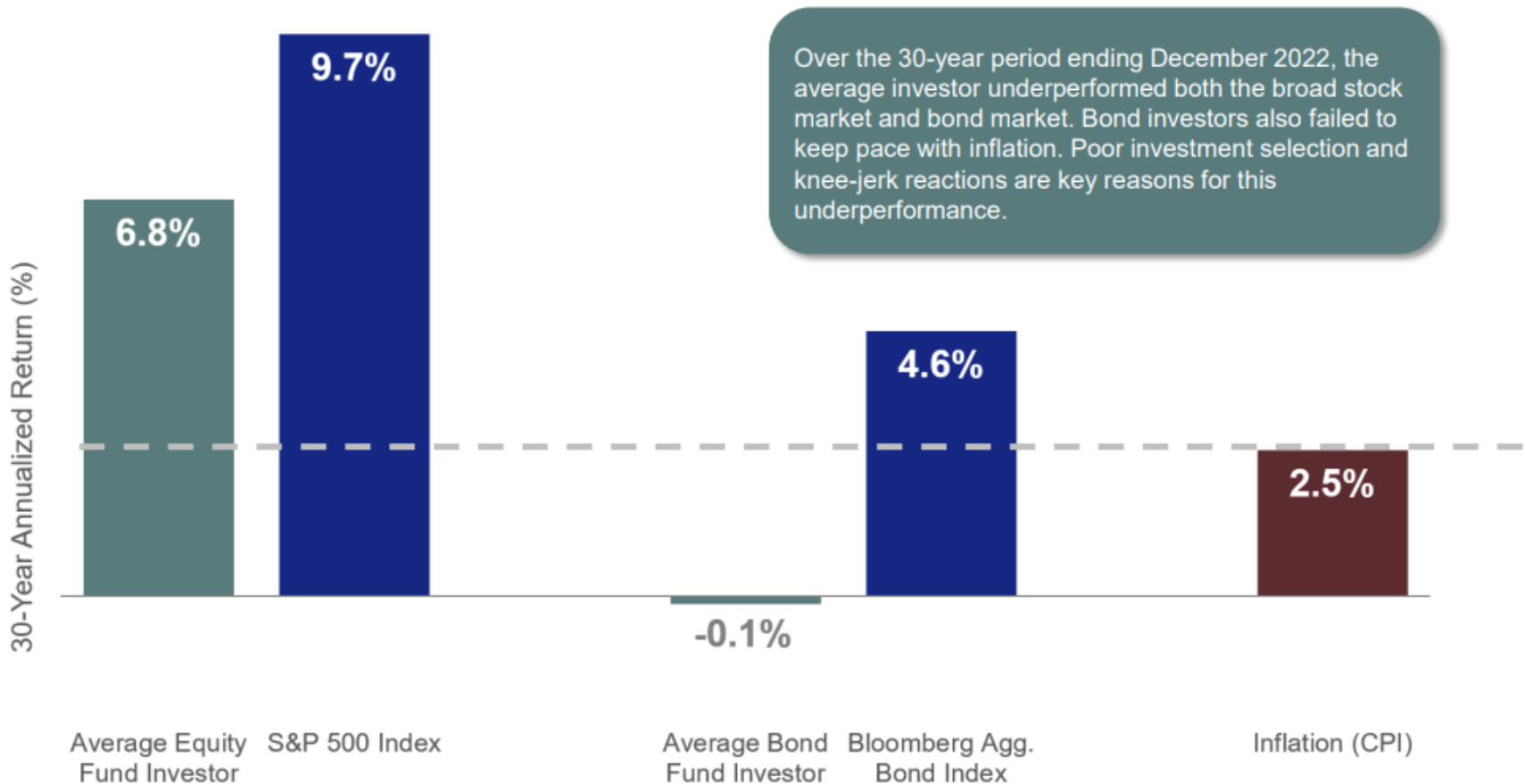
Historically, two factors have been shown to reduce fluctuations in portfolio returns: **time horizon** and **diversification**. A proper asset allocation (historically leading to less volatility) and a long-term perspective (historically leading to higher average returns) are hallmarks of successful investing.



Source: Baird research, Standard and Poor's, Barclays. For the December 31, 1926 to December 31, 2023 Stocks are represented by the S&P 500 Index and bonds by a 50/50 mix of the IA LT Corporate and IA IT Treasury. The S&P 500 Index is a well known gauge of stock market movements determined by the weighted capitalization of the 500 leading U.S. common stocks. The Ibbotson Associates (IA) bond indices measure the performance of U.S. gov't and corporate bonds with maturities greater than ten years. These allocations are rebalanced annually. Indices are unmanaged and are not available for direct investment. Past performance is not a guarantee of future results.

# Most investors underperform

## How the average investor has fared



Source: Dalbar, Inc. "Quantitative Analysis of Investor Behavior, Advisor Edition." April 2023. Average equity and bond investor returns are calculated using data from the Investment Company Institute for the 30-year period ending December 31, 2022. The "average" investor refers to the universe of all mutual fund investors whose actions and financial results are restated to represent a single investor. These returns are represented by a change in assets, excluding sales charges, fees, expenses and any other costs. While we believe this information to be accurate, no guarantees can be made to its authenticity or accuracy. Indices are unmanaged and are not available for direct investment. Past performance is not a guarantee of future results