

Do your clients know the “math” of losses?

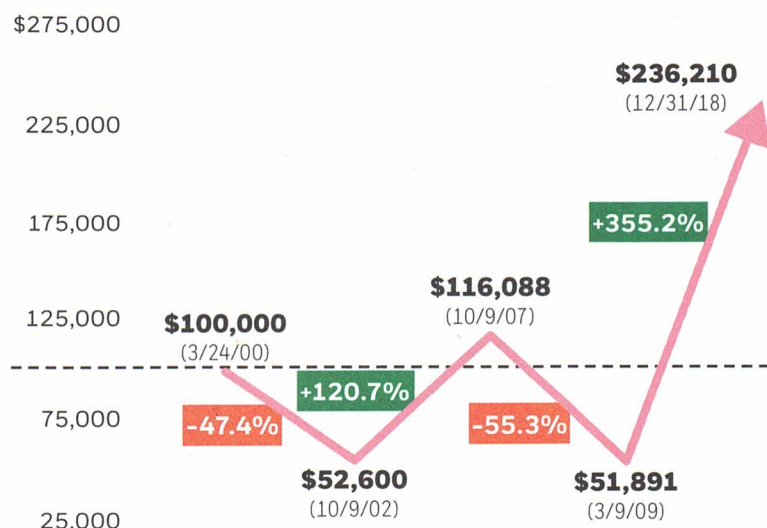
How to win more by losing less

If your clients invested \$100,000 in the S&P 500 Index before the tech bubble burst in early 2000, their portfolio would be worth roughly \$236,000 on December 31, 2018. If they invested differently over that same period that they received 50% of the returns in bull markets and 50% of the losses in bear markets, their portfolio would be worth slightly more – roughly \$245,000.

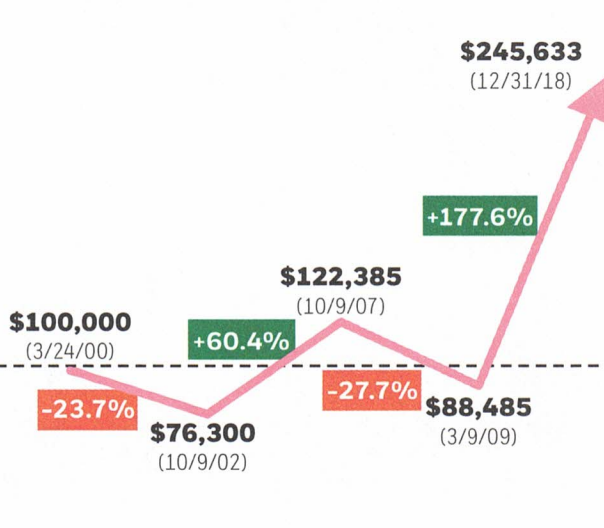
The portfolio captured the same return, but with half the volatility.

Use BlackRock client conversation starters like the one below to show your clients how managing portfolio risk on the downside may produce a better outcome over time.

All the up & all the down (S&P 500 Index)



Half the up & half the down



Source: Morningstar as of 12/31/18. Past performance does not guarantee future results. Index performance is for illustrative purposes only. You can not invest directly in an index.

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