

2025 Illustrates Why Market Timing Is Impossible

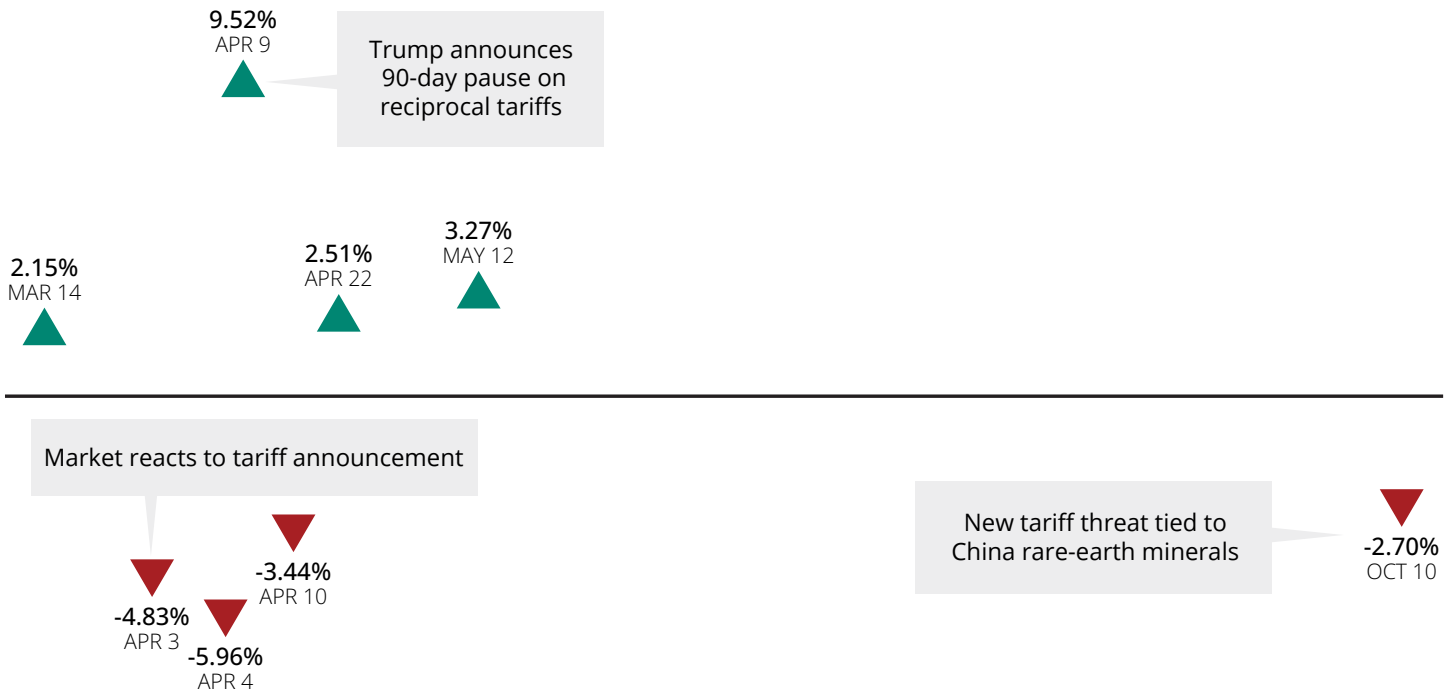
Market timing makes sense in theory but is impossible in practice.



The S&P 500 Index had a strong year in 2025, finishing up 17.88%, but the ride was anything but smooth. In the spring, the Index fell nearly 19%, largely because markets reacted poorly to President Donald Trump’s April announcement of a new tariff policy.

But interestingly, the best single day of the entire year happened on April 9, right in the middle of all that volatility. Missing just that one day would’ve slashed your full year return by more than half.

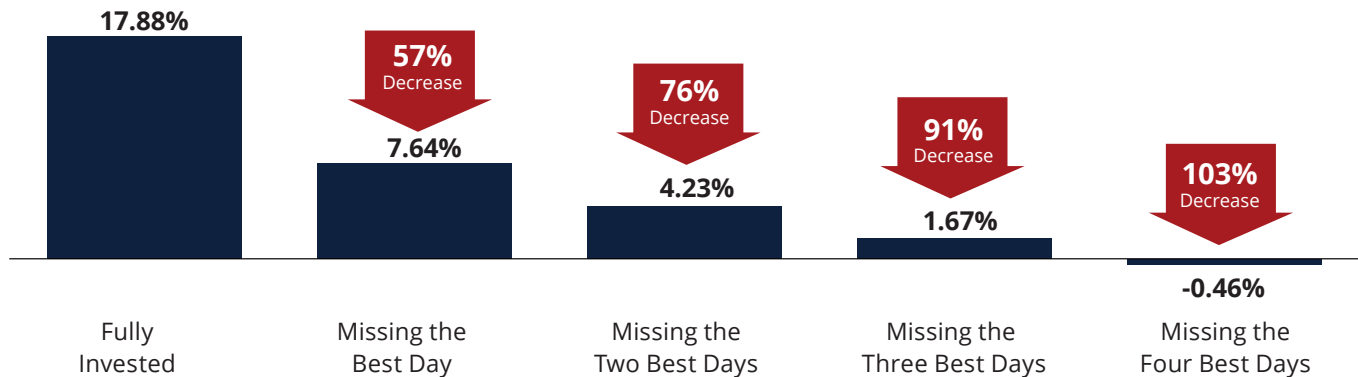
Most of 2025’s Best and Worst Days Were Close Together



Past performance does not guarantee future results. Indices are unmanaged and not available for direct investment. Sources: DataTrek Research and Morningstar, 1/26.

Missing the Market's Best Days in 2025 Was Costly

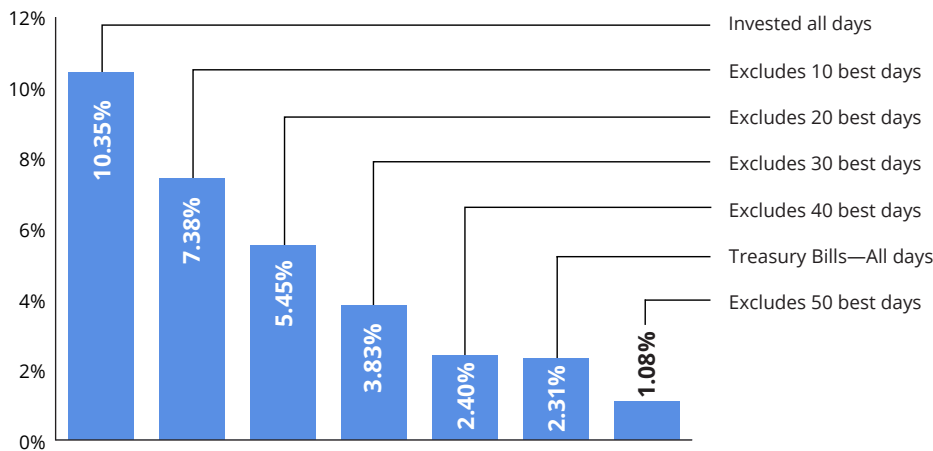
S&P 500 Index Average Annual Total Returns



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2025 Wasn't an Anomaly: Penalties of Missing the Market's Best Days

S&P 500 Index Average Annual Total Returns (1996-2025)



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Talk to your financial professional about how to help prepare your portfolio for volatility.

Investing involves risk, including the possible loss of principal.

S&P 500 Index is a market capitalization-weighted price index composed of 500 widely held common stocks.

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