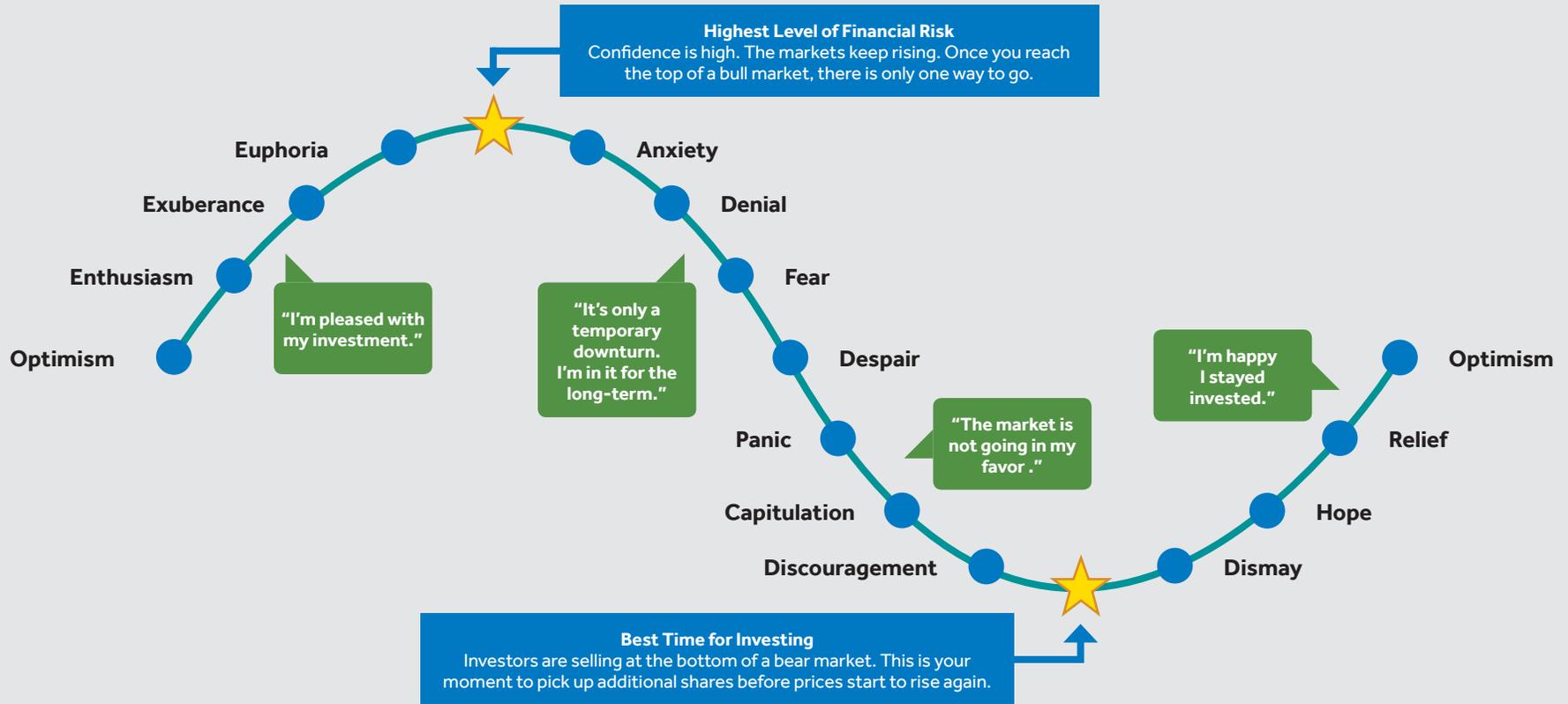


The emotional wave of investing

Balancing Risk and Reward

All investments involve some level of risk. Understanding the relationship between risk and reward is an important element in building your investment portfolio. The bottom line is the higher the risk, the higher the potential return. You need to know your objectives, time horizon, and comfort level in order to gauge the appropriate risk for your investments.

This chart highlights the different levels of emotion that can be felt during all aspects of the market cycle.



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