



Stock Market Recoveries

It's no secret that the stock market has taken a nosedive. It's not the first time, and it won't be the last. At times like this, it's normal to want to bail out of the market and stay away until it recovers. But making investment decisions based on emotions rarely serves your long-term financial goals well.

The chart below shows that over the last ten employment downturns, the stock market, on average, bottomed 6.4 months before employment bottomed. Additionally, the average return of the S&P 500 over that 6.4-month timeframe was 22.9%. What does that mean? If you're waiting for the economic all-clear before getting back in the market, you could miss a substantial upward move.

What should you do?

- ♦ **Keep your cool** – When it comes to investing, don't let emotions take control.
- ♦ **Revisit your asset allocation** – A down market can open your eyes to how much risk you're really comfortable taking. Get your allocation in line and then stick with it. Don't be tempted to stray based on "hot tips."
- ♦ **Big-picture investing** – Allocate your investments based on your *entire* financial picture.
- ♦ **Focus on the long-term** – Cashing returns is typically a ticket to failure. Successful investing is best done with an eye on the long term.
- ♦ **Tune out the noise** – Stay away from large doses of financial news. The majority of what you're hearing and reading is *opinion*, and many of the opinions are in opposition to each.
- ♦ **Get guidance from someone you know and trust** – Your COUNTRY® Financial representative is backed by a team of investment experts. No matter where you're starting from, you can put that expertise to work for you.

Market Bottoms Prior to Economic Turnaround				
Job Cycle	Date of		Number of Months Stock Market Bottoms Before Job Market	Percent Gain in Stock Market from its Low Until Job Market Low
	Stock Market Bottom	Job Market Bottom		
1	June 1949	October 1949	4	13.8%
2	September 1953	August 1954	11	31.6%
3	December 1957	June 1958	6	12.9%
4	October 1960	February 1961	4	17.6%
5	June 1970	November 1970	5	16.9%
6	September 1974	April 1975	7	33.3%
7	March 1980	July 1980	4	19.9%
8	July 1982	December 1982	5	31.3%
9	October 1990	May 1991	7	29.9%
10	September 2002	August 2003	11	21.8%
Average:			6.4	22.9%

Past performance does not guarantee future results.
Source: StockVal

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