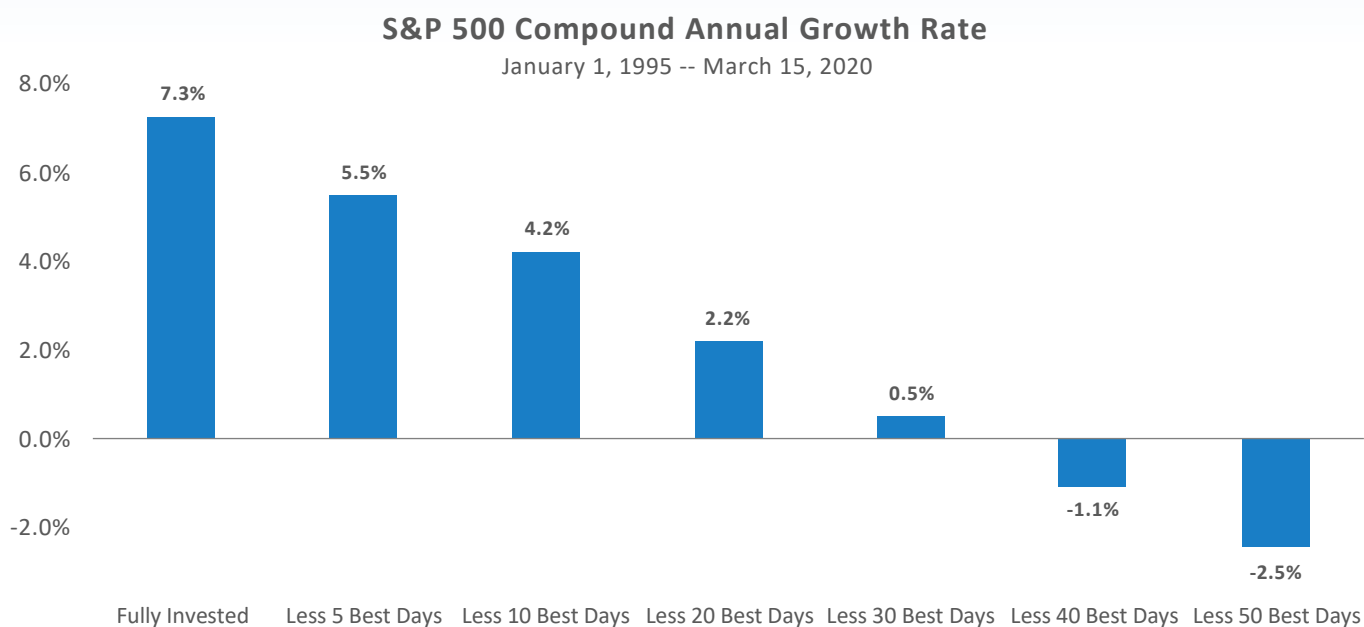


# Focus on the Long-Term

Staying invested is vital to long-term success.

Brain science research and studies of human behavior have revealed that losses feel twice as bad as gains. When market prices drop dramatically, we may want to sell, fearing further losses, and wait to buy back in. History teaches us, however, that it is a mistake to sell in a panic.



Source: Strategas. Investment Strategy Report March 16, 2020

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According to a Motley Fool article posted in April 2019: *“Many of the best days in the market come right after the worst days. According to the J.P. Morgan study, six of the 10 best days occurred within two weeks of the 10 worst days.”*

We have seen this hold true even now. In March 2020 the market was down one day and up another day by double-digit percentages not seen in decades.

Michael Aloï, “What Happens When You Miss the Best Days in the Stock Market?” April 11, 2019.

<https://www.fool.com/investing/2019/04/11/what-happens-when-you-miss-the-best-days-in-the-st.aspx>

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