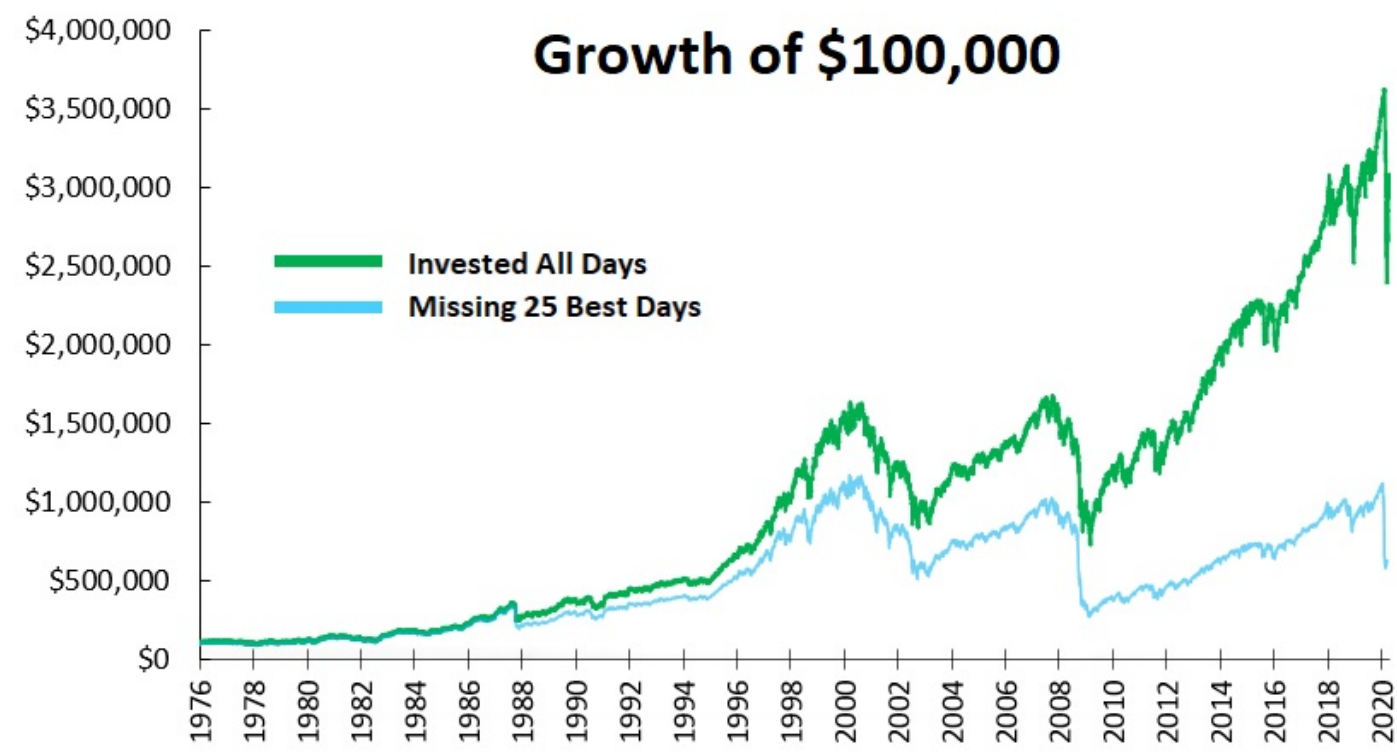




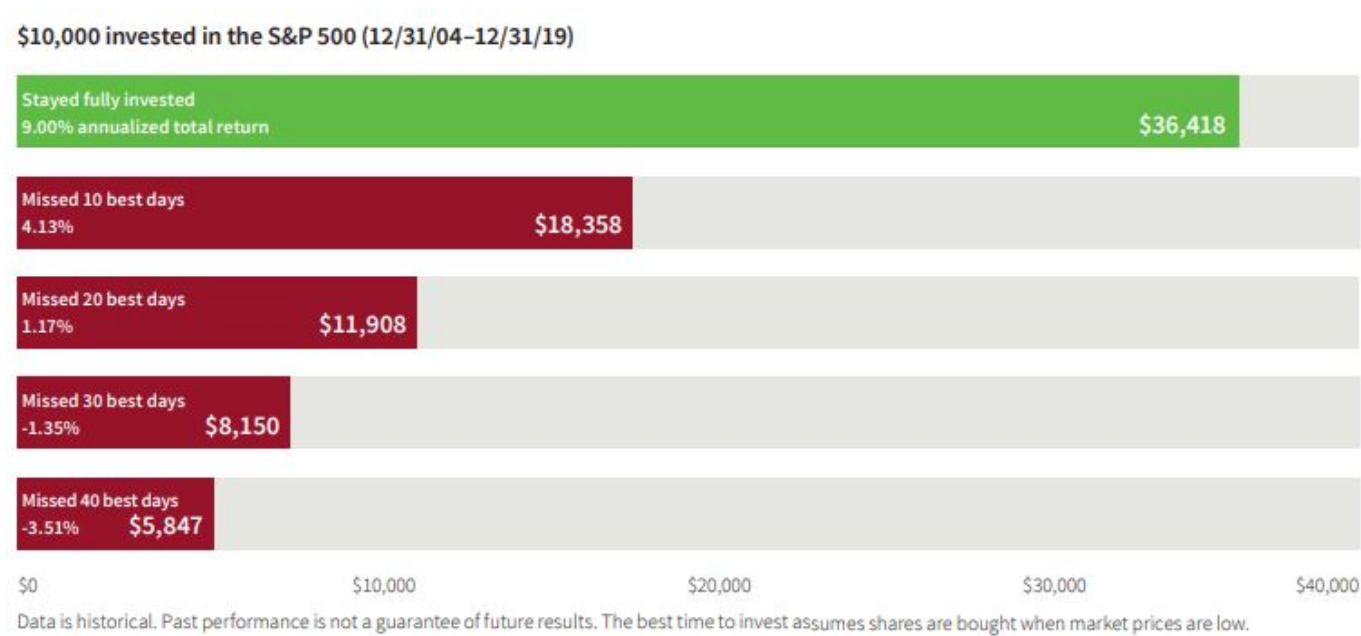
PACIFIC CAPITAL



May 12, 2020

What if I told you that if you just missed the best 25 days in a **44-year period**, you missed out on over 75% of the growth? In other words, being invested in the stock market for 99.8% of the time, but missing the best .2% means you missed out on the majority of the gains. Believe it or not, this is true.

The majority of the best stock market days throughout history come in the midst of significant market downturns, including record-breaking days during the chaos of the early 2000s tech bust, the 2008 Great Recession, and this recent virus pandemic in 2020. Even though it can be hard, it's crucial to avoid panic selling when the market struggles. As the saying goes, *"It's all about time in the markets, not timing the markets."* Selling investments during turbulent times may feel better, but it's proven to be a failed strategy in the long run.



All successful investing is goal-focused and planning-driven. All failed investing is market-focused and current-outlook-driven.

P.S. I'd be remiss if I didn't recognize my mother and wife as amazing women and mothers, raising a combined 9 children, and influencing both me and others to make a positive impact in all that we do. I am blessed to have the love and care of both of these dynamic women. Hope everyone had a great Mother's Day weekend! No question about it - MOTHERS ARE ESSENTIAL.



Sincerely,



CHAD W. WILLARDSON
WEALTH ADVISOR FOR ENTREPRENEURS

Click [HERE](#) to read our google reviews.

Schedule a Call

