

# Are You Getting a False Sense of Security?

Over the last few years, the S&P 500 index has been on a strong run. This index has produced a very good return and has beaten many professionally managed accounts. It has also done this with low volatility. This combination has fooled many investors into thinking they can just rely on a passive, non-managed, low-cost index fund instead of a professionally managed account.

So, are you getting a false sense of security?

Yes, the S&P 500 index has done well the last few years. But, this has occurred after it lost nearly half its value between August of 2000 and September of 2002, and over half its value between October of 2007 and February of

But now that the S&P 500 is setting record highs, many people have simply forgotten those bad years and what can happen in a passive index.

Today, many investors are starting to feel that the S&P 500, or other passive index funds, are the only thing they need. They are wondering why they are paying management fees for performance that is not keeping up with the so-called "overall markets." So, are they right to feel that way and should they move to a cheaper, non-managed, passive index fund in hopes of less cost and better performance?

With many of these passive indexes at all time highs and another major correction that could happen soon, this could be a big mistake. Buying these indexes at today's richly priced levels equals great downside risk.

To learn more, join me, and one of the industry's most experienced and respected investment experts, next week on the **It's Your Money Show**. We will be discussing this issue and many more important market topics. Hear us on **WMEQ** (880 AM) on Thursday at 7:30am and Saturday at 9:00am, as well as on **WWIB** (103.7 FM) on Wednesday at 7:30pm and Saturday at 5:30pm. You can also obtain this information and independent advice for your specific situation by contacting me at **(715) 835-6022**, [info@KeyStoneCV.com](mailto:info@KeyStoneCV.com), or through our website, [www.KeyStoneCV.com](http://www.KeyStoneCV.com).

## Retirement & Estate Planning

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2009. In fact, some people are still trying to get those losses back even though the index has fully recovered.

The S&P 500 Index is designed to be a leading indicator of U.S. equities and is meant to reflect the risk/return characteristics of the large cap universe. It is not available for direct investment. Investments and/or investment strategies involve risk including the possible loss of principal. There is no assurance that any investment strategy will achieve its objectives. Investment Advisory Services offered through Brookstone Capital Management LLC, an SEC Registered Investment Advisor. Any statements contained herein are not intended to be construed as tax advice. You should consult your tax advisor as to any tax or related matters. The information and opinions contained herein are provided by third parties and have been obtained from sources believed to be reliable, however, we make no representation as to its completeness or accuracy. This information is not intended to be used as the sole basis for financial decisions, nor should it be construed as advice designed to meet the particular needs of an individual's situation. Content is provided for informational purposes only and is not a solicitation to buy or sell any products mentioned.