



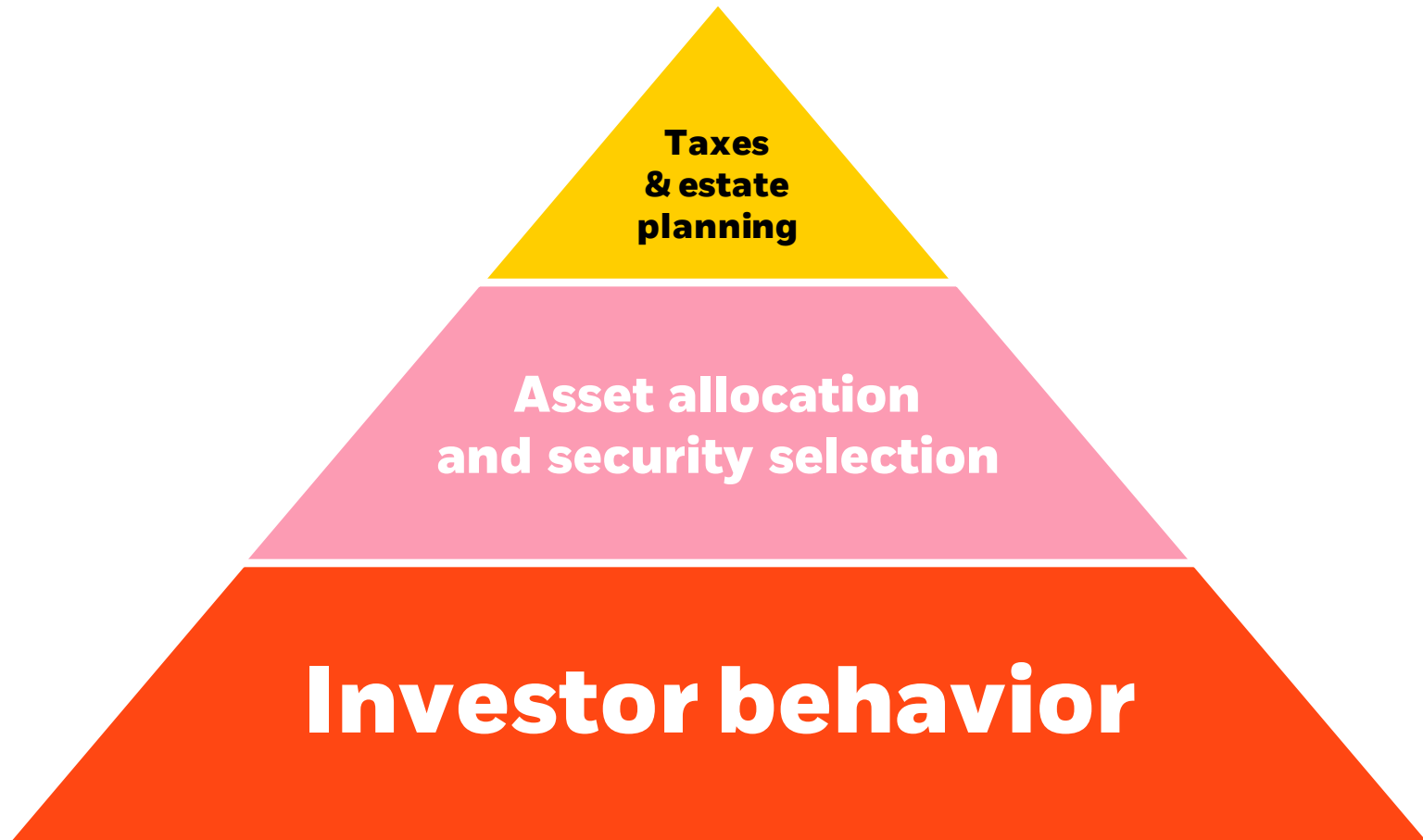
BlackRock®

The psychology of investing

Keeping calm amid market turbulence

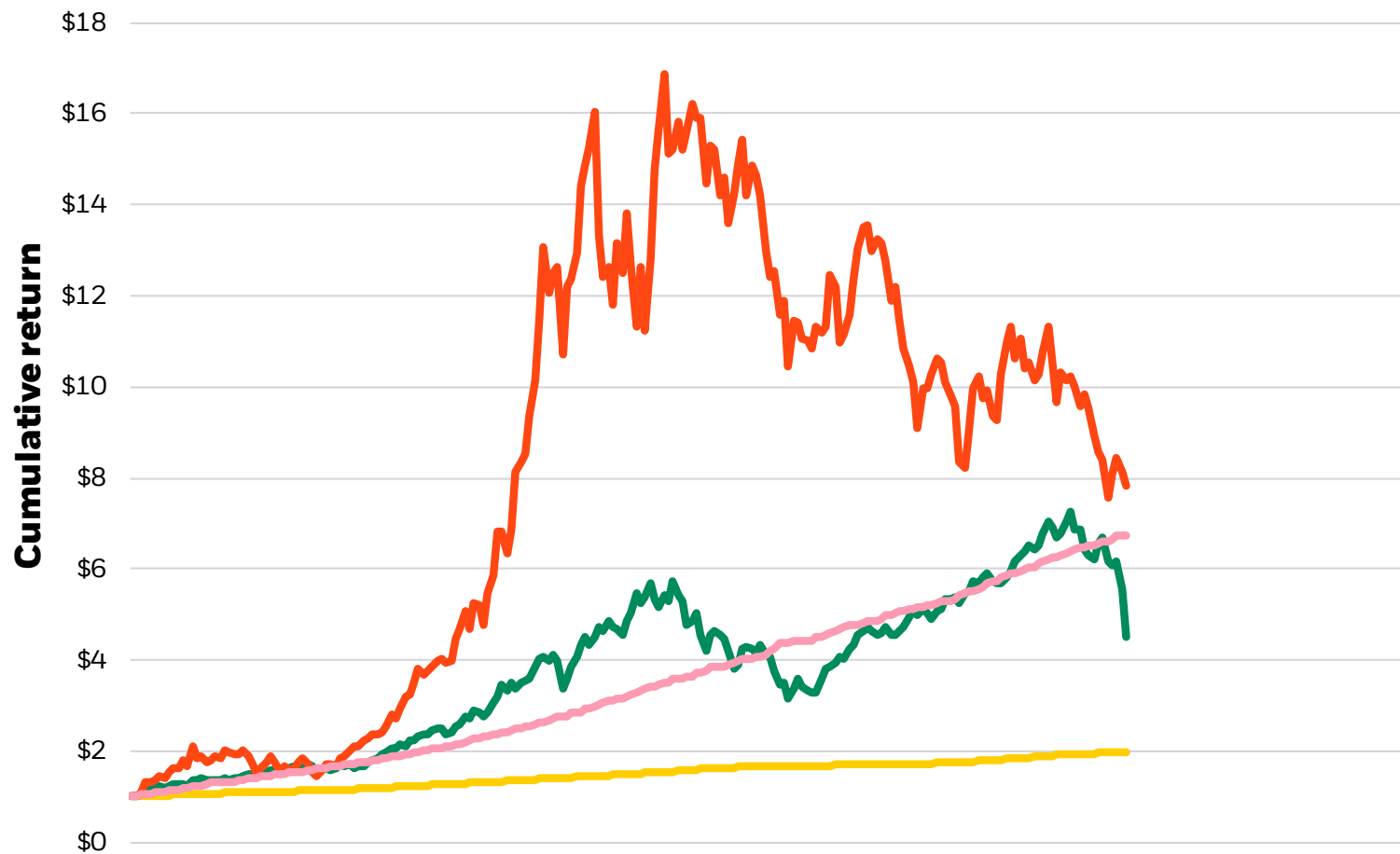


Keys to investment success





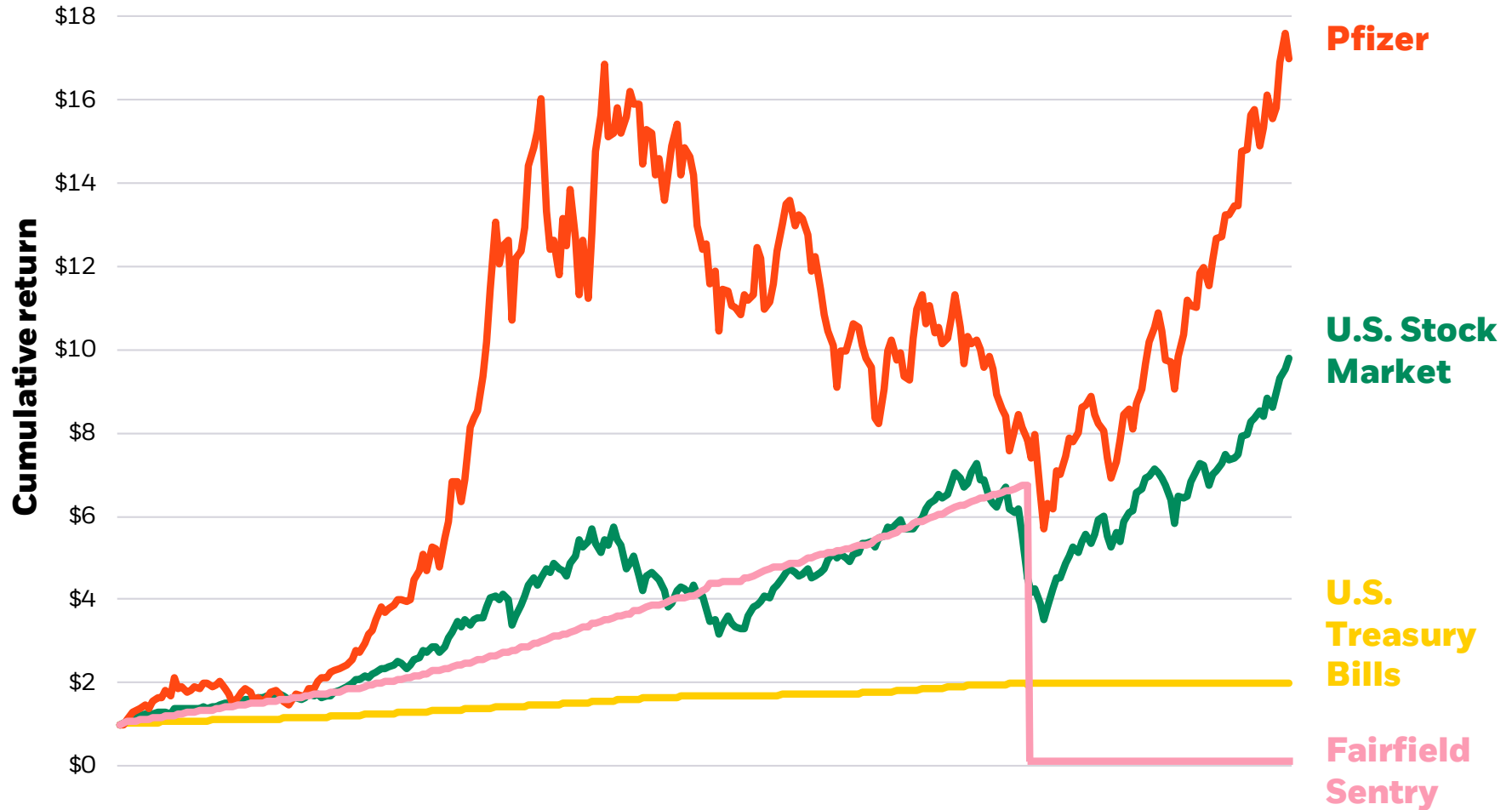
Which would you pick?



Lo, Andrew, 2017, *Adaptive Markets: Financial Evolution at the Speed of Thought*(Figure 10.3). Princeton University Press. For illustrative purposes only. Not meant to represent a specific recommendation for any security listed. Past performance is no guarantee of future results.



Which would you pick?



Lo, Andrew, 2017, *Adaptive Markets: Financial Evolution at the Speed of Thought*(Figure 10.3). Princeton University Press. For illustrative purposes only. Not meant to represent a specific recommendation for any security listed. Past performance is no guarantee of future results.

A photograph of a snowy mountain range under a night sky with a vibrant aurora borealis. The aurora displays a spectrum of colors from green to purple. The mountains are covered in snow and are silhouetted against the colorful sky.

**1720, Sir Isaac Newton
lost a fortune in the
South Sea Company, the
hottest stock in England.**

Newton concluded...

***[That he] 'can calculate the
motions of the heavenly bodies,
but not the madness of people.'***



**“We don’t have to be
smarter than the rest.
We have to be more
disciplined than the rest.”**

-Warren Buffett



Agenda



1

Envy



2

Loss



3

**Building
discipline**

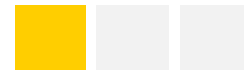
Envy

Regret

Lottery ticket effect

Miscalculating the risks





Bronze medal winners are happier than silver medal winners

Happiness levels of each winner

(1 to 10 happiest)

7.1



Bronze Winner

4.8



Silver Winner

Source: [Journal of Personality and Social Psychology](#), November 1995.

S&P Envy: A diversified portfolio is ripe for regret

40% U.S. stocks, 10% international stocks, 5% small cap stocks, 5% emerging market stocks, 30% U.S. bonds, 10% high yield bonds

Years	S&P 500	Diversified portfolio
2000-2002*	-40.1%	-17.3%
2003-2007	82.9%	80.0%
2008	-37.0%	-24.5%
2009-2019	351.0%	195.3%
Q1 2020†	-30.4%	-20.7%
Q2-Q4 2020‡	70.2%	42.6%
Total Return	268.7%	275.3%
Gr \$100k	\$368,745	\$375,302

-  "I lost money"
-  "I didn't make as much"
-  "I lost money"
-  "I didn't make as much"
-  "I lost money"
-  "I didn't make as much"
-  "Diversification can work even when it feels like its losing"

Source: Morningstar as of 12/31/20. *Performance is from 9/30/00 to 12/31/02. †Performance is from 1/1/20 to 3/23/20. ‡Performance is from 3/24/20 to 12/31/20. Diversified Portfolio is represented by 40% S&P 500 Index, 10% MSCI EAFE Index, 5% Russell 2000 Index, 5% FTSE Emerging stock Index, 30% Bloomberg Barclays U.S. Aggregate Bond Index, and 10% Bloomberg Barclays US Corporate High Yield Index. Index performance is for illustrative purposes only. You can not invest directly in the index. **Past performance does not guarantee or indicate future results.** Diversification does not guarantee a profit or protect against a loss in a declining market.



Americans spend \$73 billion on lottery tickets every year (\$223 per person).

The odds of winning the Powerball lottery are 1 in 292,000,000.

Implications:

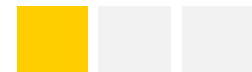
Single stocks

Next great company

Hot investment trend



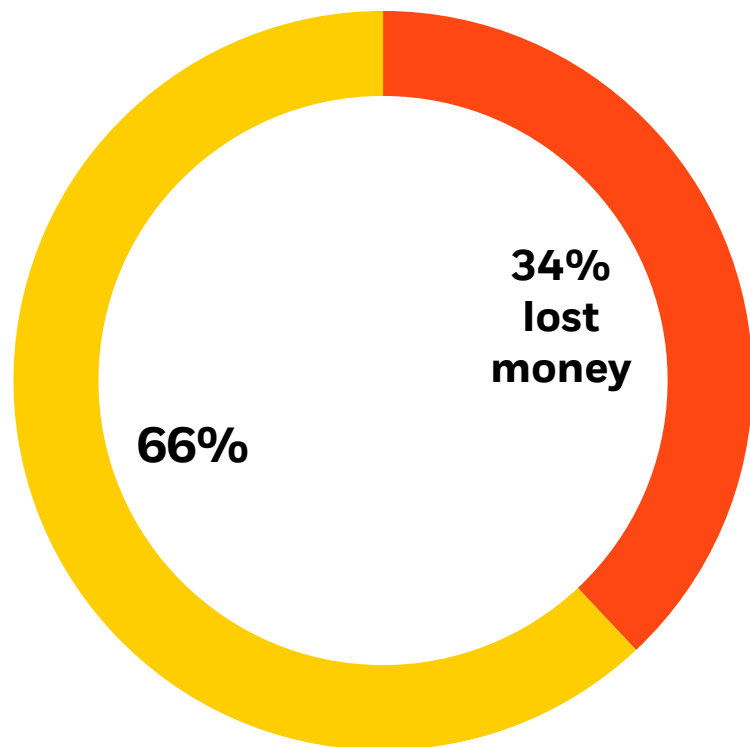
Source: US Census Bureau and North American Association of State and Provincial Lotteries as of 12/31/19. Past performance does not guarantee or indicate future results.



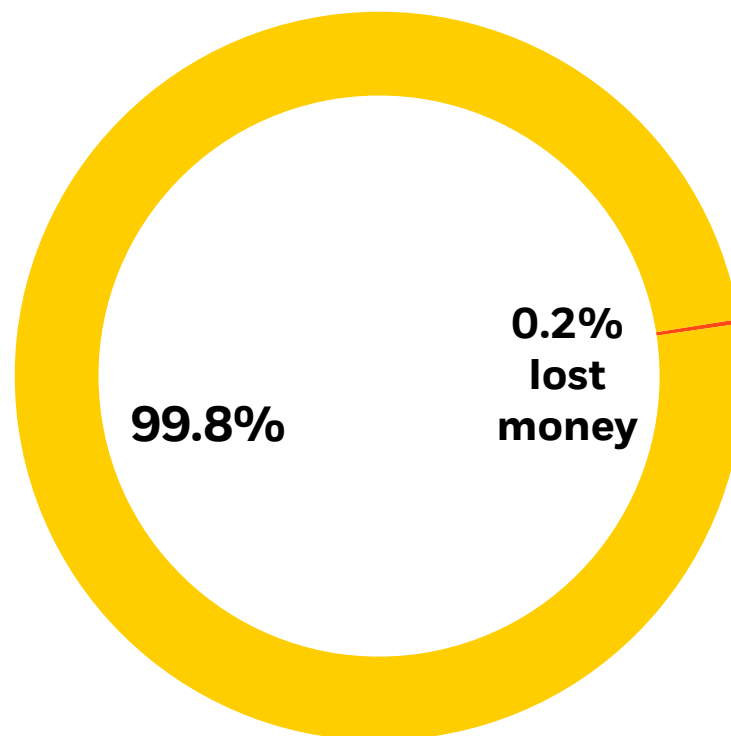
Individual U.S. stocks versus U.S. stock mutual funds

U.S. stocks are up 15.2% over the last 5 years

Individual U.S. stocks

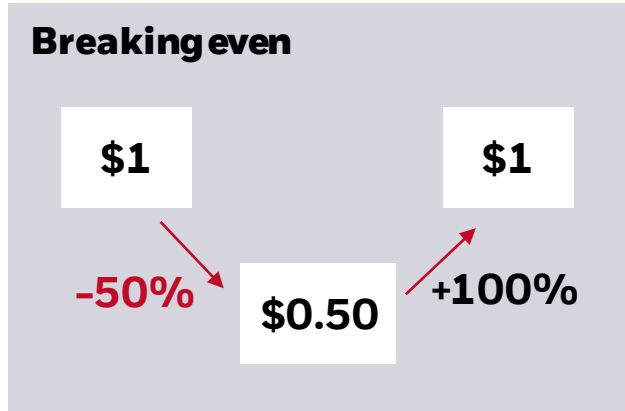
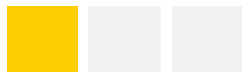


U.S. mutual funds and ETFs

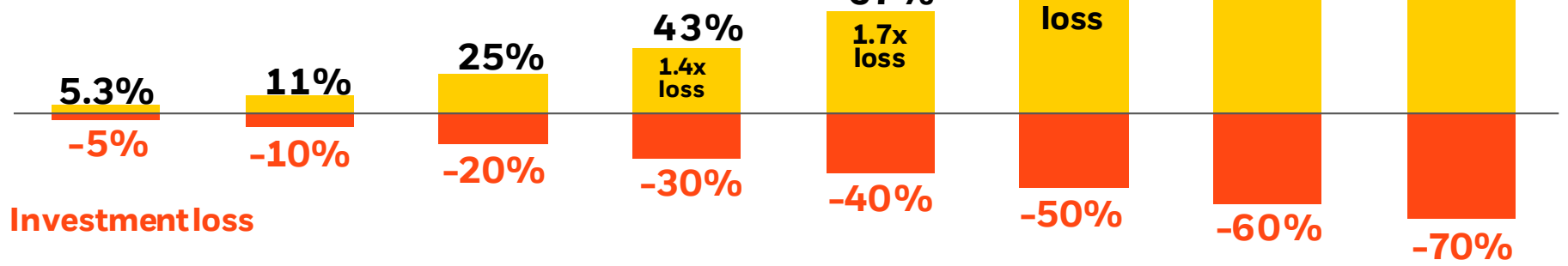


Source: Morningstar as of 12/31/20. Mutual Funds and ETFs are the Morningstar US Equity Category, oldest share class only. US Individual Stocks are the Morningstar US Stock Universe, all securities on the NYSE and NASDAQ. Analysis does not include obsolete mutual funds, ETFs or stocks as defined by Morningstar. Performance is historical and does not guarantee or indicate future results.

Do we really know how severe the risks can be?



Return needed to break even



Source BlackRock. For illustrative purposes only.



LOSS

Tendency to act

Sideline sitting

Following the herd





Our tendency to take action



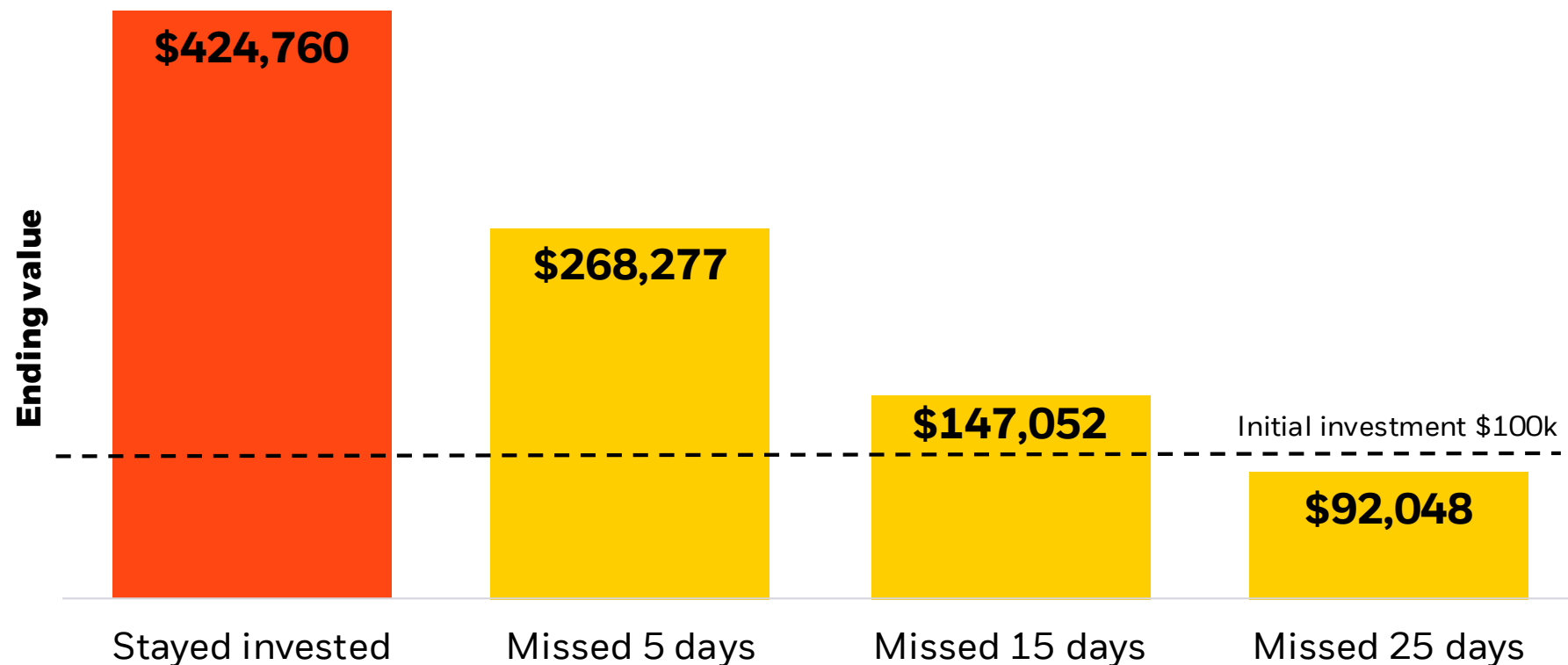
Statistics show that the best penalty kick strategy for goalkeepers is to stay in the middle. But they jump left or right 94% of the time.

Source: The New York Times Magazine, "Goalkeeper Science", 2008.

Time in the market vs. timing the market

Missing top-performing days can hurt your return

Hypothetical investment of \$100,000 in the S&P 500 Index over the last 20 years (2001-2020)



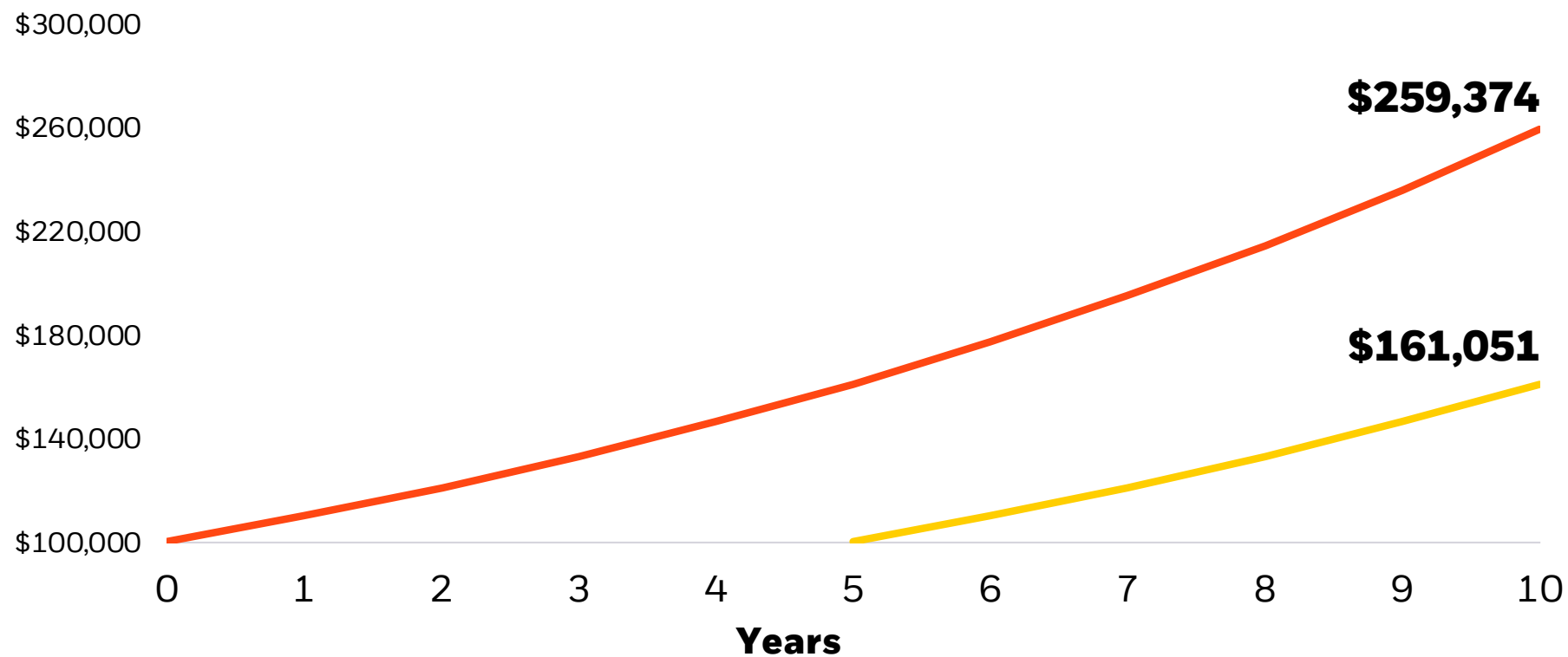
Source: Morningstar as of 12/31/20. Past performance does not guarantee or indicate future results. Index performance is shown for illustrative purposes only. You cannot invest directly in an index.



Waiting for the “right time to invest” can leave you behind

Compound interest... “The eighth wonder of the world” – Albert Einstein

Hypothetical growth of \$100,000 assuming 10% annual yield



Source: BlackRock as of 12/31/20. For illustrative purposes only.



“Be fearful when others are greedy. Be greedy when others are fearful.”

-Warren Buffett



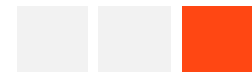
Building Discipline





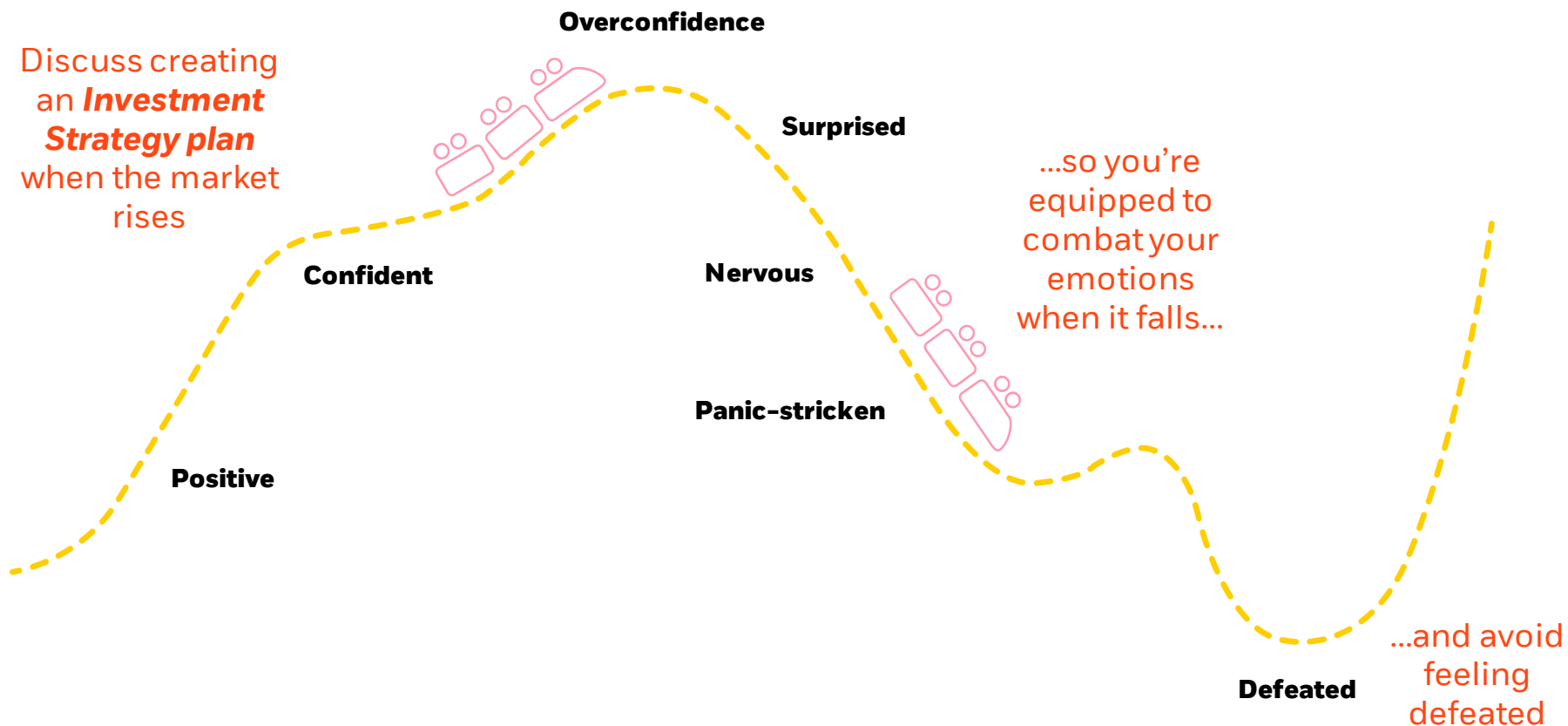
Talk to a financial professional



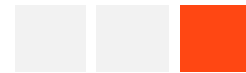


Prepare for the worst before it happens

Riding the ups and downs of the market

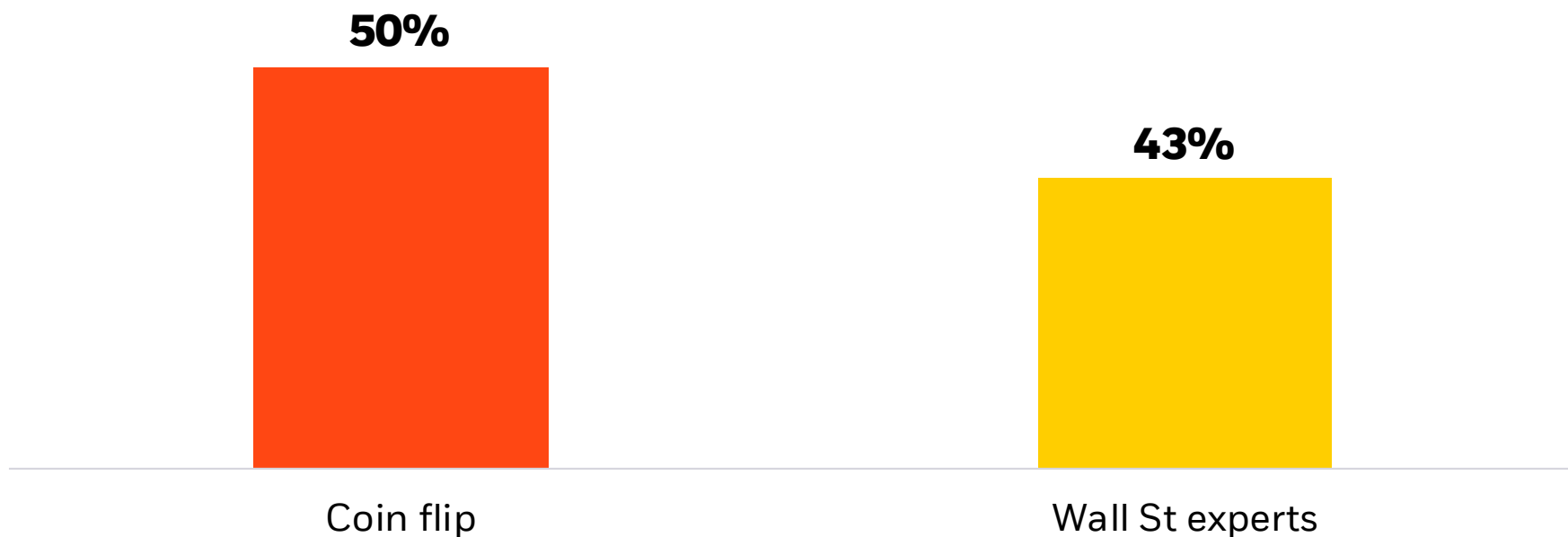


Hypothetical example.



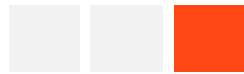
Forecasting folly: Turn off financial TV & news

Predicting the direction of interest rates



“It's tough to make predictions, especially about the future.” — Yogi Berra

Morningstar, Federal Reserve Bank of Philadelphia as of 12/31/20. Past performance does not guarantee or indicate future results. Median annual forecast used; the median forecast for the direction of the 10 yr US Treasury Bond was correct in 12 of 28 years. “Wall Street experts” refers to the 40+ financial professionals and professors surveyed by the Federal Reserve Bank of Philadelphia.



The psychology of investing

1

Proper investor behavior is critical to investment success

2

Common investor biases are a challenge (for everyone)

- **ENVY:** Regret, S&P Envy, Lottery Ticket Effect
- **LOSS:** Compounding, Time vs Timing, Following the Herd

3

Work with your financial professional to build in discipline and ensure you are reacting to the market rationally

- Be critical, even when times are good
- Be opportunistic, even when times seem bad

Become a disciplined investor, the sooner the better.



**Save your emotions
for the moments
that really matter.**

Important notes

This material is provided for educational purposes only and does not constitute investment advice. The information contained herein is based on current tax laws, which may change in the future. BlackRock cannot be held responsible for any direct or incidental loss resulting from applying any of the information provided in this publication or from any other source mentioned. The information provided in these materials does not constitute any legal, tax or accounting advice. Please consult with a qualified professional for this type of advice.

Investment involves risks. International investing involves additional risks, including risks related to foreign currency, limited liquidity, less government regulation and the possibility of substantial volatility due to adverse political, economic or other developments. The two main risks related to fixed income investing are interest rate risk and credit risk. Typically, when interest rates rise, there is a corresponding decline in the market value of bonds. Credit risk refers to the possibility that the issuer of the bond will not be able to make principal and interest payments. Index performance is shown for illustrative purposes only. Commodities' prices may be highly volatile. Prices may be affected by various economic, financial, social and political factors, which may be unpredictable and may have a significant impact on the prices of precious metals. Concentrated investments in specific industries, sectors, markets or asset classes may underperform or be more volatile than other industries, sectors, markets or asset classes and the general securities market. A significant portion of the aggregate world gold holdings is owned by governments, central banks and related institutions. One or more of these institutions could sell in amounts large enough to cause a decline in world gold prices. Should there be an increase in the level of hedge activity of gold producing companies, it could cause a decline in world gold prices. Should the speculative community take a negative view towards gold, it could cause a decline in world gold prices. You cannot invest directly in an index.

BLACKROCK is a trademark of BlackRock, Inc. All other trademarks are the property of their respective owners.

NOT FDIC INSURED | MAY LOSE VALUE | NO BANK GUARANTEE

© 2021 BlackRock, Inc. All Rights Reserved.