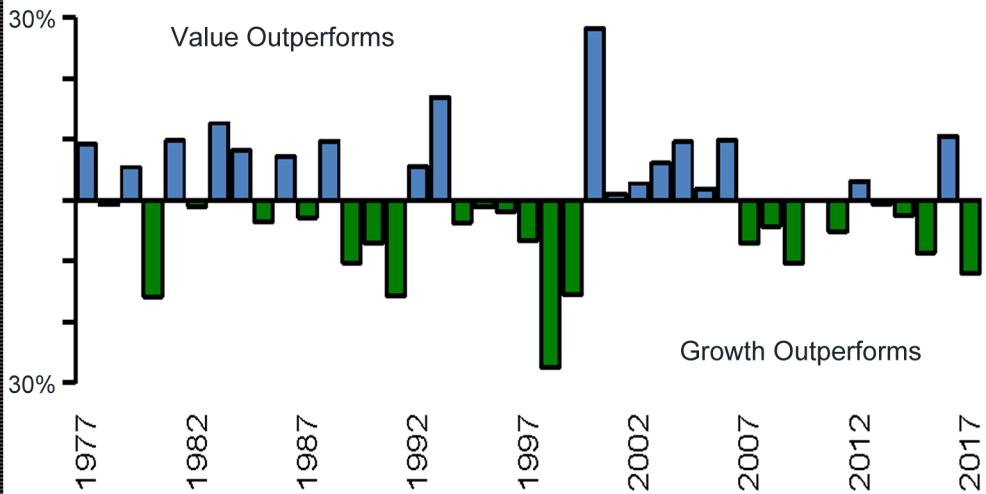




# Value and Growth Styles...

Changes in Market Leadership can be Dramatic and Unpredictable

For Your Information...



Source: Morningstar Difference in returns of S&P 500 Value and Growth Indices



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Value and growth styles have historically traded leadership. While it's clear that in some years the performance difference has been substantial, over time the results are actually quite close. From 1977 through 2017, value stocks have on average returned 11.3%, while their growth peers have on average returned 11.0%.

History has taught us that market swings are impossible to predict and that market timers rarely come out ahead. Diversifying assets among different classes and investment styles, like value and growth, is prudent and a key move in making sure investment dollars will be there when needed.

Bellwether Consulting is an independent investment advisor serving the needs of retirement plan sponsors and other institutional investors.

For more information please have a look at our website at [www.bellwetherconsulting.net](http://www.bellwetherconsulting.net), or call us at (646) 205-9346.