



# Heads Up

<sup>4</sup>The fund holdings are subject to change. A CIT is a Collective Investment Trust.

## Investing 101

### 3 concepts every investor should know

Because you have a retirement account, you are an investor - even if you don't feel like one. It's true, investing can feel intimidating, especially if it's never been a part of your life. But there are a few important concepts every investor (that's you!) should know. Let's start with these important ones.

#### Asset Allocation

One of the most critical parts of investing is asset allocation. It's an organized strategy of diversifying, or dividing your investments among different asset classes, like stocks, bonds and cash equivalents.

Diversification is sometimes called "not putting all your eggs in one basket," and it's usually a good idea. It's also wise to make sure the baskets are different from one another. For example, if you invest in a few stock funds, the stocks within those funds should be distinctly different from one another. Otherwise, your investments would be duplicated rather than diversified. Of course, remember that diversification and asset allocation do not ensure a profit and do not protect against loss in declining markets.

#### Consistency

As you see big events making the news, try not to act emotionally. Instead, it may be wise to remind yourself of your overall objectives. Investors who stick with it through the ups and downs of the market may get better results. If your objectives haven't changed, perhaps your investment strategy shouldn't either.

#### It's Time in the Market That Counts

The growth of \$10,000 invested in the S&P 500 index from Jan. 1, 1980 to March 31, 2016

Stayed invested the entire time **\$503,742**

Missed the best 5 days **\$309,342**

Missed the best 10 days **\$232,291**

Value of investment as of 3/31/2016

Source: Kmotion Research. This illustration is hypothetical and for illustrative purpose only and is not indicative of the performance of any specific investment. Past performance is no guarantee of future results. Investments are subject to market risk and fluctuate in value. The S&P 500 is an index of 500 widely traded stocks and is considered to represent the performance of the stock market in general. An investment cannot be made directly to the index.

#### More Information and Plan Contacts

To get daily NAVs, account balance information, or to make transfers, you may call the KEYTALK telephone voice response system, available 24 hours a day. DAP Retirement Specialists are available 9:00 a.m. to 8:00 p.m. Eastern Time Monday through Friday (excluding New York Stock Exchange holidays). Call 1-844-861-4DAP (1-844-861-4327). Use your Social Security number and PIN to access your account.

Another aspect of consistency in investing is making sure your overall strategy stays in line with your goals. If your investments grow substantially in one asset class, you may find that your overall assets are no longer balanced based on the mix you initially selected. A periodic review and rebalance of your investments may avoid a mismatch between your goals and your investments. Remember that rebalancing does not ensure profit and does not protect against loss in declining markets.

#### Timing and Compounding

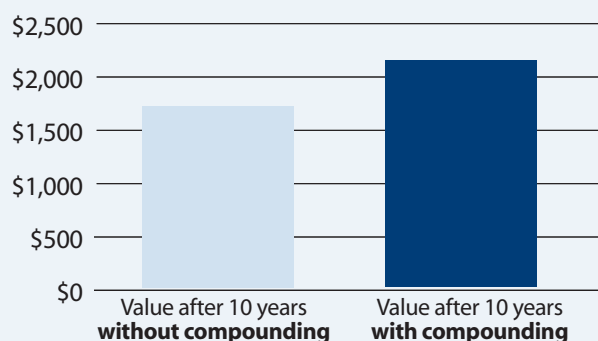
The earlier you start saving, the better - even if you start small. Once you start, try your best to keep going. But don't be satisfied with saving the same amount year in and year out. Instead, increase your savings rate by a small amount with each raise. Even a little bit more every month can add significantly to your retirement income.

Time works in your favor partly because you will personally set aside more money if you save for more years. The magic of compounding gives you even more potential for growth.

Compounding works like this. If you have \$1,000 to invest and it earns 8% interest, at the end of the first year, you will have \$1,080. Now the magic happens. For the second year, you will earn interest on \$1,080, not just \$1,000. By the end of 10 years, your \$1,000 would have grown to \$2,159 because of compounding. Without it, your \$1,000 would amount to \$1,800 at the end of year 10. See the following illustration.

#### The Power of Compounding

\$1,000 investment earning 8% over 10 years



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