



DOLLAR COST AVERAGING

Take Advantage of the Market's Ups and Downs

How Do the Ups and Downs of the Market Affect You?

The market's ups and downs are a double-edged sword. When we let emotions influence our investment decisions, market ups and downs may result in many people buying high and selling low.

When we let the time-tested strategy of Dollar Cost Averaging (DCA) guide our investment decisions, emotions are often overridden by consistent and regular investing. In doing so, market ups and downs result in buying more shares when prices are low and buying fewer shares when prices are high, which could lead to a lower average cost per share over time.

Dollar Cost Averaging in Action*

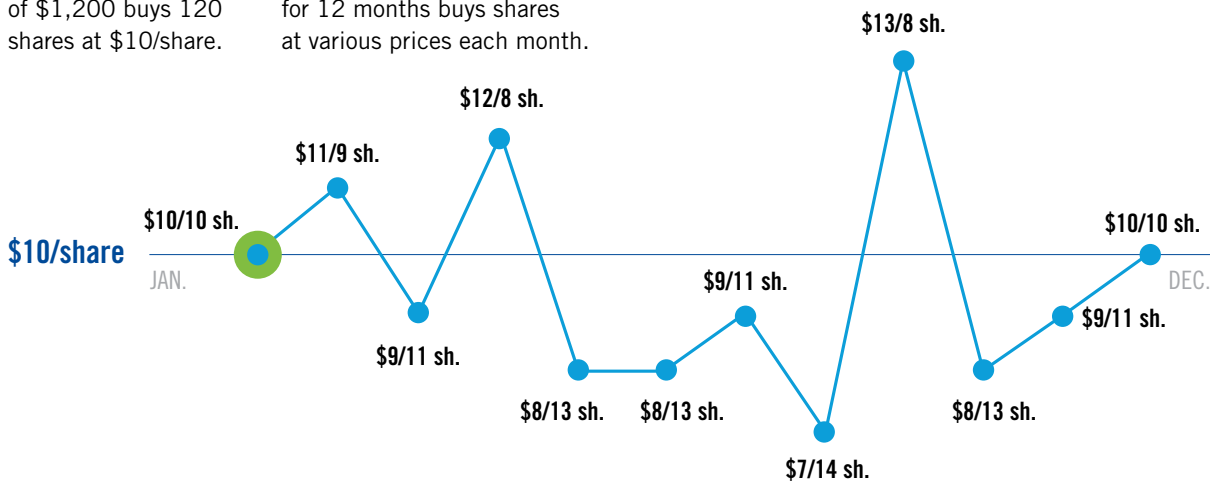
The chart below shows how DCA works. In this example, the client invests \$100 in a mutual fund each month for 12 months.

Lump Sum:

A single investment of \$1,200 buys 120 shares at \$10/share.

DCA:

Monthly investments of \$100 for 12 months buys shares at various prices each month.



WHEN SHARE PRICES GO UP...

- Your investment value goes up
- You buy **fewer** shares

WHEN SHARE PRICES GO DOWN...

- Your investment value goes down
- You buy **more** shares

In the hypothetical example, the dollar cost averaging strategy ended up with a greater amount of total shares, and hence more money (greater current value), at the end of the 12 months. An important note to remember is that the value of your investment is based on the number of shares you have and DCA may help you maximize the number of shares you own.

	Total Investment	Average Cost per Share	Total Shares	Current Value
Lump Sum	\$1,200	\$10	120	\$1,200
DCA	\$1,200	\$9.16	131	\$1,310

* Dollar Cost Averaging does not assure a profit or protect against loss in declining markets. Investors should consider their ability to make regular investments during all market conditions. This is a hypothetical example for illustrative purposes only. Please note that this hypothetical investment does not take into account federal, state or municipal taxes. If taxes were taken into account, the hypothetical values shown would have been lower.

All investments involve risks, including possible loss of principal.

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