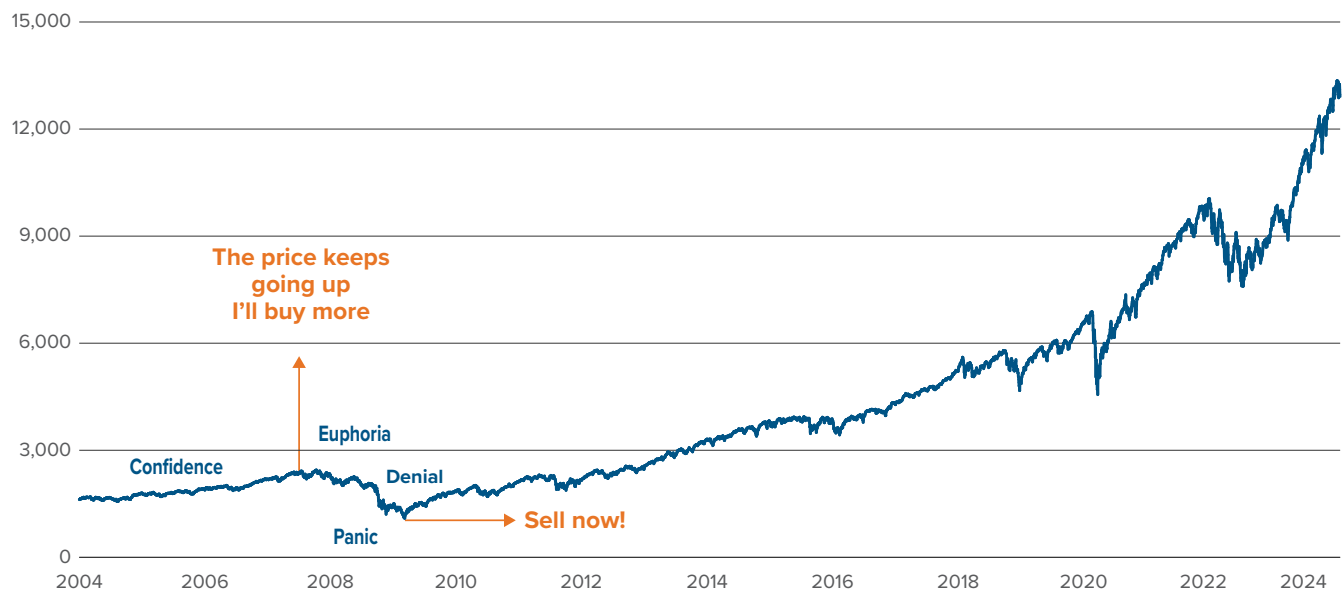


# Riding the emotional rollercoaster

## It's not easy for investors to manage their emotions.

They tend to panic and sell just as markets are set to rise, and get excited and buy just as markets are set to decline. Although you can't control market volatility, you can control your emotional responses. Your advisor will keep you focused on your long-term goals so you can resist the temptation to invest impulsively.

### S&P 500 index (USD) – Total return



Source: Morningstar Direct, as at December 31, 2024.

## For more information, contact your financial advisor or visit [mackenzieinvestments.com](https://mackenzieinvestments.com)

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