



CONTENT ALERTS 



Imagine Knowing Precisely When to Go Passive or Active

Active portfolios suffered big losses in 2008.¹ Volatility shook investors. While the market shows strength, clients are still on edge.

How can you put your clients at ease?

Learn how using passive and active investing at the right times, in the right places, may help preserve wealth in future downturns and capture upside growth.

[Download Whitepaper](#)

Passive and Active Management: A Balanced Perspective

Know passive. Know active. Know when and how.

[Download the whitepaper to get answers to your key questions:](#)

- Where and when have active managers underperformed or outperformed?
- Why combine passive and active in a single portfolio?
- What are the 5 questions every advisor should ask when choosing between passive and active investing?

Now, share what you know. Tell clients how you can help.

Show how you can help keep wealth intact and future goals in sight:

- Educate clients about passive and active investing
- Help them understand their unique investor personality traits and how these should be considered when making active and passive investment decisions

[Get Client-Ready Presentation](#)

Evaluating Passive and Active Investing

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¹ Source: Morningstar Direct, SSgA Strategy & Research for period 1/1/2008 to 12/31/2008

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