## Courtesy of: James O. Davis The Financial Advisory Group

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CAPITAL MARKET HISTORY: LONG-TERM AVERAGE RATES OF RETURN


| Long-Term Annualized Returns 1930-2009 |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Twenty | Thirty | Forty | Fifty | Sixty | Seventy | Eighty |
| Years | Years | Years | Years | Years | Years | Years |
| $1990-$ | $1980-$ | $1970-$ | $1960-$ | $1950-$ | $1940-$ | $1930-$ |
| 2009 | 2009 | 2009 | 2009 | 2009 | 2009 | 2009 |

Standard \& Poor's 500 Index:

| Nominal Returns |
| :---: |
| Real Returns |
| Long-Term Corporate Bonds: |
| Nominal Returns |


| -0.1\% 2.0\% | 9.2\% 3.6\% | 19.4\% | 7.8\% 5.2\% | $\begin{gathered} \text { 5.9\% } \\ -1.4 \% \end{gathered}$ | $\begin{aligned} & 17.5 \% \\ & 11.8 \% \end{aligned}$ | $\begin{aligned} & \text { 18.2\% } \\ & \text { 14.8\% } \end{aligned}$ | $\begin{aligned} & -0.9 \% \\ & -3.4 \% \end{aligned}$ | $\begin{aligned} & 8.2 \% \\ & 5.3 \% \end{aligned}$ | $\begin{gathered} \text { 11.2\% } \\ 7.5 \% \end{gathered}$ | $\begin{aligned} & 9.9 \% \\ & 5.2 \% \end{aligned}$ | $\begin{aligned} & 9.5 \% \\ & 5.2 \% \end{aligned}$ | $\begin{gathered} 11.0 \% \\ 7.0 \% \end{gathered}$ | $\begin{gathered} \text { 10.8\% } \\ 6.5 \% \end{gathered}$ | $\begin{aligned} & 9.4 \% \\ & 5.9 \% \end{aligned}$ | Owner |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 6.9\% | 2.7\% | 1.0\% | 1.7\% | 6.2\% | 13.0\% | 8.1\% | 7.6\% | 7.9\% | 9.6\% | 8.7\% | 7.3\% | 6.2\% | 5.7\% | 5.9\% |  |
| 9.1\% | -2.7\% | -1.2\% | -0.8\% | -1.1\% | 7.5\% | 5.0\% | 4.9\% | 5.1\% | 5.9\% | 4.0\% | 3.0\% | 2.2\% | 1.6\% | 2.4\% | Lender |
| 4.9\% | 3.2\% | -0.1\% | 1.4\% | 5.5\% | 12.6\% | 8.9\% | 7.7\% | 8.3\% | 9.7\% | 8.7\% | 7.2\% | 5.9\% | 5.5\% | 5.5\% |  |
| 7.1\% | -2.1\% | -2.2\% | -1.1\% | -1.7\% | 7.2\% | 5.8\% | 5.0\% | 5.4\% | 6.0\% | 4.0\% | 3.0\% | 2.1\% | 1.5\% | 2.2\% | Lender |
| 0.6\% | 0.4\% | 1.9\% | 3.9\% | 6.3\% | 8.9\% | 4.9\% | 2.8\% | 3.8\% | 5.5\% | 5.7\% | 5.3\% | 4.7\% | 4.1\% | 3.7\% |  |
| 2.7\% | -4.7\% | -0.3\% | 1.3\% | -1.0\% | 3.6\% | 1.9\% | 0.2\% | 1.1\% | 1.9\% | 1.2\% | 1.2\% | 0.9\% | 0.1\% | 0.4\% | Lender |
| -2.0\% | 5.4\% | 2.2\% | 2.5\% | 7.4\% | 5.1\% | 3.0\% | 2.5\% | 2.7\% | 3.5\% | 4.5\% | 4.1\% | 3.8\% | 4.0\% | 3.2\% | Can't Avoid |

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