

Creative Planning Periodic Table of Style Rotation

This style rotation table compares the returns of various indices. Fluctuations in market cycles demonstrate the importance of diversification. Diversification does not assure a profit nor does it protect against loss of principal. As with any investment, it is possible to lose money. The 10 year average was calculated by adding the annual return for each asset class over the previous 10 years and calculating the average of the result. The returns include dividend reinvestments but exclude the impact of management fees and trading costs. Past performance is no assurance of future performance.

Large Cap Stocks are represented by the S&P 500 Index, which measures the performance of the large-cap segment of the U.S. equity universe.

Mid Cap Stocks are represented by the Russell Midcap Index, which measures the performance of the mid-cap segment of the U.S. equity universe.

Small Cap Stocks are represented by the Russell 2000 Index, which measures the performance of the small-cap segment of the U.S. equity universe. It includes approximately 2,000 of the smallest securities based on a combination of their market cap and current index membership.

International Stocks are represented by the MSCI EAFE Index (Europe, Australasia, and Far East), which is a widely followed index of common stocks from 22 developed market countries.

Emerging Markets are represented by the MSCI Emerging Markets Index, which measures the performance of stocks in emerging market countries.

Real Estate is represented by the Dow Jones U.S. Select REIT Index, which measures the performance of U.S. publicly traded Real Estate Investment Trusts.

Energy is represented by the S&P 500 Select Energy Sector Index which measures the performance of U.S. energy companies.

Precious Metals is represented by the MSCI World/ Metals & Mining (TR Net) Index which measures the performance of U.S. stocks of companies engaged in the exploration and production of gold, silver and platinum-group metals. At Creative, we do not recommend precious metals as an investment. The asset class has historically delivered the worst of both worlds: high volatility but very low returns. No thanks. We include this asset class on the Creative Planning Periodic Table only because it is a major asset class and often covered by the media and discussed with clients.

MLPs are represented by the Alerian MLP Infrastructure Index, which measures the performance of U.S. publicly traded Master Limited Partnerships in the energy infrastructure category.

Bonds are represented by the Barclays U.S. Aggregate Bond Index, which covers the USD-denominated, investment-grade, fixed-rate, taxable bond market. The index includes government and corporate securities, mortgage-backed securities, and asset-backed securities, with maturities of at least one year.

An ETF or mutual fund's portfolio may differ significantly from the securities held in the indices. These indices are not available for direct investment; therefore, their performance does not reflect the expenses associated with the active management of an actual portfolio.

*as of 06/30/2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	YTD 2019
Emerging Markets Stocks 82.36	MLPs 35.85	MLPs 13.88	Emerging Markets Stocks 18.68	Small Cap Stocks 38.82	Real Estate 32.00	Real Estate 4.48	Precious Metals 56.29	Emerging Markets Stocks 36.83	Bonds 0.01	Mid Cap Stocks 21.35	
Precious Metals 80.73	Real Estate 28.07	Real Estate 9.37	International Stocks 17.32	Mid Cap Stocks 34.76	Large Cap Stocks 13.69	Large Cap Stocks 1.38	Energy 27.36	Precious Metals 32.83	Real Estate (4.22)	Precious Metals 20.42	
MLPs 76.41	Small Cap Stocks 26.85	Bonds 7.84	Mid Cap Stocks 17.28	Large Cap Stocks 32.39	Mid Cap Stocks 13.22	Bonds 0.55	Small Cap Stocks 21.31	International Stocks 25.03	Large Cap Stocks (4.38)	Large Cap Stocks 18.54	
Mid Cap Stocks 40.48	Mid Cap Stocks 25.48	Energy 4.72	Real Estate 17.12	MLPs 27.58	Bonds 5.97	International Stocks (0.81)	MLPs 18.31	Large Cap Stocks 21.83	Mid Cap Stocks (9.06)	Small Cap Stocks 16.98	
International Stocks 31.78	Precious Metals 23.58	Large Cap Stocks 2.11	Small Cap Stocks 16.35	Energy 25.07	Small Cap Stocks 4.89	Mid Cap Stocks (2.44)	Mid Cap Stocks 13.80	Mid Cap Stocks 18.52	Small Cap Stocks (11.01)	Real Estate 16.67	
Real Estate 28.46	Energy 20.46	Mid Cap Stocks (1.55)	Large Cap Stocks 16.00	International Stocks 22.78	MLPs 4.80	Small Cap Stocks (4.41)	Large Cap Stocks 11.96	Small Cap Stocks 14.65	MLPs (12.98)	MLPs 16.05	
Small Cap Stocks 27.17	Emerging Markets Stocks 19.90	Small Cap Stocks (4.18)	MLPs 4.80	Real Estate 1.22	Emerging Markets Stocks (1.79)	Emerging Markets Stocks (13.86)	Emerging Markets Stocks 9.90	Real Estate 3.76	International Stocks (13.79)	International Stocks 14.03	
Large Cap Stocks 26.46	Large Cap Stocks 15.06	International Stocks (12.14)	Energy 4.61	Bonds (2.02)	International Stocks (4.90)	Energy (21.12)	Real Estate 6.68	Bonds 3.54	Precious Metals (14.99)	Energy 13.13	
Energy 13.82	International Stocks 7.75	Emerging Markets Stocks (19.49)	Bonds 4.21	Emerging Markets Stocks (2.20)	Energy (7.78)	MLPs (32.59)	Bonds 2.65	Energy (1.01)	Emerging Markets Stocks (15.05)	Emerging Markets Stocks 10.15	
Bonds 5.93	Bonds 6.54	Precious Metals (27.62)	Precious Metals 0.90	Precious Metals (14.83)	Precious Metals (17.72)	Precious Metals (39.43)	International Stocks 1.00	MLPs (6.52)	Energy (18.10)	Bonds 6.11	

Best
Performance

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Worst
Performance