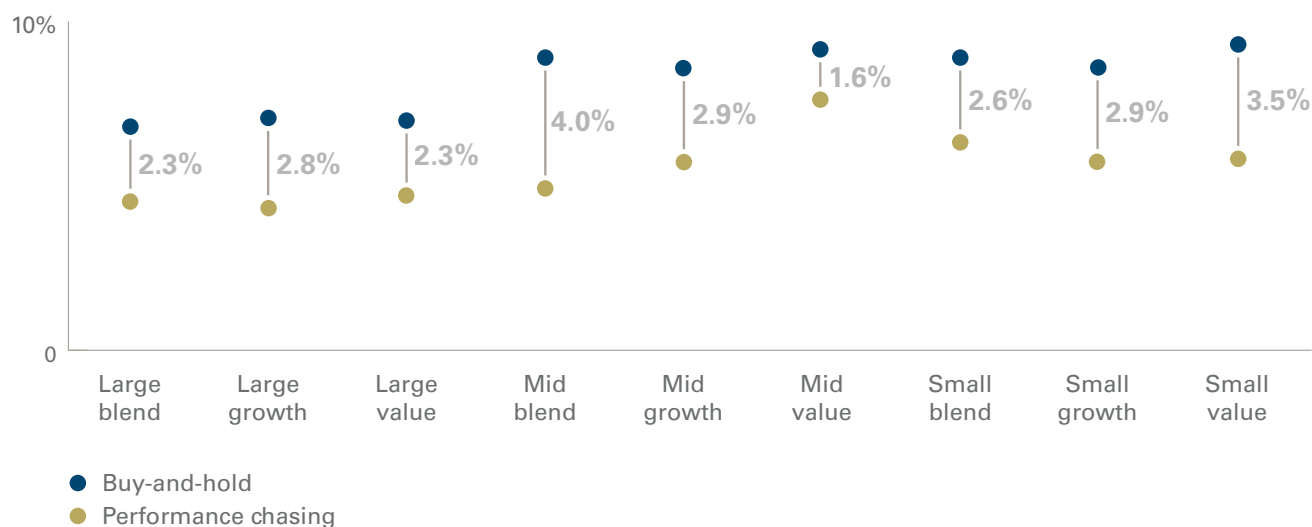


# Don't chase performance. You'll lose the race.

Periods of disappointing investment performance are inevitable, but it's those times when you need to stay disciplined and avoid the temptation to buy the latest investment "winner."

As this chart reveals, regardless of how you're investing—whether large-cap growth, mid-cap value, or small-cap blend—across the board you miss out on returns when you chase performance.

Across the board, performance chasers gave away returns



Source: Vanguard calculations, using data from Morningstar, Inc.'s nine equity boxes from 2004 to 2013.

This illustration does not represent the return on any particular investment. Past performance is no guarantee of future returns.

All investing is subject to risk, including possible loss of principal.

© 2015 The Vanguard Group, Inc. All rights reserved.

## The bottom line:

There's a simple reason you should avoid chasing performance.  
It could cost you returns.