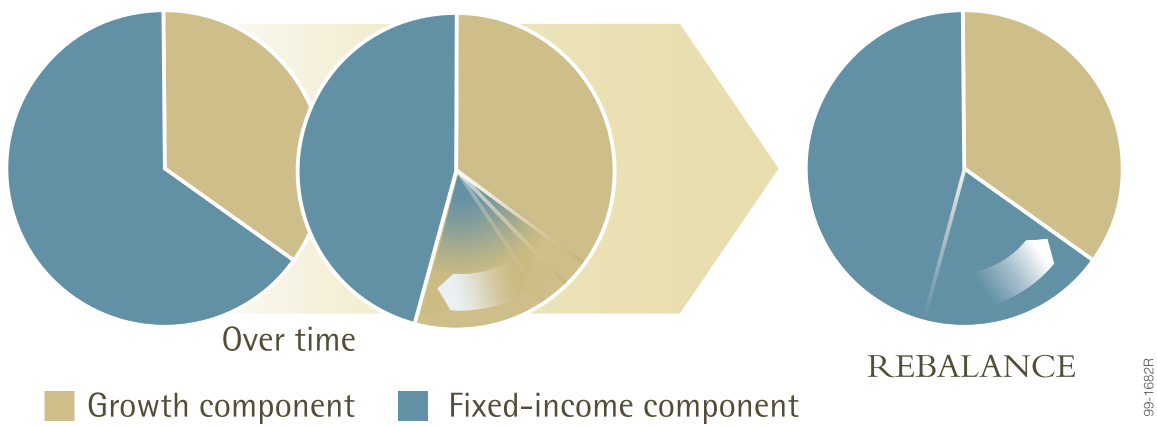
Envision your retirement

SimplySpeaking

Importance of rebalancing

Determining your asset allocation is only the beginning of a properly managed portfolio.



Over time, a portfolio can become distorted especially when growth or equity components outperform fixed-income components.

Having a portfolio with the right asset allocation means choosing an appropriate mix of investments that include growth, income, different management styles, etc.

While all the investments in your portfolio are meant to provide positive returns over the long term, there is no guarantee this will happen in the short term. The goal of having the right balance is to smooth out the ups and downs of any one asset class or investment.

For example, when equity investments do well, they will begin to represent a greater percentage of your portfolio. Eventually, the result can be a mix of investments that no longer properly fit with your objectives and risk tolerance. If left unchecked, you could expose yourself to undue risk as you near your retirement date.

Rebalancing is simply making changes to your portfolio to move investments back to the desired asset mix. Automatic investment rebalancing takes away the need to guess when it is appropriate. Choosing investment options that do this for you is an easy way to implement a rebalancing strategy.

THE Great-West Life ASSURANCE COMPANY

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