# Diversification can feel disappointing

BlackRock

A well-diversified portfolio is designed to help you achieve your long-term goals as well as limit your portfolio's downs (and ups). But it doesn't always feel good. You may get upset when you inevitably lose money during certain periods (though your loss is likely less than that of the S&P 500 Index). You may also be disappointed during up markets when you see how well the S&P 500 Index performed, and you didn't do as well. The good news: a diversified portfolio may produce a better outcome for you in the long-term.

**A perfect market for "S&P envy"**

| Years | S&P 500 Index | Diversified portfolio | |
|---|---|---|---|
| 2000*-2002 | -40.1% | -18.6% | "I lost money" |
| 2003-2007 | +82.9% | +73.8% | "I didn't make as much" |
| 2008 | -37.0% | -24.0% | "I lost money" |
| 2009-2019 | +351.0% | +191.7% | "I didn't make as much" |
| **Total Return** | **+211.4%** | **+213.5%** | **"Diversification can work even when it feels like it's losing"** |
| **Growth of $100,000** | **$311,420** | **$313,510** | |

Source: Morningstar as of 12/31/19. *Performance is from 8/1/2000 to 12/31/2000 to more accurately reflect the time period encompassing the previous two bull and bear markets. Past performance does not guarantee or indicate future results. Diversified Portfolio is represented by 40% S&P 500 Index, 15% MSCI EAFE Index, 5% Russell 2000 Index, 30% Bloomberg Barclays U.S. Aggregate Bond Index, and 10% Bloomberg Barclays US Corporate High Yield Index. Index performance is for illustrative purposes only. You can not invest directly in the index. Diversification does not guarantee a profit or protect against a loss in a declining market.