



TIME: THE MOST UNDERRATED DRIVER OF VALUATION

UNDERSTANDING HOW TIME IMPACTS
FINANCIAL VALUE GROWTH



TIME AS THE
CORE DRIVER OF
LONG-TERM
VALUE



WHY TIME IN THE MARKET MATTERS MORE THAN TIMING THE MARKET

Market Turbulence and Adaptation

Short-term market disturbances are intense but temporary, while economies and businesses adapt and continue to grow.

Value of Long-Term Ownership

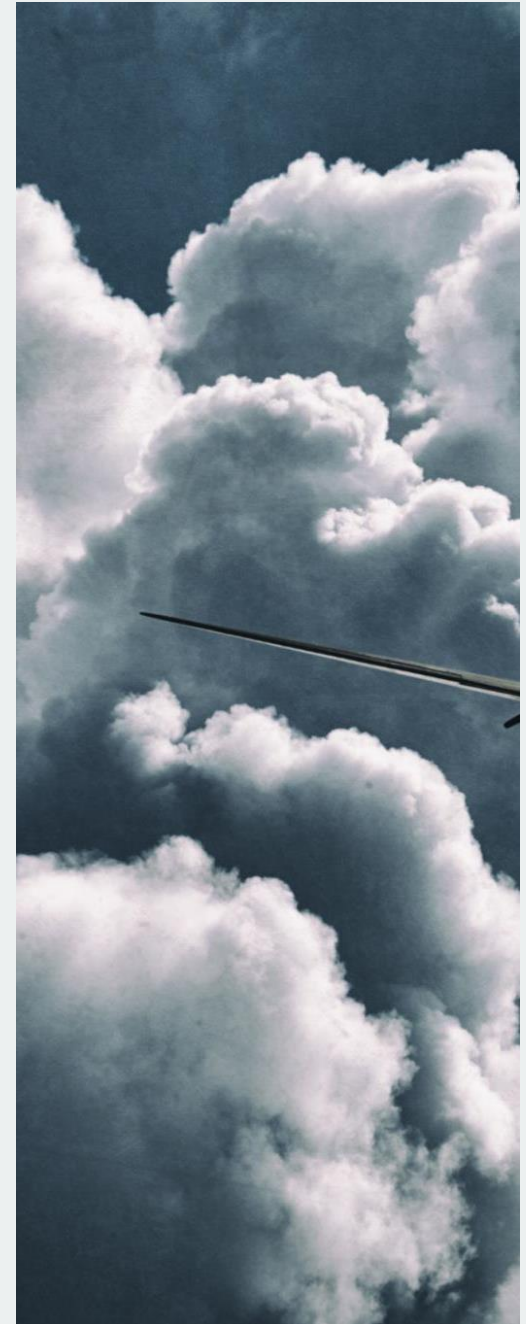
The duration of ownership drives valuation growth through compounding earnings and business innovation over time.

Opportunity Cost of Waiting

Waiting for perfect market timing leads to missed compounding returns and significant opportunity loss.

Participation Over Perfection

Consistent participation in the market, regardless of timing, allows capital to compound and absorb volatility.



Sometimes I feel like modern life is a lot like flying through unnecessary turbulence.

You take off early in the morning, look at the horizon, and quickly sense when the air is calm — and when the world has decided to complicate things on its own. These days feel exactly like that. The headlines are filled with wars, geopolitical tensions, oil prices, inflation, interest rates, trade disputes, and leaders who seem to open more fronts than necessary. Everything happens fast. Too fast.

And yet, up there, in the air, you're reminded of something important: no turbulence lasts forever.

In aviation, there's an unspoken rule. When the weather turns, you don't fight the storm. You don't make abrupt moves. You don't overreact. You stay on course, adjust altitude if needed, conserve energy, and think about the full flight — not just the next minute.

Markets work in much the same way.

Every generation believes it's living through "the most uncertain time in history." And yet, the world keeps moving forward. Presidents change, wars come and go, currencies shift, oil prices rise and fall. But businesses continue to create value, innovation keeps advancing, and humanity, slowly but consistently, finds ways to grow — adapting to change, embracing new technologies, and, of course, repeating familiar mistakes.

One of the most common mistakes is trying to time the market perfectly. Waiting for things to feel "cheap," avoiding investing today because prices seem high — as if price were the only variable that matters. Missing the fundamental point: it's not so much about how cheap you buy, but how long you remain an owner of quality assets and participate in their growth.

There's a subtle irony here: we hesitate to invest in certain companies because they feel "expensive," while at the same time we regularly consume their products and services — as if those were completely separate decisions.

This doesn't mean ignoring risk. It means understanding that short-term noise should never overpower long-term vision.

To bring this idea down to earth, I looked at a simple conceptual exercise based on the behavior of the S&P 500 over recent years, comparing two very different approaches:

1. Investing \$10,000 every time the market reached new all-time highs
2. Investing \$10,000 during moments of panic or sharp corrections

The results are, at first glance, quite clear:

- Buying at all-time highs → roughly \$12,500 to \$14,000
- Buying during declines → roughly \$16,000 to \$20,000

That's a meaningful difference.

Yes, historically, buying during downturns produces higher returns. But here's the less intuitive reality:

- Declines happen infrequently.
- New highs happen constantly in bull markets.
- Many investors spend years waiting for “the next drop”... and miss entire periods of growth.

In fact, historically:

- Buying at S&P 500 highs has still delivered positive returns over 1, 3, and 5 years.
- The market spends a large portion of its life near highs because corporate earnings tend to grow over time.

When we buy equities, we're not buying the present — we're buying future value. That's why valuations, while important, matter less when supported by growing earnings.

A recent example makes this very tangible:

- April 2025: S&P 500 near 5,000
- May 2026: around 7,400

In other words: \$10,000 invested during a very visible moment of fear could have grown to roughly \$14,800 in just over a year.

But here's the counterintuitive part:

Those who invested at the highs of 2024 or 2025 are also likely up today — in the range of +20% to +35%.

So the real lesson is not “wait for the dips.”

The real lesson is:

- Declines create exceptional opportunities.
- But waiting for the perfect moment often comes at a very high cost.

- Staying consistently invested tends to outperform trying to predict the next market move.

If there's one thing I've learned from observing both markets and the sky, it's this: real wealth is rarely built by reacting emotionally to every storm. It's built with patience. Discipline. Time.

And perspective.

Sometimes it feels like the economy takes up too much space in our lives. We check markets multiple times a day. We consume headlines as if each one were decisive. But reality is different: markets matter — but they are secondary.

What truly matters is how our lives unfold in the meantime.

A quiet dinner with family.

An early coffee in silence.

A walk.

An honest conversation.

A sunset seen above the clouds.

That's where real wealth lives.

Because money, when managed well, has a noble purpose: to give us peace of mind, not to take it away.

Maybe that's why I enjoy flying so much. Up there, everything simplifies. The noise fades. Priorities reorder themselves. You realize you don't need to live in constant acceleration. Not every conflict deserves your energy. Not every headline deserves your anxiety.

The plane keeps moving forward, even with crosswinds or headwinds.

The economy does too.

Life, above all, does too.

And in the end, like after most storms, the sky opens up again.

But it's enjoyed most by those who were already in the air — those who chose to take off, or to invest, even when the forecast wasn't perfect.

Well-planned flights and long-term investing.

Two of the best antidotes to anxiety, uncertainty, and volatility.

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