Do you sometimes feel like your timing is off when it comes to investing? You may have put money in the markets when they were at their highest and sold or stopped contributing when they were falling. To avoid the pitfalls of buying high and selling low, dollar-cost averaging can be a great approach to follow. But what is it?

Put simply, dollar cost averaging is making regular contributions to your plan, because every time you do so, your contributions buy units of your chosen investment.

When the market goes up, the value of your holdings increase and you buy units at a higher price. Likewise, when the market goes down, you buy more units at a lower price. It’s like buying an item on sale.

So why can dollar cost averaging be a good thing?

- Over time, this technique can lower the average price you pay per unit
- You may eliminate the guesswork of determining when to buy units
- You don’t have to time the market and your contributions are invested in the market longer.

Dollar-cost averaging can work if you contribute to your plan(s) on a regular basis… even through market fluctuations.

Help smooth out the ups and downs of the market and reduce the guessing game with dollar-cost averaging. It’s easy and it could give you a head start on your financial goals.

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