

<u>Total Return</u> -- the relative change in the investment value over a period of time.

total return =
$$\frac{\text{new value - starting principal}}{\text{starting principal}}$$
$$= \frac{A - P}{P}$$

<u>Annual Return</u> -- the average annual rate at which your money grew over a period of time.

annual return =
$$\left(\frac{A}{P}\right)^{(1/Y)}$$
 - 1

EX 1: Three years after buying 20 shares of XYZ stock for \$25 per share, you sell the stock for \$8500. Find the total and annual return on this investment.

Types of Investments

- 1) Stocks gives you a share of ownership in a company. The only way to get money from a stock is to sell.
- 2) Bonds a promise of future cash. The issuer pays simple interest and promises to pay the principal by some later date.
- Cash money deposited in bank accounts, CDs and U.S.
 Treasury Bills

Things to consider when investing

- 1) Liquidity How easy is it to get to your money?
- 2) Risk Is the principal invested at risk?
- 3) Return How much return (total or annual) do you expect to earn?

EX 2: Which investment in 1900 would have been worth more at the end of 2008?

- a) \$10 in stocks
- b) \$75 in bonds
- c) \$500 in cash

Historical Returns
1900-2008

Average
Annual
Category Return
Stocks 6.0%
Bonds 2.1%
Cash 1.0%