

THINK TWICE

Whether you are a beginning investor or a seasoned professional, the acronym T.H.I.N.K. T.W.I.C.E can be a helpful reminder in all stock market environments.

T ake the global view.	Before you buy an investment, check to see if it overlaps with something you already own.
H ope for the best, but expect the worst.	Prepare your portfolio by diversifying. Even good investments sometimes underperform.**
I nvestigate, then invest.	Due diligence is important for any investment purchase.
N ever say always.	No matter how sure you are that an investment is a winner, don't over allocate.
K now what you don't know.	Find out what might make an investment go down and prepare accordingly.
T he past is not prologue.	As it is boldly disclaimed, past performance does not guarantee future results.
W eigh what they say.	Even the best stock market prognosticators are often incorrect.
I f it sounds too good to be true, it probably is.	Remember, the greater the potential reward, the greater the potential risk.
C osts are killers.	Trading costs can erode the value of a portfolio over time.
E ggs go splat.	Never put all of your eggs in one basket. Diversification is vital.

* Source: *Your Money & Your Brain* by Jason Zweig, pages 266-267. Reproduced with permission of the author.

** Diversification cannot prevent against loss.

THINK TWICE

Past performance does not guarantee future results.

Schwartz Investment Counsel, Inc., a registered investment adviser established in 1980, serves as investment adviser for Ave Maria Mutual Funds and invests only in securities that meet the Funds' investment and religious requirements. The returns may be lower or higher than if decisions were based solely on investment considerations. The method of security selection may or may not be successful and the Funds may underperform or outperform the stock market as a whole. All mutual funds are subject to market risk, including possible loss of principal.

Request a prospectus, which includes investment objectives, risks, fees, charges and expenses and other information that you should read and consider carefully before investing. The prospectus can be obtained by calling 1-866-283-6274 or it can be viewed at www.avemariafunds.com. Distributed by Ultimus Fund Distributors, LLC. Schwartz Investment Counsel, Inc. is not affiliated with Ultimus Fund Distributors, LLC.

