



# Dollar cost averaging plan

## Avoid the stress of market timing

Investors are often concerned about the ups and downs of the markets. Should they invest now, or is it wiser to wait? The dollar cost averaging (DCA) plan provides investors with a reliable solution.

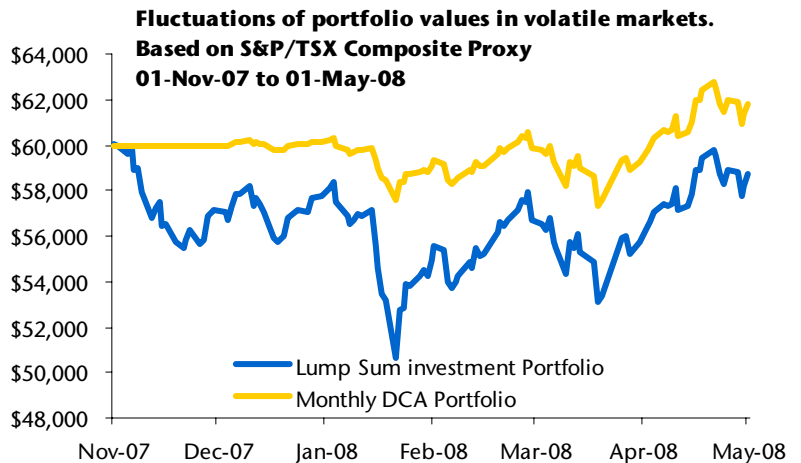
### Simple strategy

Through the DCA plan, investors make a lump sum purchase of units in a money market fund (for example, the Standard Life Money Market Fund) and then automatically switch a fixed dollar amount of their portfolio into another fund (for example, the Standard Life Canadian Equity Fund) on a regular basis.

This strategy allows investors to purchase a higher number of units during market downturns and fewer units when market prices are high. Rather than trying to time the markets, this strategy builds wealth while averaging out the cost of the mutual fund units. It eliminates investors' temptation to engage in the risky market timing exercise of predicting future price movements.

### Illustration of key benefits

Looking at a recent period of market volatility, it becomes evident that the DCA plan can serve to lower the average purchase price for the investor and optimize portfolio volatility. Regardless of the market swings, the DCA plan helps investors maintain the focus and actually profit from market weaknesses.



Date	S&P/TSX Composite Proxy Unit Price	Monthly DCA Plan					Lump Sum investment		
		Equity Fund Units Bought	\$ invested in Equity	Equity Fund Value	Money Market Value	Portfolio Value	Equity Fund Units Bought	\$ invested in Equity	Portfolio Value
01-Nov-07	\$14.37	-	-	-	\$60,000	\$60,000	4,174.63	\$60,000	\$60,000
03-Dec-07	\$13.66	732.22	\$10,000	\$10,000	\$50,000	\$60,000	-	-	\$57,014
02-Jan-08	\$13.93	718.04	\$10,000	\$20,197	\$40,000	\$60,197	-	-	\$58,139
01-Feb-08	\$13.32	750.84	\$10,000	\$29,315	\$30,000	\$59,315	-	-	\$55,599
03-Mar-08	\$13.54	738.31	\$10,000	\$39,813	\$20,000	\$59,813	-	-	\$56,543
01-Apr-08	\$13.44	744.01	\$10,000	\$49,508	\$10,000	\$59,508	-	-	\$56,110
01-May-08	\$14.07	710.94	\$10,000	\$61,810	-	\$61,810	-	-	\$58,720
		Total	\$60,000				Total	\$60,000	
Average Price		Total Equity Units	Avg Cost per Equity Unit				Total Equity Units	Avg Cost per Equity Unit	
\$13.76		4,394.37	\$13.66				4,174.63	\$14.37	

### Key benefits of the DCA plan

*Eliminate the stress of market timing      Optimize portfolio volatility      Take advantage of market weaknesses      Benefit from built-in flexibility*

*This document is for illustration purposes only. Actual results may vary. Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the simplified prospectus before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.*