Vanguard®

Discover the Vanguard difference

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"Everything we do at Vanguard is designed to give our clients the best chance for investment success. It would be hard to find another company that can match our client alignment, enduring investment philosophy, and emphasis on low costs."

—William McNabb,
chairman, president and CEO,
The Vanguard Group, Inc.

About Vanguard

Since our beginning in 1975, The Vanguard Group (Vanguard) has become one of the world's largest investment management companies.

Today our clients entrust us with more than $3.4 trillion in assets under management. Our asset base includes $507 billion in exchange-traded funds (ETFs).

We offer locally domiciled investments in key markets around the world, and serve clients through offices in 10 countries.

We attribute our growth over the past four decades to meeting our clients' needs through our client alignment, enduring investment philosophy, and emphasis on low costs.

Data as of December 31, 2015.

Vanguard has more than $3.4 trillion in assets under management worldwide. This global scale helps us keep costs low, which lets you keep more in investment returns.

Vanguard is unlike other investment management companies. You could benefit from the Vanguard way of investing: low costs, transparency, and a long-term focus.

A different way to invest

Our ownership structure in the United States sets Vanguard apart—and sets the tone for Vanguard around the world. Vanguard isn't publicly traded or owned by a group of individuals. We're owned by our U.S.-domiciled funds and ETFs. Those funds, in turn, are owned by their shareholders. This unique mutual structure aligns our interests with those of our clients.

Investors around the world benefit from the Vanguard way of investing: low costs, client alignment, and an enduring investment philosophy.

The Vanguard difference

Vanguard is unlike other investment companies. We offer:

Low-cost investments.
We strive to keep costs low with every product we offer in markets around the world.

A unique client focus.
Our structure matches our interests with those of our clients and promotes a relationship of mutual trust and commitment. This client-centered culture extends throughout our global organization.

Stability and strength.
We can leverage the size, scale, and resources of our established U.S. business, which occupies an uncommon position of strength and stability.

Leading the way in index management

Indexing is a powerful strategy for capturing market returns through broad market exposure. An index management approach with a long-term investment horizon can limit turnover, minimizing transaction expenses that reduce investment returns.

We opened the first indexed U.S. equity mutual fund for individual investors in 1976. Later, we introduced the first funds based on bond and international indexes. Over the last decade, we've extended our index management expertise to exchange-traded funds. ETFs provide even lower-cost access to broad markets or their subsectors with increased trading flexibility.

Index expertise

Our equity and fixed income teams are committed to indexing. They have developed proprietary software and sophisticated portfolio construction, risk management, and trading techniques that have historically provided our investors with tight benchmark tracking at low costs.

We choose our benchmarks carefully, selecting those that most accurately and consistently capture the return of an entire market or market segment.

Vanguard pioneered index investing for individual investors over 40 years ago. We've extended our expertise to ETFs, giving your clients even lower-cost market access and greater trading flexibility.

Vanguard's approach to investing doesn't change with market fads. We've never wavered from our core investment beliefs.

Our enduring investment philosophy

Investment trends come and go, but we've never wavered in our investment beliefs. We are committed to four principles that guide our fund management and investment programs. We believe that investors should:

Create clear, appropriate investment goals.
Investors should set measurable and attainable investment goals and develop plans for reaching these goals. Investors with multiple goals (e.g., retirement planning and college savings) should have a separate plan for each. Finally, they should evaluate their plans on a regular, ongoing basis.

Develop a suitable asset allocation using broadly diversified funds.
A successful investment strategy starts with an asset allocation suitable for its objective. Investors should allocate assets using reasonable expectations for risk and returns. The use of diversified investments helps to prevent exposure to unnecessary risks.

Minimize cost.
Every dollar that investors pay for management fees or trading commission is a dollar less of potential return. Research also suggests that lower-cost investments have tended to outperform higher-cost alternatives. Investors can't control the markets, but they can control the effects of cost.[1]

Maintain perspective and long-term discipline.
Investing evokes emotion that can disrupt the plans of even the most sophisticated investors. Some investors may make rash decisions based on market volatility. Discipline and perspective can counter that emotion if the investor adopts and holds to a systematic approach to investing that applies the principles of asset allocation and diversification.

1 Source: *Vanguard's Principles for Investing Success*, July 2013, p17–23.

Contact us

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