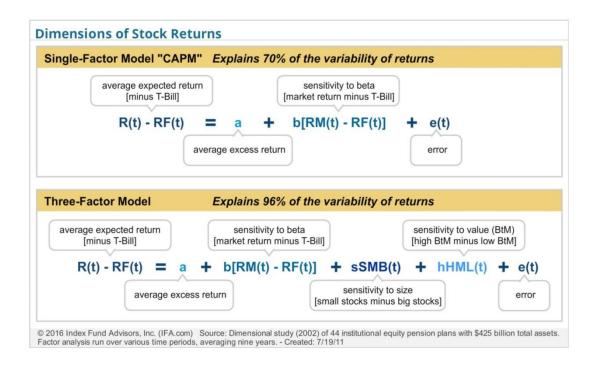
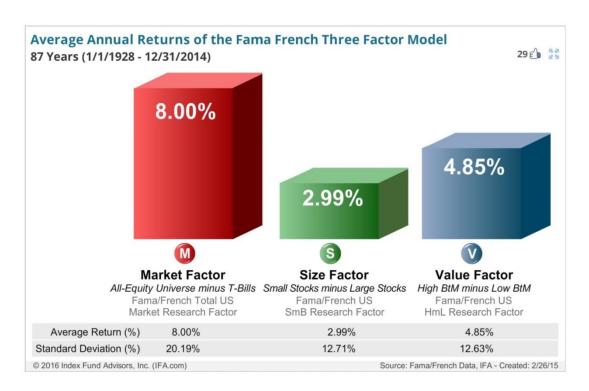
## Fama-French Three-Factor Model

## Reference (IFA)

https://www.ifa.com/articles/dimensions of stock and bond returns/



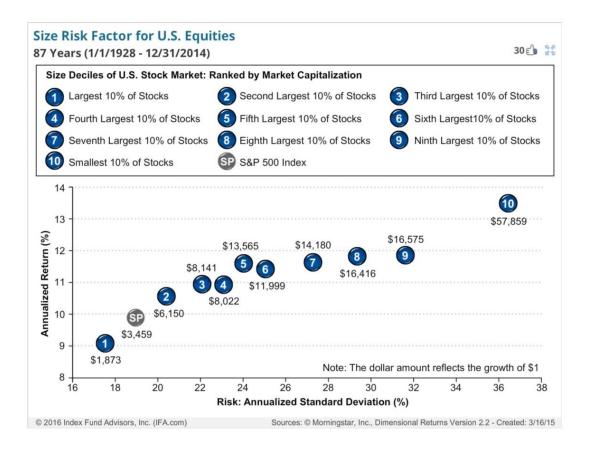


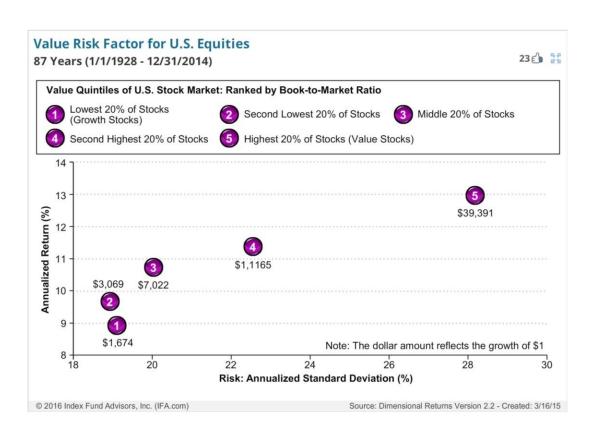
## ● Return ~ Risk

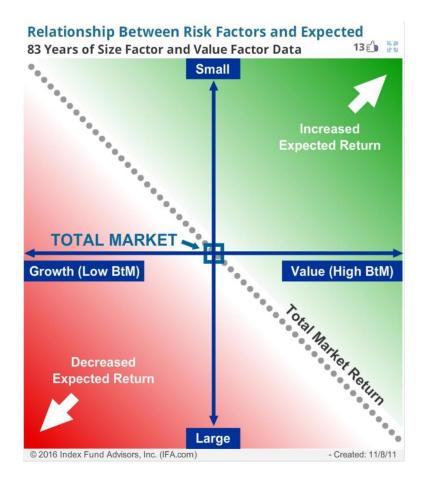
- Risk factor 1: Market factor
   Market performs better, return higher
- ➤ Risk factor 2: Size factor Size smaller, return higher
- ➤ Risk factor 3: Value factor

  More like a value stock, return higher









## Expected Return of IFA Indexes and Index Portfolio 100 Over US Total Market Index 86 Years (1/1/1928 - 12/31/2013) Method: Fama French Three Factor Regression for US Indexes

