

JULY 2019

**CASE-IN-POINT**  
UNEMOTIONAL INVESTING

Financial advisors often have occasion to remind clients to be patient in the face of market declines, remembering that volatility and corrections are normal parts of financial cycles, and can even represent buying opportunities. Six months ago, I had many of those conversations with several clients.

We don't often experience a rapid sell-off like 4Q 2018, and even more unique is the rapid rebound of the past six months. For those investors who treated the 2018 correction as a speed-bump, it has to be gratifying to realize that on 6/28/19, the S&P 500 posted its best first half of the year since 1997.



While several question marks persist regarding tariffs, interest rates, Middle East tensions, and the age of the oldest bull market in history, we can also point to several favorable economic indicators suggesting continued economic expansion. GDP, employment, inflation, business spending, energy, housing, and retail sales are all areas showing stability and/or trending positive. Bull markets do not die from old age. Rather, investor behavior rooted in uncertainty is the poison that kills bull markets. And, while the markets are inherently uncertain, the last nine months are a case-in-point for how ignoring the emotional froth of corrections can pave the way for enjoying longer-term gains.

We will continue to monitor and analyze all of the above with your best interests in mind. Thank you for the confidence you place in us; we never take it lightly.

Sincerely,

*John*

