

ARE YOU PREPARED?



Is the current bull market getting long in the tooth?

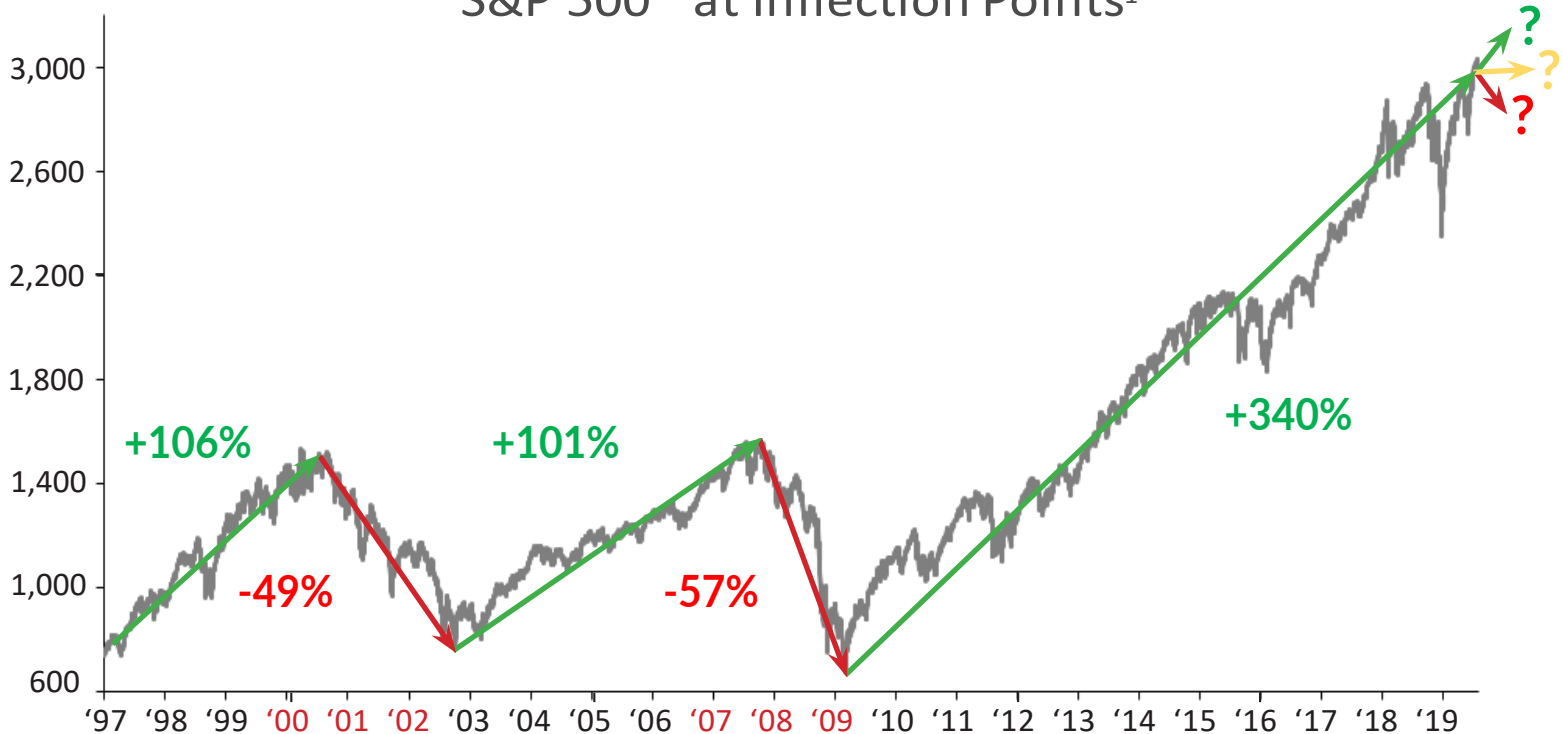
Could the markets keep going up?

When will the next bear market begin?

All good questions that every investor should be thinking about as the markets climb back towards all-time highs. The problem is no one knows exactly what is going to happen next.

Statistically speaking, the longer we go without a more significant correction or bear, the worse that drawdown likely will be. As you can see this bull has run a lot further than the last two, which means this bear has a higher likelihood of falling much further than the 2000-2002 and 2007-2009 bears.

S&P 500® at Inflection Points¹



No one knows where the market is headed. But here is what we do know²:

- A new bear market starts every 9.2 years on average.
- As of 9/30/19, the current bull market has lasted over 11 years...
- Typical bear markets last 1.4 years but the last two have been much longer.
- The average decline in a bear market is -35.7%.

LOOKING FOR ANSWERS?

While we don't have the exact answers to those questions, we help prepare you and your clients no matter what the answers turn out to be.

Ask for information about our Sector Rotation portfolios. They seek to be 100% invested when the equity sectors show a normal or favorable trend, and have the ability to get defensive by selling specific sectors or raising cash equivalents when things do not look so rosy.

THE OBJECTIVE IS CLEAR AND SIMPLE: **Participate** on the upside and **protect** against large losses on the downside.



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Disclosures:

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¹Bloomberg. Data as of September 30, 2019. The returns shown in the chart are cumulative and based on S&P 500 Index price movement only, and do not include the reinvestment of dividends. The Standard & Poor's (S&P) 500® Index is an unmanaged index that tracks the performance of 500 widely held, large-capitalization U.S. stocks. Indices are not managed and do not incur fees or expenses. S&P 500® is a registered trademark of Standard & Poor's, Inc., a division of S&P Global Inc.

²The Case For Tactical Asset Allocation, FA Magazine (online). 9/25/16. Data date range is 12/31/1894-9/15/14.

Past performance is no guarantee of future results and an investment cannot be made directly in an index. As with all investments, there are associated inherent risks, including loss of principal. Diversification does not ensure a profit or guarantee against a loss.

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