#### Stimulus & Response

Eben Burr - President

#### **Today's Ride**

- Market
- Response
- Framework





#### The Market?

Change to S&P 500 Total Return (% Points) When Excluding Mega Cap Stocks								
	YTD 2022	2021	2020	2019	2018	2017	2016	2015
Excluding AAPL	0.5	-2.75	-4.77	-3.64	-0.1	-1.83	-0.54	0.02
Excluding AMZN	0.33	-0.17	-3.59	-0.99	-0.96	-1.26	-0.39	-1.19
Excluding FB	0.58	-0.71	-0.84	-1.28	0.36	-1.13	-0.25	-0.46
Excluding GOOG(L)	0.16	-1.46	-0.5	-0.59	0.04	-0.56	-0.05	-0.56
Excluding MSFT	0.66	-3.11	-2.31	-2.44	-0.56	-1.12	-0.42	-0.6
Excluding NFLX	0.16	-0.12	-0.49	-0.25	-0.32	-0.19	-0.04	-0.21
Excluding NVDA	0.28	-1.78	-1.04	-0.4	-0.02	-0.36	-0.33	-0.05
Excluding TSLA	0.43	-1.43	-3.96	-0.19	-0.08	-0.14	0.02	-0.04
Excluding All Mega Caps	3.27	-12.63	-17.38	-10.14	-1.7	-6.99	-2.08	-3.64
S&P 500 Total Return	-8.0%	28.7%	18.4%	31.5%	-4.4%	21.8%	12.0%	1.4%
*Year-to-date data as of February 28, 2022.								

#### **Buying the dip in a Bear Market**





#### **Bond Bull Bear**



#### Real Return - DJ Bond Index shown with 10 Year Treasury Yield Secular Bull and Bear Markets 1915-Q1 2022



1916 to 1920	<ul><li>Equity Declines 47%</li><li>Bond Declines 44%</li></ul>
1946 to 1947	<ul><li>Equity Declines 25%</li><li>Bond Declines 26%</li></ul>
1977 to 1981	<ul><li>Equity Declines 8%</li><li>Bond Declines 36%</li></ul>

Past performance does not guarantee future results. Source of Data: Global Financial Data; Accessed 7/16/18. Investors are not able to invest directly in the index.

The chart above represents the hypothetical growth of \$1,000 if it were possible to invest directly into the DJ Corporate Bond Index Real Return (Bond Declines) and the S&P 500 Index Real Return (Equity Declines). It also looks at data within a narrow time frame which may not accurately reflect overall equity and/or bond trends given multiple market cycles.

The chart above does not verify that interest rates were rising during the time period shown. There may be additional periods of rising interest rates that would show no relationship—or an opposing relationship—between equity and bonds. The real return is the total return adjusted for inflation.

#### Pillars of Wealth and Stability









#### **Positive Appraisal**



#### **Problem Focused**



#### **Meaning Focused**



#### Self Controlling



#### Social Support





### **Behavioral Portfolio Design**

Synthesizing Emotions and Finance

#### Process





For Investment Professionals Only



#### Toews Coaching Program (5 CE)

Coaching Session 1: Strategy Blending (SUM>Parts)

Coaching Session 2: Getting to Know Your Team

Coaching Session 3: Introduction to Behavioral Tools

Coaching Session 4: Goals Based Planning

Coaching Session 5: Bringing it all Together



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#### Disclosures

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