
Quick glance



Wealth
Management

The cruelest month of the year



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For many years, we have written about the "hurricane season" in the stock market and the seasonality of investing. According to the Stock Trader's Almanac, \$10,000 invested in the Dow starting in 1950 for the six-month period from May through October would be worth only \$11,031 today. However, the same \$10,000 invested from November through April grew to \$1,088,721. Quite a substantial difference.

October is known as the cruelest month of the year and this year has been no exception. This year the culprits were fear of rising interest rates, tariffs, trade wars, and mid-term elections. We've anticipated this seasonality and have been selling throughout the year to build cash. We are now entering the good period of time to invest in stocks and plan to redeploy the cash that has built up.

The old adage of "buy low, sell high" sounds good, but psychologically is hard to do. It becomes easier when you understand that there are tendencies or seasonalities that come into play. Use them to your advantage.

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