

## skv three things



August already!? Historically, August is one of the worst performing months for the S&P 500 index in the last 30 years. Now, before you grab your MREs, flashlights, favorite “blankie”, and head for the bunker, keep in mind the index has only lost an average of 0.2% in August. Hardly catastrophic. By the way, over the last 30 years, if you selected any month at random to invest in the S&P 500, you made money 67% of the time. If your holding period was extended to a full year, you made money 83% of the time...84% for five years. (source: BTN Research) As mama’ used to say—“***Son, it is time in the market, not timing the market that matters.***”



Sometimes I find the path to being better at something can be illuminated by thinking about what I should not do. As an example, if I want to be a better friend, I’ll ask myself how to be a terrible one?—then ***Don’t do that!*** In that spirit I offer some of my ideas on **how to be a terrible investor**: constantly watch the market, chase trends and fads, get out when the market goes down, practice pessimism, get advice from social media or your brother-in-law (he was a Finance major!), trust your gut, DIY!, focus on principle protection only, keep holding periods short, delay investing until things are more certain, goals-schmoals!, concentrate your investments into just a few “sure bets”, get out of the market when you get older, sell when your political party losses office, sell in May and go away, sell when you are nervous...trade a lot..... you get the idea.





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If you “relish” a good deal....at Costco, \$1.50 hotdog combo has been impervious to inflation. (oofh! That joke is the wurst!) Company leadership has promised to leave the price of unchanged...despite the fact that the combo would cost \$4.13 if adjusted for inflation according to the Bureau of Labor Statistics. *“Needless to say we aren’t making a lot or any money on the food courts,”* said executive Craig Jelinek, *“At the end of the day, the whole value of our warehouse club includes a great value on that hot dog and soda.”* The combo has been a fixture in their store’s since 1985. *“To keep the price of the hot dog steady, Costco has found ways to slash other costs at the food court, such as switching from 12-ounce soda cans to cheaper, 20-ounce fountain drinks,”* CNN. Over 120 million combos were sold last year. Sales appear to be ....”on a roll” .

As always, I’m honored and humbled you have given me the opportunity to serve as your financial advisor. I am lucky to be in the foxhole with the greatest clients in all the land. We hope you view us as your ***friendly, knowledgeable, and reassuring source of financial guidance.***

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