



Current Focal Points – Finding Portfolio Value & Knowing What You Own

Edition 10 – October 2023
*Prepared on 10/5/2023

Finding Portfolio Value

Market

September lived up to its reputation as the weakest month of the year. Can October be a reversal month and flip the market higher?

Economy

The Fed hinted at “higher for longer” for their target rate. This could help to slow down the persistently strong U.S. economy.

Technical Analysis

The Dow displayed weakness in September and fulfilled our 3-wave move lower. June lows are now in play as the next area of price support.

Planning 101 – Part 1: Bonds

What is a bond?

A bond is a debt security that investors can purchase from different entities- Governments, Corporations, or Municipalities.

How do you buy bonds?

Bonds are bought and sold in the bond market. Everyone talks about the stock market, but believe it or not, the bond market is bigger.

How can bonds make you money?

Two ways – many bonds will pay you interest, or coupon payments, or if you hold them to maturity, you will get a sum of money back – usually call the face or par value.

Chart Analysis – Telling you the Market Story

Timeframe

Resistance

Support

Short	36,500 (Updated 8/1)	34,000 (Updated 8/1)
Intermediate	38,300 (Updated 8/1)	32,500 (Updated 10/1)
Long	45,999 (Updated 8/1)	31,000 (Updated 8/1)

EWM OUTLOOK

The Dow Jones took continued to play into seasonal weakness as the market moved lower in September. We put our cash into play and got fully invested the last week of September as the market showed signs of bottoming. **[watch the latest edition of our show to see more analysis].**



THE JAKE & STEVE SHOW

Watch the duo of Jake & Steve tango with the charts.

EWM Market Momentum Gauge

- Red** - Negative view of the broader market
- Yellow** - Cautious view on the broader market
- Green** - Positive view of the broader market
- Blue** - Over confidence in the broader market



Macro (40)	Asset (15)	Sector (20)
Dow ADX	Large Cap	Financials
Dow Theory	Mid Cap	Health Care
Dow PnF	Small Cap	Discretionary
NYSE BP PnF	Technology	Technology
LC Breadth	Bonds	Staples
MC Breadth	U.S. Oil	Materials
SC Breadth	Commodity	Industrials
Bulls/Bears	Currency	Utilities
C Sentiment	Cash	Energy
Elliot Wave	Intl Equity	Real Estate
Fund Flow	EM Equity	Communication

Red - Currently Negative ¹
Green - Currently Positive ¹



Chart Name – Dow Jones

Bar Type – Daily

Time Frame – 11 Months





Strategy Update – Turning Analysis into Action

We have begun to revamp the portfolios utilizing new allocation strategies that will allow us to adjust exposure to stock and bond levels based on the market outlook. See below:

This section will update you on action in our new strategies. Each strategy has a specific focus and contains stocks, equity ETFs or bond ETFs. We will report activity for any of the **8** EWM portfolio strategies.

**The transactions below may not appear in your account based on your risk tolerance or financial goals.*

Strategy	Stock	Ticker	Action	Reason
Active Equity	Under Armour, Inc.	UAA	Buy	Added position in UAA as stock is showing support at 2022 lows. Price is well below 2023 highs and shows opportunity for price appreciation.
Growth & Income	Ford Motor Co.	F	Buy	Ford's stock price has been moving within a \$8 range since June of 2022. The stock is showing support at the bottom of the range and offers a 5% yield with the possibility of growth.



Stock Spotlight – A Deeper Look into our Strategies

Netflix, Inc. | Ticker: NFLX | Price: \$372.59 (Price as of 10/5/2023 close)

Pattern Analysis	Steve	In the context of the past few years, Netflix appears to be working in a step wise pattern looking to achieve previous levels on its way back to higher levels. The recent decline is still in line with this longer-term pattern and offers near term support.
Price Analysis	Jake	The chart is using a previous price level as well as longer-term moving average lines as an area of support. If this area holds, the price could move higher and test the previous resistance level around \$500 per share.
Plan Fit	Brian	Who doesn't like Netflix? A well-known company that provides a great lineup of movies and shows is a great addition, in my opinion, to our Growth & Income sleeve of stocks.



Planning Focus – Ideas to Guide You

- **Why is there so much cash in my account?** Based on our analysis, we believed the market was due for a pullback. That happened but we are still cautious. We had sold positions as the markets rose and in the past month have begun putting some, but not all, of the cash to work. We have been very selective with what we have been buying, including some bond positions and some individual stocks in certain accounts.
- **What does the end of the year look like?** Our thoughts are that, while we could still see a move lower, we will be fully invested at some point in the next couple of months. Look for activity and communication from the team to keep you in the loop.

IMPORTANT DISCLOSURES

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