



Current Focal Points – Finding Portfolio Value & Planning for College

Edition 9 – September 2023
*Prepared on 9/12/2023

Finding Portfolio Value

Market

The stock market moved lower in August and could continue its weakness through September.

Economy

The Fed signaled at a rate pause for the upcoming September meeting. This could help to stimulate the economy that has recently shown signs of "cooling off".

Technical Analysis

The Dow re-entered our target range [in yellow below] during the month of August which is a strong technical sign for a future move higher.

Planning 101 – Planning for College

Savings

There are many different tax efficient ways to save for college. 529 Plans and Coverdell accounts are just two.

Financial Aid

The process begins by completing a FAFSA form that will help determine how much financial aid a student qualifies for.

Cash

You can always "pay as you go".

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)	32,000 (Updated 8/1)
Long	45,999 (Updated 8/1)	31,000 (Updated 8/1)

EWM OUTLOOK

The Dow Jones took a breather and moved lower in the month of August as traders returned to their desks and reallocated portfolios. September is historically the weakest month for stocks which could lead to another move lower heading into October. **[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 – 7 Months





Strategy Update – Turning Analysis into Action

Introduction to our New Strategies

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
	Tactical Growth	Intuit, Inc.	INTU	Sell	Sold position for a gain in portfolio following favorable earnings that pushed stock to upside target price.
	Tactical Dividend	Cisco Systems, Inc.	CSCO	Sell	Sold half the position in portfolio after stock moved higher after strong earnings. Stock is nearing price resistance and may be closed at next target.



Stock Spotlight – A Deeper Look into our Strategies



Dow Holdings Inc. | Ticker: DOW | Price: \$53.63 (Price as of 9/12/2023 close)

Pattern Analysis

Steve

After a strong period of gains off an October 2022 low, DOW has been working on a range bound cup-like pattern since February 2023. If higher lows continue, the price action could lead towards previous all-time highs

Price Analysis

Jake

Based on the rounded base forming over the last 6 months, a breakout above \$58 a share could move the stock price to upwards of \$68 over the next 12 months.

Plan Fit

Brian

DOW is a name most folks know. Currently its dividend yield is over 5% and that's one of the reasons we like it for many risk profiles. If you've ever filled a big crack with yellow foam and thought, wow, that is great stuff, you know DOW.



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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