



Current Focal Points – Finding Portfolio Value & Life Insurance Planning

Edition 7 – July 2023
*Prepared on 6/30/2023

Finding Portfolio Value

Market

Small & Mid market cap companies are beginning to show signs of strength as tech has been the leader year-to-date.

Economy

The Fed paused at their last meeting but signaled they may hike rates again during the summer.

Technical Analysis

The Dow hit 34,500 in June but quickly retreated to a level of support above key moving averages.

Planning 101 – Life Insurance Planning

Types of Insurance

There are many types of life insurance products such as whole life, term life, universal life, and variable universal life.

Why Consider Life Insurance

It provides your loved ones (beneficiaries) a tax-free payment that you can use for a variety of reasons.

Which one is Right for You?

Speak to an insurance agent to decide which type, if any, best fits your plan. We can help educate you as well, we just cannot provide insurance advice.

Chart Analysis – Telling you the Market Story

Timeframe	Resistance	Support
Short	34,500 (Confirm 5/1)	32,000 (Confirm 3/10)
Intermediate	36,500	31,000
Long	41,000	28,000

EWM OUTLOOK

June proved to be a strong month for the Dow as it rallied off the support line to 34,500 (AGAIN!). Making higher lows (1,2,3) throughout the last 3 month, the Dow is setting itself up for a breakout above key short-term resistance, stay tuned. **[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	Dropbox, Inc.	DBX	Sell	Closed the position in Dropbox after stock moved 35% off the March bottom. Short-term chart flashed that it was out of momentum.
	Tactical Dividend	3M Co.	MMM	Buy	Increased position after price broke below \$100. The stock is beaten up and presents discounted value at these levels.



Stock Spotlight – A Deeper Look into our Strategies

TG

CME Group Inc. | Ticker: CME | Price: \$183.36 (Price as of 6/29/2023 close)

Pattern Analysis

Steve

CME is demonstrating a consolidation pattern that could last until a positive trigger pushes the price above \$185 and could lend itself to a target near \$200.

Price Analysis

Jake

The longer-term chart is showing key support @ \$177. Resistance around \$195 could result in a pullback in price; however, the increasing lower level price points suggest the trend will continue higher to \$200-\$205.

Plan Fit

Brian

CME Group is a securities exchange out of Chicago. While you may not know the name, it was founded all the way back in 1898! Currently, it pays a dividend of \$4.20 per share and in my opinion is a good fit for many portfolios.



Planning Focus – Ideas to Guide You

- **What is the next plan of action for client accounts?** Summertime offers a good chance, as trading slows down, to evaluate current positions and look to include new holdings. We will continue being active as we position portfolios for the second half of the year.
- **How does that affect what I own?** If you follow your statements, you may see new holdings appear and some that are sold. This is all a part of our normal process as we attempt to capture as much upside while still protecting portfolios in the event of a market pullback, which is typical in summer.

IMPORTANT DISCLOSURES

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