Is Today's Stock Market Just a Reflection of Ourselves?

On October 12, the broad U.S. equity market (SPY) came within a whisker of its all-time high reached less than six weeks earlier. The positive stock performance was based on hopes for improving corporate earnings going forward, an additional stimulus package, and Covid-19 having taken a backseat in our country's collective conscious.

Since then, we have seen all those positives (along with the stock market) come crumbling down. Our leaders are unable to reach any meaningful agreement on stimulus, thereby ensuring additional layoffs, business closures and ultimately, bankruptcies. Earnings have been better than predicted three months ago but are facing a growing storm in the months ahead. Lack of fiscal policy support out of Washington is part of the problem, but the real threat is the pandemic. It has crawled out of the backseat and is again driving the car. Cases around the country are raging with daily infections at all-time highs and hospitalizations are overwhelming medical staff in numerous parts of the country. Irrespective of your political beliefs and whether this pandemic is the greatest health threat of our lifetime or simply an overblown hysteria, the fact remains that perception becomes reality. This virus has changed the perception of Americans, and that is reality.

I'll start by stating that I am by nature an optimistic person and a huge believer in the perseverance and innovation of human beings in general, but Americans in particular. With that, I have to say that Americans are not doing a very good job at this moment in history. We don't treat each other well. We focus on our differences rather than our common humanity. We don't hold our leaders accountable, morally or fiscally. Self-interest has become all-consuming and acceptable. We are scared more than we are brave. Most importantly, we have become scared of our neighbors. Eighty years ago, our grandfathers and great grandfathers of all colors and walks of life came together to fight for a common cause. They had the same differences we do today, but those differences did not prevent those men (and women) from extending a hand to one another for the common good. They were willing to live, fight and die together for their country and their children - all their children. I am ashamed of where we are today. As King Solomon pointed out, this too shall pass. I am ready.

Go vote and hold those people you vote for accountable and to a higher standard. It is a start. Even better yet, let us hold ourselves accountable.

Thank you for allowing me this moment of indulgence and reflection. The stock market is merely a reflection of ourselves. It is currently volatile, fearful, and unsure of a path forward.

Last week's market commentary can be found here.





Cabana Asset Management
Ranked #2 Fastest-Growing Firm in the U.S. in
Financial Advisor magazine's 2019 ranking and survey.



Cabana Asset Management
Ranked #1 Fastest-Growing Firm in the U.S. in
Financial Advisor magazine's 2018 ranking and survey.



IMPORTANT DISCLAIMERS

This material is prepared by Cabana LLC, dba Cabana Asset Management and/or its affiliates (together "Cabana") for informational purposes only and is not intended to be relied upon as a forecast, research or investment advice, and is not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. The opinions expressed reflect the judgement of the author, are as of the date of its publication and may change as subsequent conditions vary. The information and opinions contained in this material are derived from proprietary and nonproprietary sources deemed by Cabana to be reliable, are not necessarily all-inclusive and are not guaranteed as to accuracy. As such, no warranty of accuracy or reliability is given and no responsibility arising in any other way for errors and omissions (including responsibility to any person by reason of negligence) is accepted by Cabana, its officers, employees or agents.

This material may contain 'forward looking' information that is not purely historical in nature. Such information may include, among other things, projections and forecasts. There is no guarantee that any forecasts made will come to pass. Reliance upon information in this material is at the sole discretion of the reader. Past performance is not a reliable indicator of current or future results and should not be the sole factor of consideration when selecting a product or strategy. All investment strategies have the potential for profit or loss. All strategies have different degrees of risk. There is no guarantee that any specific investment or strategy will be suitable or profitable for a particular client. The information provided here is neither tax nor legal advice. Investors should speak to their tax professional for specific information regarding their tax situation. Investment involves risk including possible loss of principal.

Cabana LLC, dba Cabana Asset Management ("Cabana"), is an SEC registered investment adviser with offices in Fayetteville, AR and Plano, TX. The firm only transacts business in states where it is properly registered or is exempted from registration requirements. Registration as an investment adviser is not an endorsement of the firm by securities regulators and does not mean the adviser has achieved a specific level of skill or ability. Additional information regarding Cabana, including its fees, can be found in Cabana's Form ADV, Part 2. A copy of which is available upon request or online at www.adviserinfo.sec.gov/.

The Financial Advisor Magazine 2018 Top 50 Fastest-Growing Firms ranking is not indicative of Cabana's future performance and may not be representative of actual client experiences. Cabana did not pay a fee to participate in the ranking and survey and is not affiliated with Financial Advisor magazine. RIAs were ranked based on percentage growth in year-end 2017 AUM over year-end 2016 AUM with a minimum AUM of \$250 million, assets per client, and growth in percentage assets per client. Visit www.fa-mag.com for more information regarding the ranking.

The Financial Advisor Magazine 2019 Top 50 Fastest-Growing Firms ranking is not indicative of Cabana's future performance and may not be representative of actual client experiences. Cabana did not pay a fee to participate in the ranking and survey and is not affiliated with Financial Advisor Magazine. Working with a highly-rated advisor also does not ensure that a client or prospective client will experience a higher level of performance. These ratings should not be viewed as an endorsement of the advisor by any client and do not represent any specific client's evaluation. RIAs were based on number of clients in 2018, percentage growth in total percentage assets under management from year end 2017 to 2018, and growth in percentage growth in assets per client during the same time period. Visit www.fa-mag.com for more information regarding the ranking.

Past performance is no guarantee of future results. All investment strategies have different degrees of risk and the corresponding potential for profit or loss. Asset allocation and diversification will not necessarily improve returns and cannot eliminate the risk of investment losses. "Target Drawdown" is merely a descriptive term used to describe the general strategy and objective of the portfolio, it is not a guarantee, nor should it be construed to suggest safety or protection from loss. There is no guarantee that portfolio performance will remain consistent with the targeted drawdown parameter. While risk tolerance and targeted "drawdown" are identified on the front end for each portfolio, Cabana's algorithm does not take any one client's situation into account and there is no guarantee that Cabana's strategies will be suitable for any investor. Investors and advisors should not simply rely on the name of any portfolio to determine what is suitable. It is the responsibility of investment advisors to determine what is suitable for their clients. Cabana manages assets on multiple custodial platforms. Performance results for specific investors will vary based upon differences in associated costs and asset availability.

Cabana claims compliance with the Global Investment Performance Standards (GIPS®). GIPS® is a trademark of the CFA Institute. The CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein. To receive a GIPS Report and/or a firm's list of composite/pooled fund descriptions please email your request to info@thecabanagroup.com.

The COVID-19 health epidemic has had substantial global economic impact on financial markets. As of March of 2020, restrictions to travel and business spanning the economy for activities not deemed essential have been imposed throughout the United States. These restrictions have caused unprecedented volatility and uncertainty in capital markets and have negatively impacted the economy. It is unknown how severe the impact to the economy and capital markets will be if the epidemic persists for an extended period of time. The epidemic may have a material adverse impact on Cabana's investment advisory business including, but not limited to, the performance of our portfolio strategies.

For additional information regarding our services, including performance disclosures, please visit https://thecabanagroup.com/disclaimers/.

