Wealth Enhancement®

coffee with doug.

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New All-Time Highs Have You Concerned?

Hi {Firstname},

If you've spent any time watching the financial news lately, you've probably noticed a pattern: when markets are falling, the media warns you to stay cautious. And when markets are rising—especially to new all-time highs—they often sound the alarm again, warning that "it can't last."

Funny how there never seems to be a "good" time to invest, right?

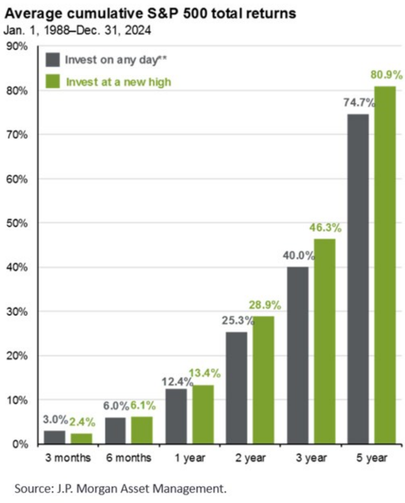
Well, here we are.

As of Friday, June 27th, the stock market (specifically the S&P 500[1]) hit another all-time high. And sure enough, you can almost hear the headlines starting to build: *Is this the top? Should investors be getting out now?*

Here's the thing: that line of thinking feels logical—but it's almost always wrong.

"Why buy now when I can wait for it to crash?" seems like a prudent question. But historically, it's been a terrible investment strategy.

According to research from J.P. Morgan, since 1988, investors who put money to work on days the market hit all-time highs actually saw better average returns over the next 1 to 5 years than those who invested on "just any old day."



Source: J.P. Morgan Asset Management.

Let that sink in.

New highs aren't red flags—they're often signs of progress. Innovation, earnings, and long-term economic growth are what push markets higher over time.

So if you're investing for the long haul, don't let headlines about "the top" spook you into making short-term decisions with long-term money.

Trying to time the market has never been a winning strategy—and it still isn't.

Doug

[1] *As measured by the S&P 500 Index. Data supplied by YCharts.*

[2] *"Invest on any day" represents average of forward returns for the entire time period whereas "Invest at a new high" represents average of rolling forward returns calculated from each new S&P 500 high for the subsequent 3-month, 6-month, 1-year, 2-year, 3-year and 5-year intervals, with data starting 1/1/1988 through 12/31/2024.*

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