



Brandon Croken
Financial Planner

Certified Financial Planner, Life Insurance Agent & Responsible Investment Specialist

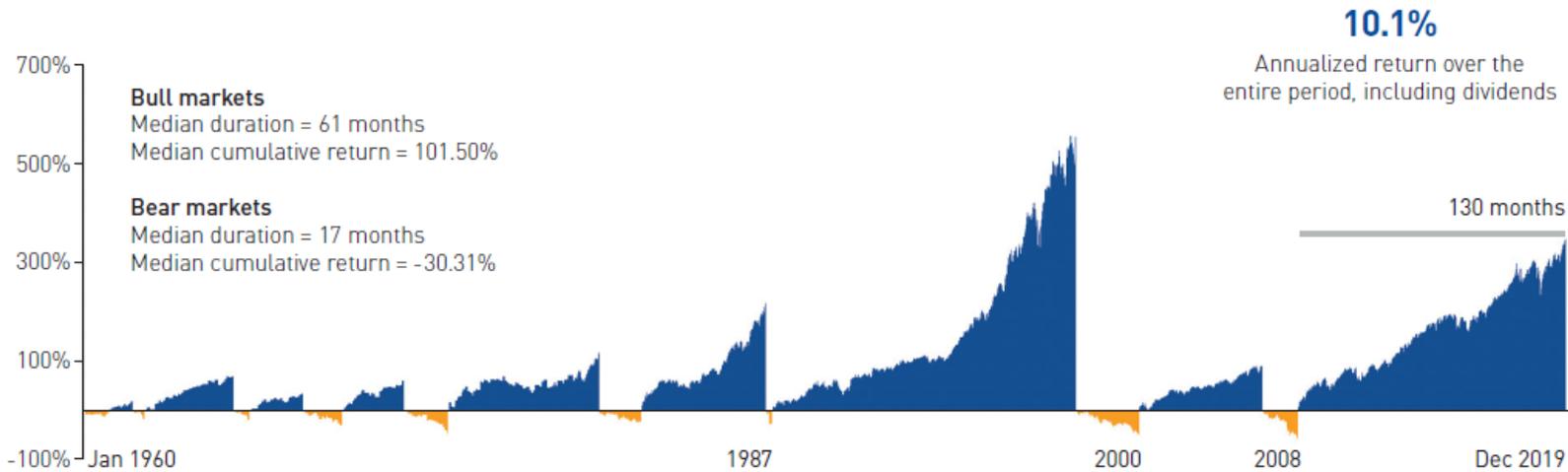


Credential
Financial Strategies
Asset Management

THE BIG PICTURE IS POSITIVE

BULL AND BEAR MARKETS

U.S. stocks from January 1960 to December 2019



What this chart shows

Looking at stock market returns for the past 60 years, evidence clearly favours the bulls. Periods of rising stock prices, or “bull” markets, have typically lasted roughly three times longer than periods of falling prices, or “bear” markets. And, at just over 100%, the median gain from a bull market has been more than enough to compensate for the median loss of 30% during a bear.

The bottom line

When comparing periods of rising and falling markets, rising markets have historically:

- ✓ Lasted longer
- ✓ Been more frequent
- ✓ Produced gains that are more than enough to offset losses

Special market update – June 15, 2020

This special webinar was hosted by NEI Investments and was the latest in their series of regular market updates. For our wealth management services, our credit union partners with Aviso Wealth. NEI Investments is a part of Aviso Wealth, and is Canada's leader in Responsible Investment funds and portfolios.

In these sessions, experts from NEI Investments provide context for the most recent market developments and share information regarding what to expect in the coming days and weeks.

You can [listen to the recording here](#) and review the highlights below.

Key points from the webinar:

- The recent market correction can be described as “one of the most anticipated market pullbacks ever” – related in part to the so-called “second wave” of the virus.
- Market optimism seemed extreme given the economic situation. Recent market weakness is a “much needed reality check” against market exuberance.
- The U.S. Federal Reserve says interest rates are expected to stay low until well into 2022 – a signal of “just how bad” the economic situation is. It will take years for the labour market to fully recover.
- “Nothing has really changed” in terms of NEI Investment’s long-term outlook; overall asset allocation view (equity vs fixed income) remains neutral.
- We need to “take a step back and wait” for how recovery will play out. In terms of pandemic response, the world is in “much better shape” than we were one or two months ago.
- The success of the 2020 virtual Responsible Investment Association (RIA) conference (with over 800 attendees) demonstrates a “rapid acceleration of interest and demand for Responsible Investing”.
- Environmental, Social and Governance (ESG) analysis is no longer “exceptional, or even differentiated” – it is now expected to be a core part of any investment process.

If you have any questions, please don’t hesitate to contact me.

Sincerely,


Brandon Croken CFP®
Financial Planner

Credential Financial Strategies Inc. | Credential Asset Management Inc.

6074 Lady Hammond Road; 4thFloor, Halifax, B3K 2R6
T +1 902-706-3700 | F (902) 457-8308
brandon.croken@creditcu.ca | www.eastcoastcu.ca

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