

Bring It!

Has there been a new year in recent remembrance that has been more welcome to arrive? We have always believed in the importance of leaving behind what is in the past, and walking refreshed and anew to what the future has in store. While that is a welcome thought, we would be remiss to not learn from the year behind us. It goes without saying that holding close the ones you love is at the top of the list. In the financial arena we have learned, or had re-emphasized to us, a few things as well:

1. **The Economy and the market are not in lockstep** - Remember that market pricing is based on all available information. This is too much information for any single individual to know, so by embracing the markets we are choosing not to fight against them. In many cases the market can incorporate positive and negative implications much more efficiently than any person can. In most cases, the market can also be a leading indicator of things to come – following the market decline in 2008, its recovery was under way by March of 2009, but unemployment took nearly a decade to recover. Although the COVID effect is yet to be determined, it was the quickest bear market recovery in history – yet unemployment is not expected to recover for a number of years.
2. **Respond to crises or current events in a measured fashion** – For your personal sanity, and your personal finances – it's best to respond to events, health related, job related or politically related, with an even keel. Weigh earnestly each side of an issue, obstacle, or life situation, and seek counsel as necessary; be intentional with how you respond. It's the response that defines your character . . . not the crisis.
3. **Discipline wins** – Sound discipline regarding your financial plan won the day in 2020, and is an important factor year in and year out. While it's not a glamorous approach to sit tight during market swings, the more you are able to stay out of your own way on the investment front, the better you'll be over time. According to data from Government Money Market Flows, nearly \$400 billion moved out of the markets and into treasuries in March of 2020, the very bottom of the COVID bear market. As of now, a significant portion of that money still has not re-entered and has missed out on much of the initial recovery. A comprehensive financial plan, a sound investment strategy and methodical execution with behavioral discipline are the tools required to avoid such missteps and help you gain your financial freedom.

At Statherós, we are excited for this New Year. We learned together how important our mission and core values are, how important they were to us during the unpredictable times of 2020, and how much stronger we have become by living them out through various crises. You can find our vision, mission and core values [here](#). We will remain strong and we look forward to continuing to serve you in the year to come.

Happy New Year!



Jake Parsons, CFP®
President and CEO