

Our experience makes us stronger. Your portfolio, too.



Learn from the past. Profit in the future.

Investment experience is essential. Recognizing market and business cycles—and recording how individuals react—is a valuable tool for future market phenomena.



Everything cycles.

Every financial market cycles. It never stays the same. Determining the length of a cycle is hard, but knowing things will be different in the future is a huge advantage.



Quantity over quality.

When taking profits from investments, consistently hitting singles and doubles is often better than always swinging for the fences.



Don't fight the Fed OR the government

As we've learned from Ned Davis—author of “Being Right or Making Money,” and a go-to source for market wisdom—if endless money is chasing an outcome, it will eventually happen.



Beware of the crowd at extremes.

When market sentiment is at an optimistic or pessimistic extreme, there is usually good reason. However, everyone feeling the same, and reacting the same, can distort prices and create a fantastic market opportunity.