

## Market Watch

Market Index	Close	Week	Y-T-D
DJIA	35,227.69	+2.08%	+6.28%
NASDAQ	14,032.81	-0.57%	+34.07%
MSCI-EAFE	2,181.93	-0.32%	+12.24%
S&P 500	4,536.34	+0.69%	+18.15%

## Today's Topics

Market Outlook - Topics to Know This Week

Key Market Levels

Playing The Lotto: Risk vs. Reward

Your Medicare Questions Answered

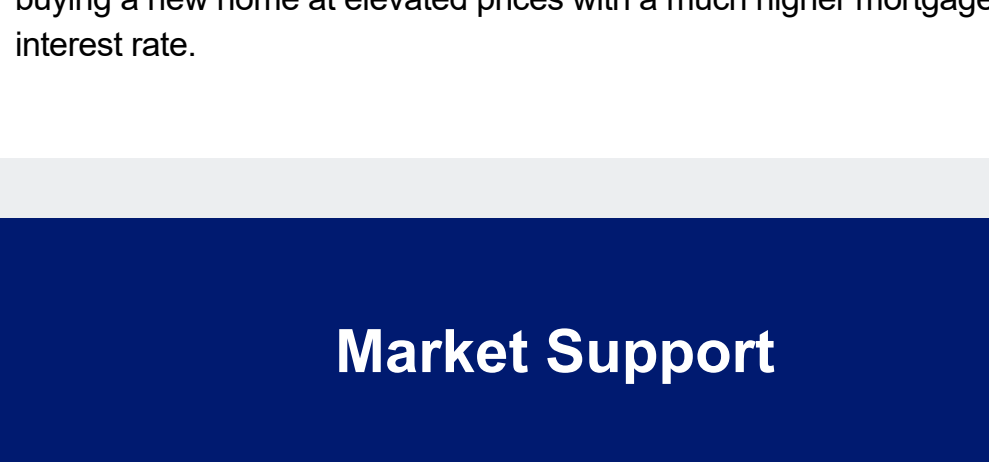
Summer Travel Tips!

**This Week's Focus: Earnings and Fed Announcement** – This week investors will focus on both earnings reports and the Fed's July meeting announcement on Wednesday. Almost a third of the S&P 500 will report results throughout the week, and we want to see how the regional banks are faring following the collapse of SVB in March. In addition, we're closely watching big cap technology names to see if underlying fundamentals are still performing well enough to match the incredible rally in stock prices we've seen this year in this space.

The Fed begins the July FOMC meeting on Tuesday this week with an expected 25 bps hike being announced at the conclusion of the meeting on Wednesday midday. Fed Chairman Jerome Powell will speak after the conclusion of the meeting tomorrow to give any clarity on the path of interest rates going forward. The market currently expects the July rate hike to be the last in this cycle but the market has been wrong more than once this year.

**\*Chart Below\* - Consumer confidence Hits 2-year High** - A survey of US consumer confidence climbed to a two-year high of 117.0 in July, a sign that Americans are growing more optimistic about the economy and/or less worried about an imminent recession. Consumer confidence tends to signal whether the economy is getting better or worse. The index has rebounded from a weak spell early in the year, though it still lags well below pre-pandemic levels.

**Consumer confidence hits 2-year high**  
Worries about inflation and recession ease from earlier in the year



**Housing Recovery: 2 Steps Forward, 1 Step Back** - Housing data for June came in mixed last week after strong May data. After posting a massive 22% jump in housing starts in May, new home construction dropped -8.0% in June, with building permits (an indicator of future home construction) dropping -3.7%.

Meanwhile, sales of existing homes were also lower in June, declining by -3.3%, thanks to persistently low inventory levels. This was the slowest pace since January. Year-over-year sales were lower by -18.9%. One reason for low inventory is that homeowners have been reluctant to sell homes on which many have a historically low mortgage rate and face buying a new home at elevated prices with a much higher mortgage interest rate.

## Market Support

The next level of resistance to watch for the S&P 500 on the upside is at 4,590.

The next levels of support to watch for the S&P 500 on the downside are at around 4,300 and 4,200.

These are key technical levels we look for the market to either hold or push through when look at the potential for future moves. Common support levels can be the 50- and 200-day moving averages as well as other technical levels such as previous market highs or lows.

## What We Are Watching

The following economic data is slated to be released this week:

**Monday:** --

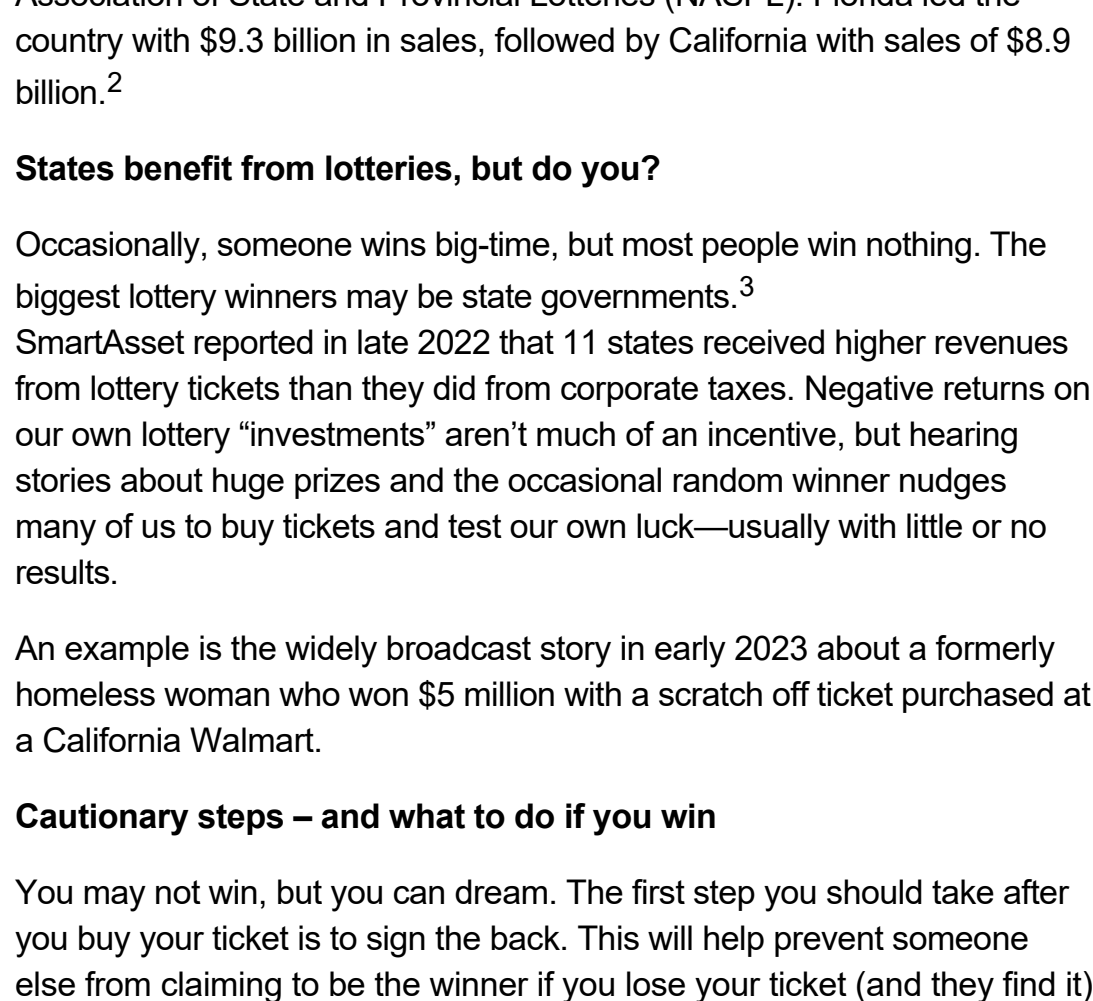
**Tuesday:** Consumer Confidence (Jul.), S&P Case-Shiller Home Price Index (May)

**Wednesday:** Fed July Meeting Announcement, New Home Sales (Jun.)

**Thursday:** Weekly Initial Jobless Claims, Durable Goods (Jun.), Q2 GDP Report

**Friday:** PCE Inflation Report (Jun.), Consumer Spending and Personal Income (Jun.), Univ. of Mich. Consumer Sentiment index (Jul.)

## What If.....



The odds of winning the lottery are slim to none, but that doesn't deter millions of Americans from spending, on average, about \$70 billion a year on lottery tickets approximately \$230 per capita, including children.<sup>1</sup> In 2022, players across the United States surpassed that average, spending more than \$107.8 billion on lotteries, according to the North American Association of State and Provincial Lotteries (NASPL). Florida led the country with \$9.3 billion in sales, followed by California with sales of \$8.9 billion.<sup>2</sup>

**States benefit from lotteries, but do you?**

Occasionally, someone wins big-time, but most people win nothing. The biggest lottery winners may be state governments.<sup>3</sup> SmartAsset reported in late 2022 that 11 states received higher revenues from lottery tickets than they did from corporate taxes. Negative returns on our own lottery "investments" aren't much of an incentive, but hearing stories about huge prizes and the occasional random winner nudges many of us to buy tickets and test our own luck—usually with little or no results.

An example is the widely broadcast story in early 2023 about a formerly homeless woman who won \$5 million with a scratch off ticket purchased at a California Walmart.

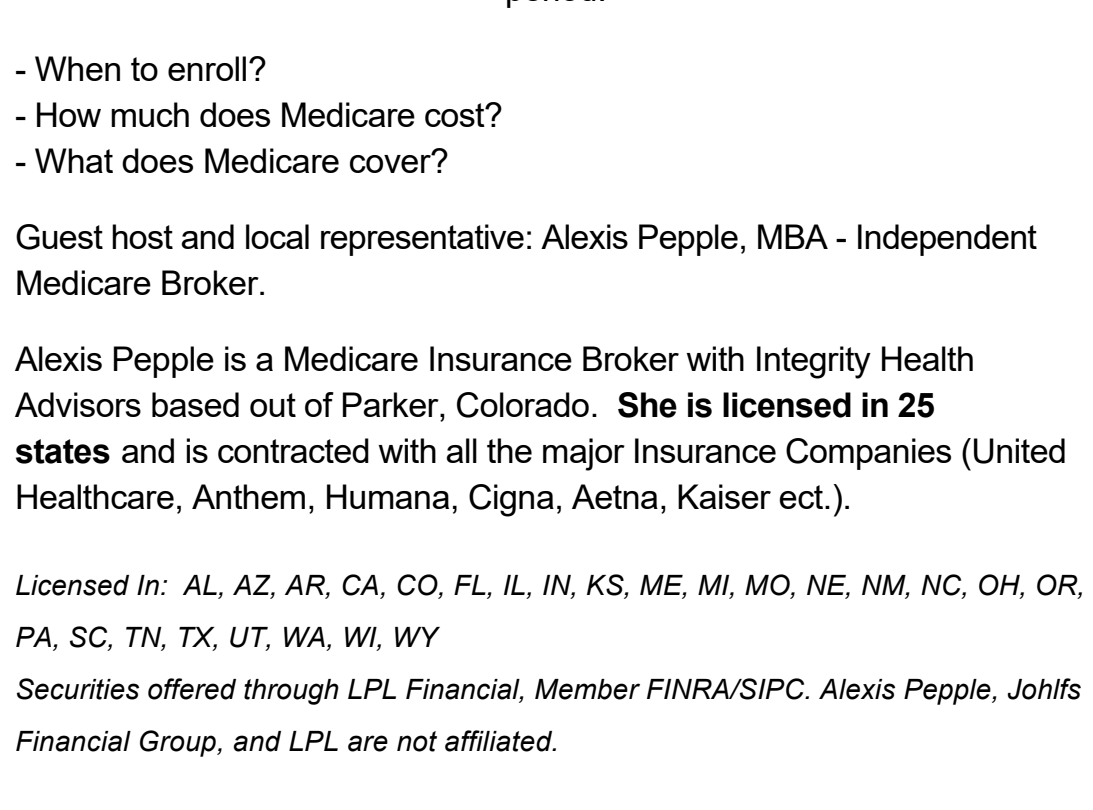
**Cautionary steps – and what to do if you win**

You may not win, but you can dream. The first step you should take after you buy your ticket is to sign the back. This will help prevent someone else from claiming to be the winner if you lose your ticket (and they find it) or it's stolen—and then declared a winner. If you're lucky and win a lottery jackpot, take these precautions:

- Consider making a tax-deductible gift.
- Choose anonymity if your state allows it. If your name makes it into the news, you're likely to be slammed with financial requests from charities, relatives, friends, potential scammers and more.
- Carefully handpick an attorney, certified public accountant, and investment advisor to work with you (and each other) to help you make legal and financial decisions that support your goals and work in your best interest.
- Before you cash in your ticket, consult with your accountant or tax professional to help you decide whether to take the prize money all at once, or stretch it out over 20-30 years in annuity payments. If you choose the lump-sum payment, the amount you receive will be lower than the aggregate of the annuity payments.
- Talk to your attorney to determine if you should consider placing your winnings in a trust or other estate-planning option.
- Pay off your debts, so you'll be earning interest, instead of paying it.
- Invest prudently.
- Create a budget—and stick to it.
- Take steps to protect your assets from creditors, ex-spouses, disgruntled family members, and others who might be looking for excuses to sue you now that you've won the lottery.
- Avoid temptations, such as sudden lifestyle changes and purchases. Don't suddenly quit your job or buy a mansion, for example. There have been a lot of "riches to rags" stories about lottery winners who went bankrupt.<sup>4</sup>
- Consider charitable giving options to offset your winnings.
- Review your estate plan, and talk with your lawyer and financial advisor about any changes you may want to consider.
- Be cautious.
- Even if news organizations don't reveal the names of lottery winners, their identities are often leaked by friends, family members, and neighbors who share their happy story.

Be aware that your winnings could make you a target of scammers or others who want a share of your winnings. Be safe, be smart, and be prepared.

## Medicare Questions?



**\*BACK BY POPULAR DEMAND!\***

Join this event to learn more about your choices.... and invite a friend! This seminar is suitable for those preparing to sign up for the first time AND for those wanting to know more before the next open enrollment period.

- When to enroll?
- How much does Medicare cost?
- What does Medicare cover?

Guest host and local representative: Alexis Pepple, MBA - Independent Medicare Broker.

Alexis Pepple is a Medicare Insurance Broker with Integrity Health Advisors based out of Parker, Colorado. **She is licensed in 25 states** and is contracted with all the major Insurance Companies (United Healthcare, Anthem, Humana, Cigna, Aetna, Kaiser ect.).

Licensed In: AL, AZ, AR, CA, CO, FL, IL, IN, KS, ME, MI, MO, NE, NM, NC, OH, OR, PA, SC, TN, TX, UT, WA, WI, WY

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**Date:** Wednesday, August 2nd, 2023

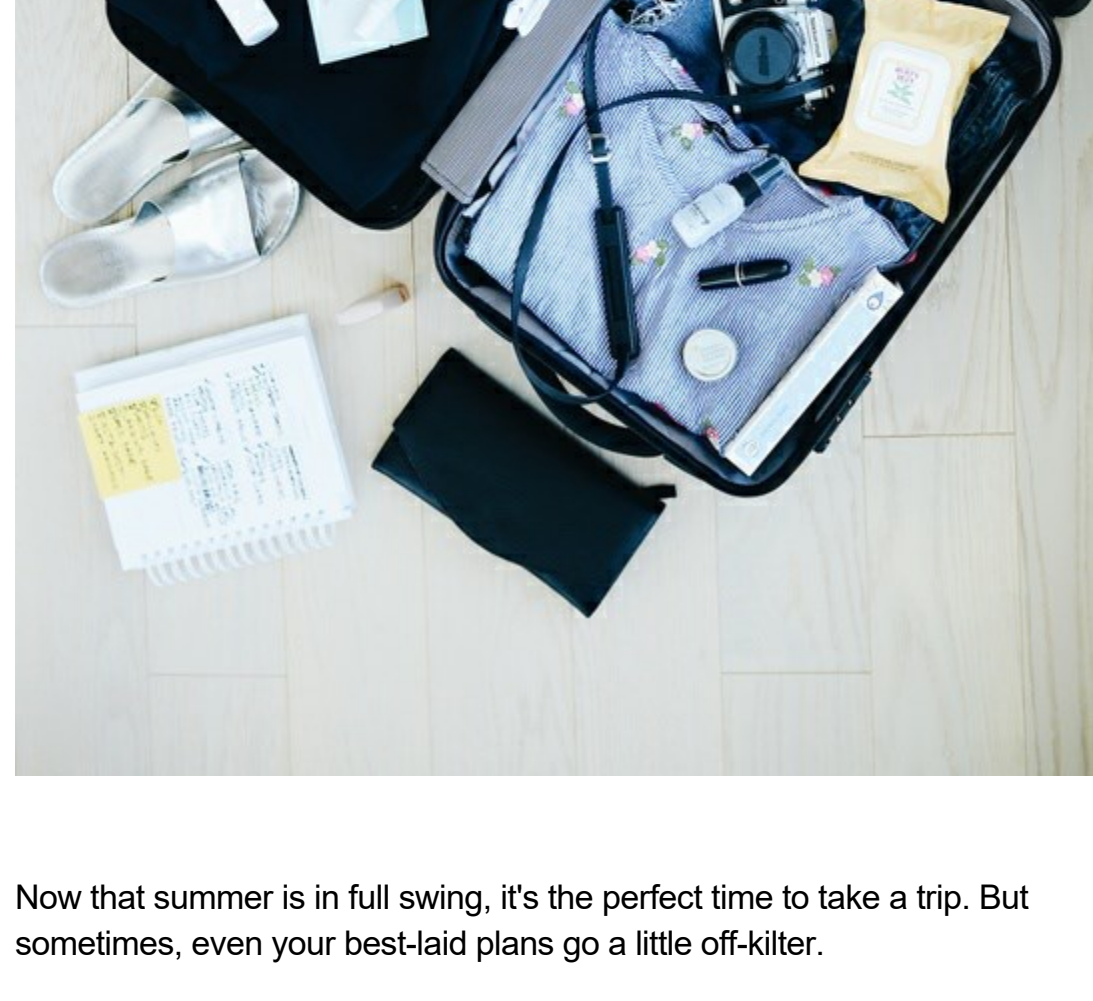
**Time:** 5-6pm MT

**Location:** Zoom

No registration necessary!

[CLICK HERE TO JOIN THE ZOOM ON 8/2](#)

## Summer Travel Tips



Now that summer is in full swing, it's the perfect time to take a trip. But sometimes, even your best-laid plans go a little off-kilter.

Here are a few of the most common travel issues and how to make sure that no matter what happens, you're prepared to weather any bumps on the road.

- **Baggage Fees:** Many airlines charge additional fees for checked baggage. Researching airline policies in advance can help you prepare accordingly. Plus, if you plan on bringing back souvenirs from your trip, you won't be surprised about any extra fees at the airport.
- **Travel Delays and Rebooking:** Travel delays are an unfortunate reality, but they don't have to derail your vacation. Set aside a portion of your budget to cover potential expenses due to travel delays, like flight rebooking fees or to cover a flat tire.
- **Accommodation Incidentals:** When booking accommodations, it's important to consider any additional charges that might arise during your stay. Some hotels may have resort fees, parking fees, or charges for amenities such as Wi-Fi or gym access. Researching these potential incidentals beforehand allows you to budget accordingly and avoid any surprises at check-out.
- **Local Transportation Costs:** Getting around your destination can sometimes incur unexpected expenses. Whether it's public transportation fares, taxi fees, or rideshare charges, it's wise to estimate and include these costs in your travel budget. Planning ahead ensures that you have adequate funds set aside for convenient and hassle-free transportation during your trip.

Travel insurance may be worth considering, but always read your policy carefully to see what's covered. Another great tip is to set aside one-third of your travel budget for unexpected expenses. That way, should the unforeseeable happen, you're prepared and can return to your vacation with minimal stress..

Craig Johlfs, CFP®, MBA

[craig.johlfs@jpl.com](mailto:craig.johlfs@jpl.com)

303-626-2446

Johlfs Financial Group

President

<http://www.johlfsfg.com/>

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