

Market Update: August 7th, 2015: Historical Market Stats

Dear clients and friends,

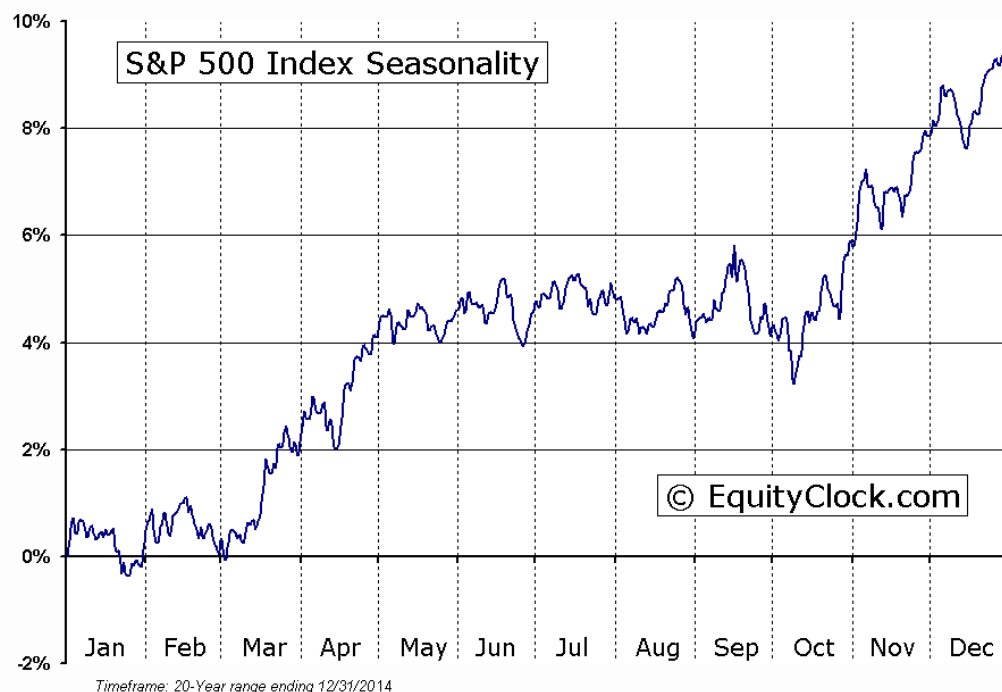
I want to say thank you for the support and encouragement with my quick weekly updates. Last week's update was a little more in depth, but I know many of you appreciated the quick candor I add to some complex global situations. I'm always open to feedback and suggestions on what to include in these, if you have a question, comment, or financial concern you'd like me to touch on please reply to this email and I'll try to cover it in the next email.

I'm writing this from Peachland, where we have been for the last week and a bit. Lola, Miley and I have had a great time on the water. I have had the chance to read a couple books while here. One I thought was a worthy read was by Greg Smith on "Why I left Goldman Sachs". A good book on how his experiences changed with the "best firm on the street" over his 12 year career with them. As I always do when reading a book I dog ear and underline some great remarks on how I can improve my business and how I can help clients. Lola likes to comment that, "I can't really read a book without a pen!"

Economically this week the US and Canadian job numbers came in as expected so the market didn't move much. Greece still hasn't resolved their issues, surprise, surprise.

I thought I would touch on some interesting market statistics for this week's update. I'll try to keep it light compared to last week. Many of you may have heard the saying "sell in May and go away", but where did that come from? I will try to shed some light on the subject with some statistics. Though not 100% correct, you can see why some people use it as a guide when navigating the markets. However, the statistics don't mean go 100% cash in these times either. There may be months of stormy markets ahead but I am here as your ship captain to help navigate these choppy waters, until we reach calmer weather. The summers are about spending time with family and friends, in warm places. ☺

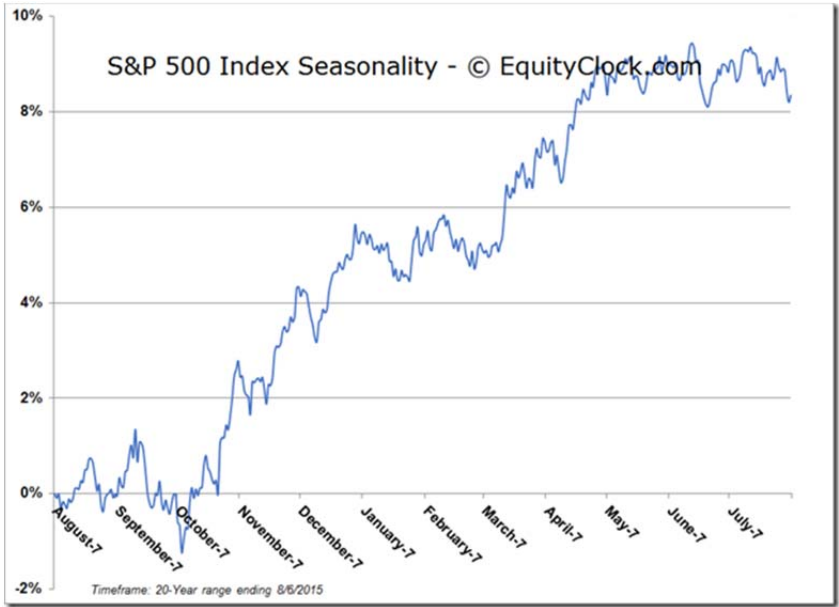
Here is the seasonal pattern of the SP500 over a 20 year market horizon. As you can see the markets tend to do better in the cooler months, this could lead up to Christmas earnings, and in the beginning of the year due to the actual earnings.



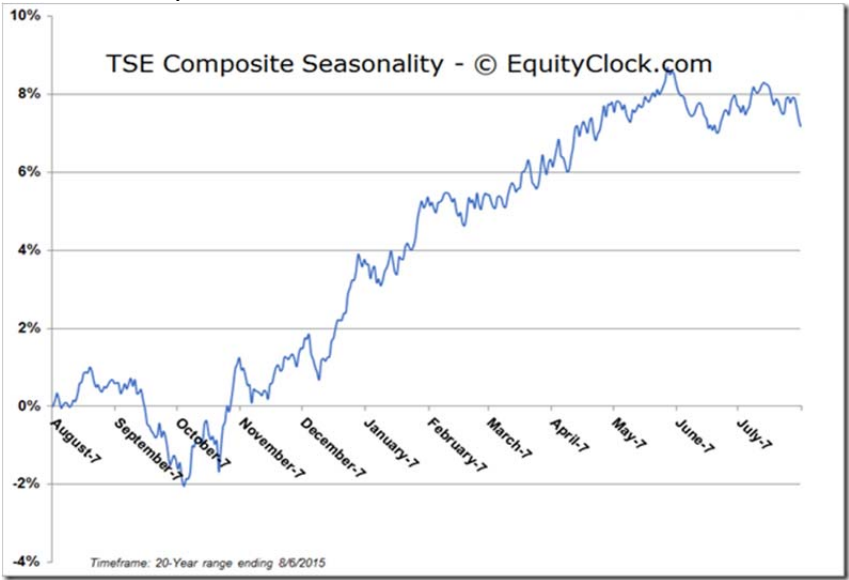
Here are the seasonal stats on the S&P500. Historically July is the hardest month for the S&P500 to eek out a gain, sitting at only positive 45% of the time. August isn't much better, as we head into year-end looking much brighter.

Monthly Averages over past 20 years:												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
%Return	0.2%	-0.3%	1.9%	2.2%	0.5%	0.0%	0.4%	-0.8%	0.0%	1.8%	1.9%	1.5%
GainFrequency	60%	60%	75%	75%	60%	65%	45%	55%	60%	65%	75%	75%
MaxReturn	6.0%	6.9%	9.6%	9.4%	5.8%	5.4%	7.6%	5.9%	8.5%	10.6%	7.4%	6.4%
	1997	1998	2000	2009	1997	1999	1997	2000	2010	2011	2001	2010
MinReturn	-8.4%	-11.1%	-6.3%	-6.2%	-8.2%	-8.8%	-7.5%	-15.3%	-11.3%	-15.7%	-8.2%	-6.1%
	2009	2009	2001	2002	2010	2008	2002	1998	2002	2008	2000	2002

So where are the markets seasonally heading from today onwards?
The US seasonality looks like this:



Canada TSX looks like this historically:



Though we may be heading into some choppy months to come, it doesn't mean abandon ship, it just means we may experience slightly different weather. Enjoy this week's read and get out there to enjoy some sunshine with the ones you care about. Have an excellent weekend.

Thank you again to the new households that joined our group this month, and also to those who forwarded this email to friend and new subscribers.

Please feel free to forward this email to friends or family, if they wish to see some of my previous writings they can be found on my website at: www.CameronWilson.ca

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Please note that we cannot accept trading instructions by email for regulatory reasons. Please call us to discuss any transactions in your account.

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We accept new clients primarily by referral from our existing clients. We would be pleased to speak with anyone you know who would like a second opinion on their investments.