

## What's New(s)?

### – The Election Year Effect on Your Investments –

Greetings **MAKERS** community! As we welcome spring 2024, we know that presidential elections make the news cycle – and our lives – a bit more intense. But what do elections really mean for your investments? Let's dive into what you can expect and how to navigate these waters confidently.

### – Historical Insights and Market Trends –

- **Election Year Rollercoaster:** Election years are a mix of excitement and anxiety – which can lead to market volatility. The good news is that despite the ups and downs, the stock market has historically trended upward in election years. For instance, the S&P 500 has shown positive returns in 17 out of the last 23 election years.
- **Staying Invested Pays Off:** After *primary* elections, the stock market tends to stabilize and grow. Over the past decades, the S&P 500 has averaged returns of 11.3% in the 12 months following primaries, compared to just 5.7% in non-election years. This suggests that while the lead-up to the election can be rocky, staying invested and being patient usually pays off.
- **Avoiding the Cash Trap:** It's tempting to move to cash during uncertain times, but this strategy often means missing out on significant gains. Historical data shows that moving to cash during election years rarely outperforms staying invested. **Remember, it's time in the market, not timing the market, that makes the difference.**

### – Fun Election Facts –

- **Longest Presidential Campaign:** The longest presidential campaign in U.S. history was by Lyndon B. Johnson, who announced his candidacy in November 1963 and was re-elected in November 1964.
- **First Televised Debate:** The first televised presidential debate was in 1960 between John F. Kennedy and Richard Nixon. This debate is often credited with helping Kennedy win the election due to his strong television presence.
- **Voter Turnout:** The highest voter turnout in U.S. history was in the 1876 election, with 82.6% of eligible voters casting ballots. In recent years, the 2020 election saw the highest turnout in over a century, with about 66.8% of eligible voters participating.
- **Unique Campaign Strategies:** In the 1920 presidential election, Warren G. Harding conducted a "front porch campaign," where he gave speeches from his home in Marion, Ohio, and let voters come to him.
- **Popular Vote vs. Electoral College:** Five U.S. presidents have won elections despite losing the popular vote: John Quincy Adams, Rutherford B. Hayes, Benjamin Harrison, George W. Bush, and Donald J. Trump.



# SPRING CALENDAR

Here are notable dates for Q2 2024 to keep in mind:

- **April 8:** Total solar eclipse
- **April 15:** Tax Day
- **April 22:** Earth Day
- **April 18-28:** Fiesta San Antonio!
- **May 5:** Cinco de Mayo
- **May 12:** Mother's Day
- **May 27:** Memorial Day
- **June 1:** Start of hurricane season
- **June 14:** Flag Day
- **June 16:** Father's Day
- **June 19:** Juneteenth
- **June 21:** First day of summer

## – Unique Aspects of the Next President's Term –

- **The 47th President:** If Joe Biden is not reelected, the next president will be the 47th president of the United States. This continues the legacy of one of the world's oldest continuous democracies.
- **Living in the White House:** The White House has been the official residence of every U.S. president since John Adams in 1800. The next president will be the 45th occupant of the White House.
- **Technological Advancements:** The next president will preside over a period of rapid technological advancements, including developments in artificial intelligence, quantum computing, and renewable energy. These technologies could significantly impact economic policy, national security, and daily life.
- **Climate Change Initiatives:** With the increasing sense of urgency on climate change, the next president will likely oversee significant environmental policies aimed at reducing carbon emissions, transitioning to renewable energy, and addressing climate resilience.
- **Space Exploration:** The next four years are set to be exciting for space exploration, with NASA planning missions to the Moon through the Artemis program. The next president will likely see the first woman and the next man land on the lunar surface, marking a new era in space exploration.

- **Anniversaries:** The next president will oversee the 250th anniversary of the signing of the Declaration of Independence in 1776.
- **Economic Milestones:** The president will face critical economic challenges and opportunities, including addressing post-pandemic economic recovery, managing inflation, and overseeing the implementation of new technologies in the economy. The president will oversee transformative developments in transportation, broadband access, and public utilities, significantly modernizing the nation's infrastructure.

## Bits 'n Pieces

Did you know that Texas is on the verge of establishing its first national stock exchange? [TXSE](#) will serve as a new listing venue for public companies and exchange-traded products, focusing on Texas, Oklahoma, and the southeastern quadrant of the United States.

Spring and summer are prime home renovation seasons. If a home makeover is on your list, do your due diligence to [protect yourself](#) in an industry rife with fraud.

## Tying it all up...

Was your 2023 tax bill (or refund) a total surprise? Make sure you are prepared for 2024's return – contact your CPA to find out what you should be doing now so there are no surprises this time next year. **If you have questions, let's talk!**