



3rd Quarter 2024

Voting Machine or Weighing Machine?

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With all of the crazy developments and headlines this year, it seems a great time to revisit market dynamics, particularly in an election year. A common question we receive is, “what is going to happen to the market if so and so is elected?” The short answer is that it does not really matter. There have been countless studies of what happens when one party or the other controls the White House. The conclusion is that you want to remain invested regardless of who is sitting in the Oval Office.

We understand that policies vary widely and who is in leadership matters in terms of the long-term direction of the country. Our point is that in market terms, elections are not the big driver. Since we have elections every two years, the Congress and the Presidency are regularly changing leadership. Policies typically take extended periods of time to implement and some policies get changed again before they have even had time to take effect.

Warren Buffett loves to quote his mentor Ben Graham, who described the market as follows: “In the short-run the market is a voting machine, but in the long-run the market is a weighing machine.” What this means is that emotion and opinions move the market in the short run, but over time reality and fundamentals win out. If we are invested in great businesses that are growing their earnings power, we will make money in the long run.

We love to operate in times of volatility as it allows for more opportunities to rebalance our models. While volatility can be scary if you only focus on short term fluctuations in value, we know from practice that it allows us to capture gaps in value as investment prices fluctuate. We anticipate volatility could remain elevated through the election and the end of the year.



Benefits Enrollment

Please remember to reach out to your GEN team should you have questions as benefits enrollment approaches at work. We are happy to review options with you and provide guidance on insurance, retirement savings, stock purchase plans, etc.

Minnesota: The Land of Road Construction



We want to remind you of the construction surrounding GEN Financial. It feels like the equipment is approaching from every side. This week the Hwy 55 and Hwy 169 interchange ramp is closed. Who knows what the following week will bring. Please feel free to call us in advance of meetings or enroute to meetings for navigation assistance!

2024 GEN Children's Charity Golf Tournament

Thank you, thank you! We are so grateful for everyone's support and participation in this year's tournament. Because of all your support, we were able to bless Tandem with financial support in excess of \$235,000. Tandem is an outreach program that comes alongside women and children to break the cycle of poverty and crisis. They provide wide-ranging services right here in Minneapolis. Tandem has volunteer opportunities available. Please reach out if you have interest and we would be delighted to connect you to the leadership at Tandem.



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