

SoundAdvice

Advising Investors for 35+ years

January 2024 Issue

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The Importance of Being Active

“When I was young, I thought money was the most important thing in life: now that I am old, I know that it is.” – Oscar Wilde

Passive investing is appealing, especially in 2023 when the traditional S&P 500 Index climbed 24.2 percent. Investors could just sit back and watch their investment capital grow without expending any efforts to research and monitor individual stocks.

While the traditional S&P 500 Index did well in 2023, it has not been the best performing Index over the longer term. Going back to the beginning of 2000, a portfolio of equal amounts of the S&P 500 stocks has made the most money, even substantially more than the traditional S&P 500 Index which weights each holding by capitalizations. A \$100,000 investment in the traditional S&P 500 Index would have grown to \$324.655 by the end of 2023.

However, the same investment in a portfolio of the S&P 500 stocks on an equally weighted basis would have grown by 40.4 percent more to \$455,870.

In fact, an equally weighted portfolio of the S&P 500 stocks has outperformed all the major indexes, with an annual percentage rate (APR) of 6.72%. This compares to the Dow Jones Industrials with an APR of 5.35%; the Russell 2000 with an APR of 4.98%; the Nasdaq Composite with an APR of 4.77%; as well as the traditional S&P 500 Index with an APR of 5.25%.

This evidence supports the inclusion of the [Invesco S&P 500 Equal Weight ETF \(ticker symbol RSP\)](#) in the *Sound Advice* Model Portfolio because RSP invests in all of the S&P 500 stocks but on an equally weighted basis and rebalances its portfolio each quarter to maintain its equal weights. This rebalancing process preserves value by reducing stocks that have recently outperformed while adding recent laggards. This preservation of value explains the superior performance over the traditional S&P 500 Index.

Our **Sound Advice Diffusion Indexes** (page 10) are revealing that we are in a bull market, so investing in a broad index of stocks is a promising idea and RSP is clearly the best Index.

The Importance of Avoiding Losses

The problem with passively investing any market Index is that they all drop during bear markets. The key to beating even the best Index is knowing when to become defensive to minimize the damage of bear markets and crashes. To illustrate with an extreme example, a 50 percent decline requires a 100 percent gain in the following years just to break even. That 100 percent gain would double your investment capital if the decline were avoided.

Our Diffusion Indexes have had a trustworthy track record of such warnings over the last 49 years. All market crashes have occurred during “Caution” signals. When the stock market was not crashing, the S&P 500 either meandered, climbed moderately, or declined in an extended bear market, recording an average decline of 0.6 percent. Conversely, during “Aggressive” signals, the S&P 500 climbed an average of 31.5 percent, and the market never crashed. These have been times of declining or low interest rates, along with declining or low inflation.



Gray Emerson Cardiff,
Editor Since 1988

Since the beginning of 2000 through the end of 2023, the *Sound Advice* Model Portfolio has produced an average annual return of 9.26 percent, which compounded to 2.4 times the return from the traditional S&P 500 Index.

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At the beginning of 2022, we were in “Caution” mode which proved prophetic. The S&P 500 Index ended the year down 19.4 percent. As a result of heeding our caution signal and positioning our holdings accordingly, the *Sound Advice* portfolio gained 4.02 percent in 2022. In addition to telling us the general direction of stocks ahead, the “Caution” signal told us where to invest, such as areas that would benefit from rising inflation and interest rates while hedging for downside profits.

As we began 2023, we had a completely different situation. Our Diffusion Indexes changed from “Caution” to “Aggressive” which also proved prophetic as we began a new bull market.

The performance of the *Sound Advice* Model Portfolio during the last two years exemplifies the positive impact of avoiding losses. Although we chose not to accept the risk of investing in the S&P 500 Index, and did not realize the 24.2 percent gain it produced in 2023, we still did better over the last two years because we avoided the 19.4 percent loss of the previous year. \$100,000 invested in the traditional S&P Index at the beginning of 2022 would be worth \$108,080 at the end of 2023. However, that same investment would be worth \$114,617 if invested in the *Sound Advice* Model Portfolio because the 4.02 percent gain in 2022 and the 10.19 percent gain in 2023 compounded to a better investment return -- \$14,617 versus \$80. Taking less risk pays off over the long run.

“Compound interest is the eighth wonder of the world. He who understands it, earns it; he who doesn't, pays it.” -- Albert Einstein:

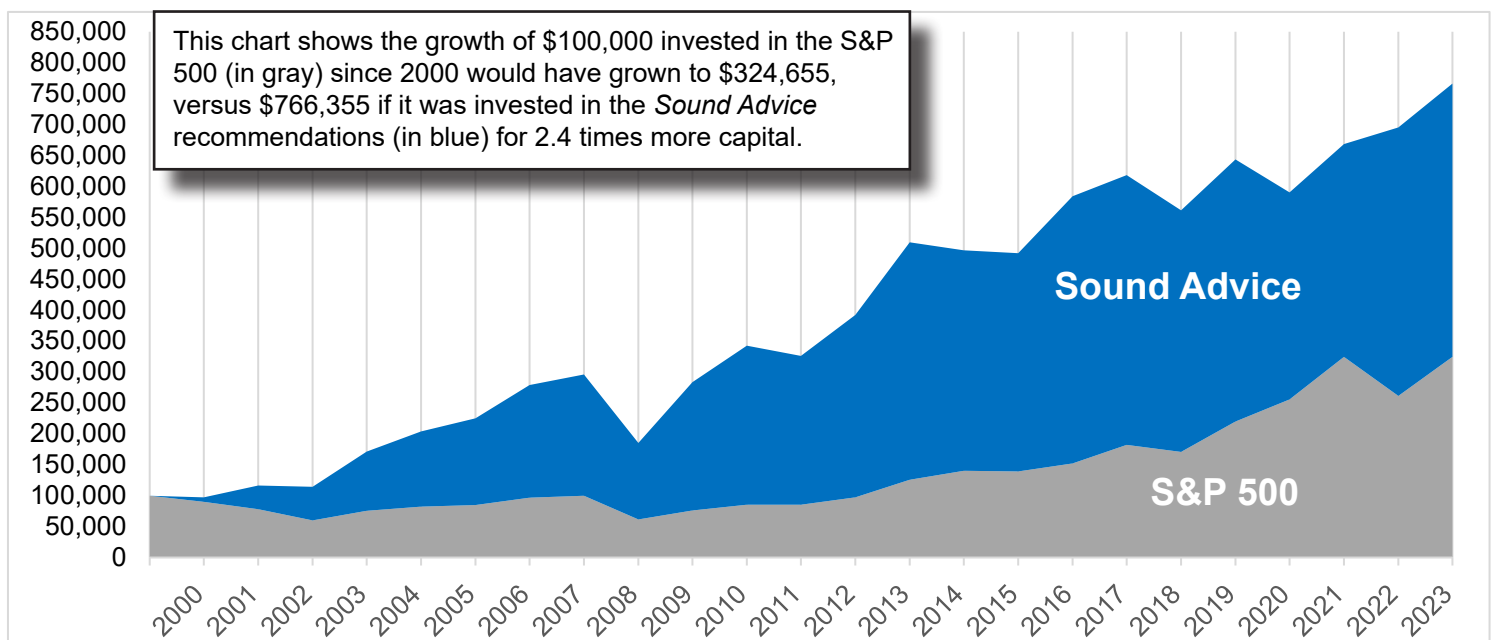
The same is true about compounding investment returns. With the aid of our Diffusion Indexes and active portfolio management, the *Sound Advice* Model Portfolio has outperformed all of the broad indexes since the beginning of 2000 by a substantial margin with an APR of 9.26%. The differences in the APR percentages may not seem like a big deal, but the compounding impact results in a substantial difference in wealth-building over the years. The graph at the bottom of the page shows the difference of a \$100,000 investment in the *Sound Advice* Model Portfolio versus the traditional S&P 500 Index since 2000. The end result is 2.4 times more investment capital.

The Sound Advice Model Portfolio

Our individual stock recommendations are special situations offering a compelling value proposition. We are also recommending liquid electronically traded funds (ETFs) investing in sectors that are bound to benefit in the months and years ahead. All of the recommendations, as well as their dividend yields, and buy/hold/sell recommendations, are summarized in the table on page 8 and sorted by investment objective categories and then in alphabetical order.

We eat our own cooking at *Sound Advice*. The editor and affiliates are investors in the **Sound Advice Diversified Growth Fund**, which invests exclusively in the *Sound Advice* Model Portfolio recommendations. The 35+ year editor of *Sound Advice*, Gray Cardiff, manages the Fund and is also an investor on a side-by-side basis with the other investors. You can request a prospectus on the log-in page you used to download this issue of *Sound Advice*.

Sound Advice versus the S&P 500



Downside Hedges

We include a downside hedge as part of the portfolio to reduce risk and dampen volatility by profiting during adverse market conditions. As we point out regularly, minimizing losses even at the expense of limiting the upside, is a key to outperforming the overall market over the long run.

ProShares UltraShort S&P 500 (SDS) SDS is designed to produce two times the daily fluctuations of the traditional S&P 500 Index, only in reverse. For example, a decline of say, 1.0 percent in the Index will cause SDS to increase by 2.0 percent. Conversely, an increase in the Index will cause SDS to decline by 2.0 percent.

Most people have the impression that the traditional S&P 500 Index is a diversified balanced index comprised of 500 stocks. However, the Index is anything but balanced. In fact, it is so unbalanced that it presents more risk than the stock market as a whole.

Each of the 500 stocks is weighted according to its capitalization (the number of shares outstanding multiplied by the price of the stock). The unequal weighting has caused 7 stocks to dominate the S&P 500 Index and comprise 28.1 percent of the Index, as opposed to 1.8 percent if they were equally weighted.

These 7 stocks are Apple, Microsoft, Amazon, Nvidia, Alphabet Class A (Google Class A & C), Tesla, and Meta Platforms Class A. They have become known as the “Magnificent Seven” because they have rallied sharply this year.

The S&P 500 Index is bloated by the recent runup of the Magnificent Seven. Without these 7 stocks, the S&P 500 Index would be up only 4.1 percent for the year, not 24.2 percent.

The average trailing 12-month (TTM) price/earnings (P/E) ratio of the Magnificent is an astronomical 47. P/E ratios this high are recipes for disaster. Any interruption in growth trajectories let the air out of inflated prices.

Since the beginning of the last bull market in 2009, the TTM P/E ratio of the traditional S&P Index has averaged 21.6. One standard deviation from the average is 4.9 percentage points, which means this P/E ratio has been within plus or minus this amount 68 percent of the time, for a range of 26.5 to 16.7. The current P/E ratio of 25.9 is above the average and close to one standard deviation above the average, which means this Index currently has hidden risks with limited upside.

Another sign that the traditional S&P 500 Index is inflated is revealed from our **Sound Advice Risk Indicator** (page 9), which compares the Index to house prices for more than 125 years. The latest reading for September was 2.48 which puts the S&P 500 Index well above the high-risk watermark of 2.0.

Special Situations

The following stocks are individual companies presenting extraordinary values within their respective industries. Here they are in alphabetical order:

Apple (AAPL) was added to the portfolio in 2016 at \$29.08 per share. As one of the “Magnificent Seven”, AAPL has done very well. However, like the other Magnificent Seven, AAPL has become inflated with a lofty P/E ratio which is anticipating an unrealistically high growth rate.

Revenue has been declining for three quarters in a row, especially for iPads and Macs. Smart phone shipments have been soft. Geopolitical risks are growing as exemplified by China’s ban on iPhones for its government employees, which was expanded to all Chinese provinces in December. China is a large market for Apple. It also has vital production facilities there, which it is working on moving to friendlier shores.

We recommend holding AAPL for now and adding to your position under \$135 per share. This price target puts the TTM P/E at 23 which is on the high side for most stocks but a reasonable value for AAPL’s long-term prospects.

Cisco Systems (CSCO) is a direct beneficiary of the major upgrade cycle into the fifth generation (5G), which can download data 100 times faster than the previous generation of 4G. Operating in 5G requires upgrading to faster equipment. The rollout of 5G is bound to boost growth for several years.

Management believes the purchase of the cybersecurity company Splunk will immediately boost cash flow in its cyber security division in the first year after closing, which is expected by the end of September 2024. Splunk’s primary business is the backbone security system in data centers, providing customers with artificial intelligence (AI) and other tools to analyze their data and detect security threats. The acquisition is a good strategic fit because it will give Cisco a much-needed boost to its cloud security offerings.

Crown and Castle International (CCI) has declined substantially this year, offering an attractive buying opportunity with a high dividend yield. The activist hedge fund, Elliott Investment Management, agrees. On November 27, the hedge fund announced it had invested \$2 billion in CCI with the intention of improving oversight from CCI's board of directors. The stock jumped 4 percent on the news.

This company has an extensive portfolio of communication infrastructure assets comprised of 40,000 cell towers, 115,000 small cells, and 85,000 route miles of fiber concentrated in the top US markets. These assets are difficult to create because of scarce locations in urban areas, zoning and governmental regulations, and sheer cost. Furthermore, income is secure and growth is assured because these assets are leased to credit-worthy tenants with pre-determined escalating rent clauses.

The company and the industry experienced several headwinds this year including rising interest rates which added to expenses. The amount of its floating rate debt exposure has been reduced from 32 percent to 9 percent, along with a reduction in secured debt which will allow greater access to that market if it becomes attractive in the future. Only 7 percent of debt matures through 2024.

The company has also reduced annual operating expenses by \$105 million in 2023 and 2024 through a restructuring plan announced in July 2023 to simplify, streamline and centralize business processes and operations and improve customers' experience.

Another headwind occurred when T-Mobile purchased Sprint. The consolidation resulted in cancellations of \$275 million of leasing contracts, representing 4.4 percent of 2022 with Crown and Castle's total revenue. However, the decline has already been accounted for in non-cash charges against current earnings and future earnings projections.

These headwinds have battered CCI down to a very attractive price with an exceptionally high dividend which is covered by the company's cash flow. Management has promised to maintain the current dividend and believes CCI is positioned to return to the company's long-term annual dividend per share growth target of 7% to 8% beyond 2025.

JP Morgan Chase (JPM) is a good value for what is considered to be the world's highest quality banking enterprise with diversified businesses and prudent underwriting policies. JPM became an even better value when it acquired most of the assets of the failed First Republic Bank. JPM has been taking substantial quarterly charges against earnings to anticipate and cover adverse circumstances that may lie ahead. The annual dividend is \$4.00 for an attractive yield.

Moderna (MRNA) is a pure investment play on Messenger RNA (mRNA) technology. This revolutionary technology is certain to provide solutions for not only vaccines, but cures and treatments for the most deadly and debilitating diseases haunting humanity.

MRNA was once a high-flying stock, reaching nearly \$400 per share in 2021 when revenue from its Covid vaccine was booming. As the pandemic turned to an endemic and Covid vaccine revenue has declined, the price of the stock crashed. We view the current price of MRNA as a buying opportunity.

Moderna has 48 programs in development, including 36 in ongoing clinical trials, with an increased R&D budget of \$4.5 billion. Moderna's strong balance sheet with essentially no debt should sustain the transition to new revolutionary vaccines and treatments, which offer tremendous upside potential for the long term.

Moderna has a platform that uses nature's information molecule, mRNA, to treat and prevent many diseases, and uses the same mRNA platform to code different instructions for many specific treatments. This speed and efficacy lowers costs and substantially increases prospects for success. Management believes that revenue from Covid vaccines will be sufficient to sustain the business while it develops other vaccines and treatments.

Perhaps the most exciting upside potential will come from developments regarding the ability to see fragments of cancer cells in a blood draw, allowing the detection of cancer in early stages, before it graduates into more serious later stages. Data will be transmitted through the cloud to Moderna's IT system, and Moderna will use AI algorithms to analyze and compare an individual's particular cancer cell mutation to the hundreds of thousands of possibilities and to the treatments that are currently effective. Management says Moderna will be able to analyze and develop a treatment customized for an individual patient within 30 days of the blood draw, and over time with more and more data, the process will become more efficient and accurate.

Results have been promising from Moderna's personalized cancer vaccine used in combination with Merck's monoclonal antibody Keytruda. This personalized cancer vaccine uses cells from the patient's tumor and subjects them to RNA sequencing. The cancer vaccine is designed to prime the immune system so that a tailored anti-tumor response is generated that is specific to a tumor's mutation signature. The result of a phase 2 study was announced in June that a personalized cancer vaccine reduced the risk of cancer metastasis or death in melanoma by 65 percent on 157 patients with high-risk stage III/IV melanoma.

Moderna's first vaccine beyond Covid will be for the Respiratory Syncytial Virus (RSV), a highly contagious seasonal respiratory virus and a leading cause of lower respiratory tract infections and pneumonia. Positive test results have allowed the company to file several regulatory submissions for patients of 60 years and older, and more are scheduled in coming months. The company has begun manufacturing supplies for the 2024 commercial launch. This multibillion-dollar market is bound to be a significant growth catalyst for MRNA.

Moderna is currently conducting trials for a Flu vaccine and plans to offer a combined Covid and Flu vaccine by 2025. By 2028, the company plans to have a single Covid, Flu, RSV vaccine.

Another significant development in the works is a new vaccine for the Cytomegalovirus (CMV) which is the leading cause of birth defects in the US. The Phase 3 trial on women of childbearing age is expected soon. Potential revenues would be in the range of \$2 to \$5 billion annually.

Overall, Moderna's mRNA platform is expected to be involved in 15 revolutionary RNA vaccines, drugs, and treatments during the next five years.

Energy

We recently added **Chevron (CVX)** and **Exxon Mobil (XOM)** in our November 28 email update and reiterated them in our December 1 issue. They both represented compelling long-term values. Both had attractive dividend yields which put a floor under their stock prices and made the downside risk exceptionally low. Both have growth prospects that point to future dividend increases which is consistent with their respective histories.

We believed the near-term timing was potentially good because Middle East tensions could lead to reductions in world-wide oil and gas supplies. We also noted that the OPEC+ nations had just agreed to reductions in oil production aimed at reducing supplies in 2024, with the goal of supporting oil prices.

The price of oil began rising in mid-December when shipping companies announced they would stop going through the Suez Canal to avoid the Red Sea where ships were being attacked by Houthi rebels from Yemen. Instead, ships began going around the African continent, adding substantial costs and time for deliveries. The US formed a new task force aimed at making this waterway safe. However, the task force was ignored by shipping companies as ineffective. Missing from the task force were the countries in the immediate area, notably Saudi Arabia and the United Arab Emirates (UAE) who had previously been at war with the Houthis unsuccessfully. Egypt, which borders the west side of the Red Sea and where the Suez Canal is located, also did not join the task force. Also missing were primary beneficiaries of the Suez shortcut, China and India, who import and export to and from Europe through the Canal.

Chevron (CVX) clearly improved its longer-term cash flow prospects with the acquisition of the Hess Corporation which strengthens Chevron's existing US shale assets and brings cost-saving synergies while increasing profitability. The acquisition also brings access to the massive Guyana oil basin, the largest discovery of oil reserves in decades, with potentially more production capacity than Saudi Arabia. Management believes the acquisition will be accretive by 2025 with a favorable impact on dividend growth.

Exxon Mobil (XOM) is expected to sharply boost its production in the Permian Basin with its recent acquisition of Pioneer Natural Resources, which will bring substantial cost-saving synergies to Exxon's existing assets there. The purchase is an all-stock transaction, preserving XOM's cash, and management believes it will be substantially accretive immediately.

Prior to the Pioneer acquisition, Exxon Mobil had been developing its large stake in the Guyana basin where production has just started to come on-line. With its acquisition of Hess, Chevron became partners with Exxon Mobil in the Guyana Basin which offers both companies a substantial source of long-term production growth.

Valero Energy (VLO) makes its money from the "crack spread", which is the profit margin derived from purchasing crude oil, turning it into refined products such as gasoline and jet fuel, and selling those refined products. Valero has the unique ability to achieve discounts for its crude oil feedstocks because it can refine a variety of crude oil types. This flexibility and access allow Valero to capture the highest margins among its competitors because it can take advantage of the temporary gluts of crude, whether it's low or high-quality crude or light sweet (low sulfur) or heavy sour (high sulfur) crude, and receive the best available discounts for its feedstocks. The company's refineries also have access to the US pipeline network from its gulf coast locations.

Valero is diversifying into "green energy" through its joint venture with Diamond Green Diesel, which is producing renewable diesel at large profit margins. Renewable diesel is made from animal or plant waste material which reduces greenhouse gas emissions up to 80 percent because it only releases as much carbon dioxide as the material originally contained. Renewable diesel does not congeal at low temperatures which means it can be easily transported through

pipelines. Cash flow from diesel production turned positive in 2016 and is increasing. Use for Sustainable Aviation Fuel (SAF) is expected to be a primary escalating demand factor. Valero's Port Arthur plant is being upgraded to produce close to 50 percent of the plant's current renewable diesel production capacity to SAF. After completion in 2025, this plant is expected to be one of the world's largest SAF manufacturers.

Real Estate

RLJ Lodging Trust (RLJ) was introduced in our August 8 mid-issue e-mail update, along with **Hersha Hospitality Trust (HT)**. An announcement was made in the final days of August to purchase **Hersha Hospitality Trust** at a large premium over the price of the common stock. If you acted on our advice, you reaped a 50+ percent profit. (You also made a 25+ percent profit in August on the \$25 preferred stock we were recommending, and a much larger profit based on the originally recommended price of under \$4.00 during the pandemic.)

RLJ is also a likely acquisition target at a stock price considerably higher than it is now. How do we know this? Because we can put a pencil to REITs because their primary asset is a portfolio of real estate properties.

We can establish a value on a real estate portfolio by using a capitalization rate (cap rate). In real estate parlance, a cap rate is the percentage yield of the net operating income divided by the value of the portfolio. This is just like the yield of a bond whereby the coupon income from the bond is divided by the market value of the bond. For example, if a portfolio provides \$100,000 of net operating income (NOI), and the portfolio is worth, say \$2 million, it will have a cap rate (yield) of 5 percent.

With an individual REIT, we can obtain the NOI of its portfolio in the 10Q and 10K financial statements the company files with the Securities and Exchange Commission (SEC). We can then assume a conservative cap rate and derive the value of the portfolio. After adding other assets, subtracting liabilities and the liquidation value of any preferred stock, we arrive at the equity, or net asset value, available to common shareholders. Dividing that equity by the number of shares outstanding gives us a net asset value per share of stock.

We can arrive at a reasonable cap rate by looking at recent comparable property sales. Hersha sold off non-core hotel real estate assets in recent years. Property sales occurred at a weighted average cap rate of 6.0 percent from 2016 through 2018. Because cap rates generally follow the trends of long-term interest rates, cap rates increased into 2022 along with the increase in long-term interest rates. In mid-2022, Hersha sold \$505 million of non-core properties at a 7.3 percent cap rate. That cap rate was based on the 2019 pre-pandemic NOI of the properties which, although higher than the current NOI, reflected the stabilized income potential of those properties. Because these sales were not the best assets in the portfolio, a lower cap rate would be a reasonable cap rate for high-end hotel properties. However, to be reasonably conservative, we can use a higher cap rate of 7.5 percent based on the current NOI of the properties.

On August 28, KSL Capital Partners announced a consummated agreement to purchase Hersha Hospitality Trust for \$10 per share of HT, which was a 59.2 percent premium to the latest closing price. We can see why KSL was willing to pay \$10 per share because KSL was effectively paying a 9.3 percent cap rate for Hersha's real estate portfolio. That is a bargain price to pay for a high-quality real estate portfolio.

RLJ Lodging Trust (RLJ) has a larger and more diversified portfolio of hotel properties than Hersha's. RLJ has 97 premium-branded, high-margin, focused-service and compact full-service hotels located in 23 states and Washington DC. This company also suffered during the pandemic. As it began to recover, we recommended the company's only preferred stock, which is still in the *Sound Advice* Model Portfolio (see below). Since the pandemic, the company's operating revenue has recovered beyond the pre-Covid level. This is a low-leveraged REIT because the company's debt is only 45 percent of its (book value) assets.

In early November, RLJ reported its third quarter earnings. The portfolio's NOI for the trailing four quarters totaled \$394 million. Using a 7.5 percent cap rate produces a portfolio value of \$5.25 billion. Adding other assets and subtracting liabilities leaves the company equity of \$3.5 billion. After subtracting the liquidation value of the company's only preferred stock of \$322 million leaves equity for the common shareholders of \$3.18 billion. Dividing that equity by the 155 million shares of RLJ outstanding translates to a net asset value of \$20.49 per share. With RLJ at \$10.69 per share, the net asset value represents a 91 percent premium.

Even using a 9.3 percent cap rate to evaluate the real estate portfolio, which is the effective bargain cap rate KSL

paid for Hersha's portfolio, translates to a net asset value of \$13.94 per share. Acquiring this portfolio at a price based on a 9.3 percent cap rate would be incredibly cheap, but it would still be a 30 percent premium over the current price of RLJ.

Although RLJ is an attractive acquisition target at a stock price considerably higher than it is now, even without an acquisition, the stock price has considerable upside potential as the market recognizes the discount to net asset value.

The \$0.40 annual dividend has been increased three times since last summer and is still well-covered by the company's cash flow.

RLJ's \$1.95 Series A Cumulative Convertible Preferred (RLJPRA) is RLJ's only preferred stock. This preferred stock has a liquidation preference of \$25.00 per share, and the stock is currently trading below that price.

Preferred stocks can and do often trade above their liquidation values, but an acquisition of the company would likely result in receiving the liquidation preference price. Accordingly, we recommend confining purchases below \$25 per share.

The dividends for this preferred only consumed 11.6 percent of the company's cash income during the previous four quarters, making the 8+ percent income yield secure. This is an opportunity to lock in a safe and extraordinary current yield of close to 8 percent.

Sector ETFs

Included in the *Sound Advice* model portfolio are the following electronically traded funds (ETFs) investing in sectors that are bound to benefit in the months and years ahead from fundamental changes in geopolitical, medical, and economic landscapes. These ETFs contain a portfolio of stocks, much like a mutual fund but ETFs are liquid and trade like stocks with their own ticker symbols. Their prices are determined by the value of the portfolio of stocks they hold.

Artificial Intelligence

Global Robotics and Automation Index ETF (ROBO) is investing across the entire spectrum of robotics and automation. Close to 60 percent of the portfolio is in robotics technologies, and 40% is in the technology controlling the robots – sensing, computing actuation, artificial intelligence (AI), and integration. ChatGPT, the open, generative AI chatbot, is giving us a glimpse into the next technology frontier. Artificial intelligence will play an increasingly greater role in the way companies operate around the world.

Since its inception in 2013, ROBO has essentially matched the return of the S&P 500 Index which is commendable considering the rise of the S&P 500 Index and the infancy of AI and robotics over that period. Based on the growth prospects of its holdings, this ETF is bound to outperform the S&P 500 in the long run.

Biotech ETFs

Biotech companies offer the most explosive profits because they are the source of the world's top breakthrough vaccines and treatments. Their stocks are often volatile, making diversification essential. This can be accomplished by investing in a diversified electronically traded fund (ETF) investing exclusively in a portfolio of biotech companies.

ARK Genomic Revolution Multi-Sector (ARKG) is an actively managed biotech ETF investing in companies expected to benefit by incorporating technological and scientific developments, along with advancements stemming from mapping the human genome. Technological breakthroughs in artificial intelligence and other high-tech advancements have cut the cost substantially of opening new opportunities and putting this sector on the cutting edge of many new innovations.

Virtus LifeSci Biotech Products (BBP) is a passively managed biotech ETF that weighs the portfolio selections essentially equally, as opposed to the more typical practice of weighing selections according to market capitalization. This is an important aspect because biotech ETFs who weigh their portfolio selections essentially equally have been the best performers because they have larger investments in smaller biotechnology companies which have become acquisition targets for large pharmaceutical companies looking for ways to expand.

Balanced Sector ETFs

The following ETFs rebalance their holdings quarterly to equalize the values, which offers a greater degree of evenly weighted diversification and adds stability as well as safety to a portfolio. This practice often provides a superior performance because it offers upside from stocks that are often under-weighted in the portfolios of other ETFs and mutual funds.

Health Care

Health care stocks have several traits that make them desirable long-term investments. They are well-suited for an aging population, which exerts disproportionate demands on the health care industry. As the world's population continues to age, this trend is inexorable, making the health care sector defensive in nature and more insulated from economic cycles than other sectors.

One of the main criticisms of most health care ETFs is that they are dominated by a relatively small number of large companies, such as Johnson & Johnson, which distort the performance of the typical health care ETF portfolio.

Invesco's S&P 500 Equal Weight Health Care ETF (RSPH, formerly RYH) tracks the S&P 500 Equal Weight Health Care Index, which tracks 65 health care stocks represented in the S&P 500, but weights each holding evenly. Both the Index and RSPH are rebalanced quarterly. This approach has given RSPH a better performance than the large health care ETFs. This ETF had a 10-to-1 split in mid-July, which increased the number of shares by 10 times the amount you previously held, and the price was adjusted to one-tenth of the previous share price.

Consumer Staples

Invesco S&P 500 Equal Weight Consumer Staples ETF (RSPS, formerly RHS) invests in consumer staple stocks within the S&P 500 Index. Consumer staples are those unexciting products we use every day without much thought, ranging from food, beverages (including alcohol), household goods (including cleaning supplies), and hygiene products. These are products that people are unable (or unwilling) to remove from their budgets regardless of their financial situation. The nature of these products makes this sector defensive and much less vulnerable to recessions and bear markets. This ETF had a 5-to-1 split in mid-July, which increased the number of shares by 5 times the amount you previously held, and the price was adjusted to one-fifth of the previous share price.

US Infrastructure

The Infrastructure Investment and Jobs Act, enacted in November 2021, targeted \$1.2 trillion to fund improvements, repairs, and upgrades for a wide range of infrastructure needs, from bridges and highways to water and electric grid systems. This infrastructure spending will benefit both of the following two ETFs in the years ahead.

Invesco S&P SmallCap Industrials ETF (PSCI) is based on the S&P SmallCap 600 Capped Industrials Index which is designed to measure the overall performance of the securities of US industrial companies with small capitalizations (caps). These domestic companies are engaged in the business of providing industrial products and services, including engineering, heavy machinery, construction, electrical equipment, aerospace, and defense, as well as general manufacturing. They will reflect the positive impacts more strongly than larger companies from an increase in infrastructure spending. Small cap construction companies are also typically domestic companies operating inside the US, and construction projects tend to employ local companies as subcontractors even when general contractors may be national companies.

Invesco S&P 500 Equal Weight Materials ETF (RSPM, formerly RTM) invests in the companies that comprise the S&P 500 Equal Weight Materials Index. The portfolio contains prime examples of basic materials companies outside of the oil and gas industries. Basic materials companies are bound to benefit in the years ahead with increased infrastructure spending. This ETF had a 5-to-1 split in mid-July, which increased the number of shares by 5 times the amount you previously held, and the price was adjusted to one-fifth of the previous share price.

Portfolio Summary Table

Income with Growth	Symbol	Price	Yield	Action	Limit *
RLJ Lodging Trust - Preferred A	RLJPRA	\$25.05	7.78%	HOLD	\$25.00
Crown and Castle	CCI	\$115.19	5.43%	BUY	\$120.95
Growth with Moderate Income	Symbol	Price	Yield	Action	Limit *
Chevron	CVX	\$149.16	4.05%	BUY	\$156.62
Cisco Systems	CSCO	\$50.52	3.09%	BUY	\$53.05
Exxon Mobil	XOM	\$99.98	3.80%	BUY	\$104.98
Invesco Consumer Staples ETF	RSPS	\$31.40	0.51%	BUY	\$32.97
JP Morgan Chase	JPM	\$170.10	2.35%	BUY	\$178.61
RLJ Lodging	RLJ	\$11.72	3.41%	BUY	\$10.75
Valero	VLO	\$130.00	3.14%	BUY	\$136.50
Growth	Symbol	Price	Yield	Action	Limit *
Apple	AAPL	\$192.53	0.50%	HOLD	\$135.00
Genomic Revolution Multi-Sector	ARKG	\$32.81	0.00%	BUY	\$34.45
Golbal Robotics & Automation ETF	ROBO	\$57.30	0.21%	BUY	\$60.17
Invesco Basic Materials ETF	RSPM	\$33.64	0.42%	BUY	\$35.32
Invesco Health Care ETF	RSPH	\$29.78	0.60%	BUY	\$31.27
Invesco Small Cap Industrials ETF	PSCI	\$115.96	0.73%	BUY	\$121.76
Moderna	MRNA	\$99.45	0.00%	BUY	\$104.42
S&P 500 Equal Weight ETF	RSP	\$157.80	1.61%	BUY	\$165.69
Virtus LifeSci Biotech Products	BBP	\$58.09	0.00%	BUY	\$60.99
Hedges	Symbol	Price	Yield	Action	Limit *
ProShares UltraShort S&P 500	SDS	\$29.92	2.71%	BUY	\$31.42

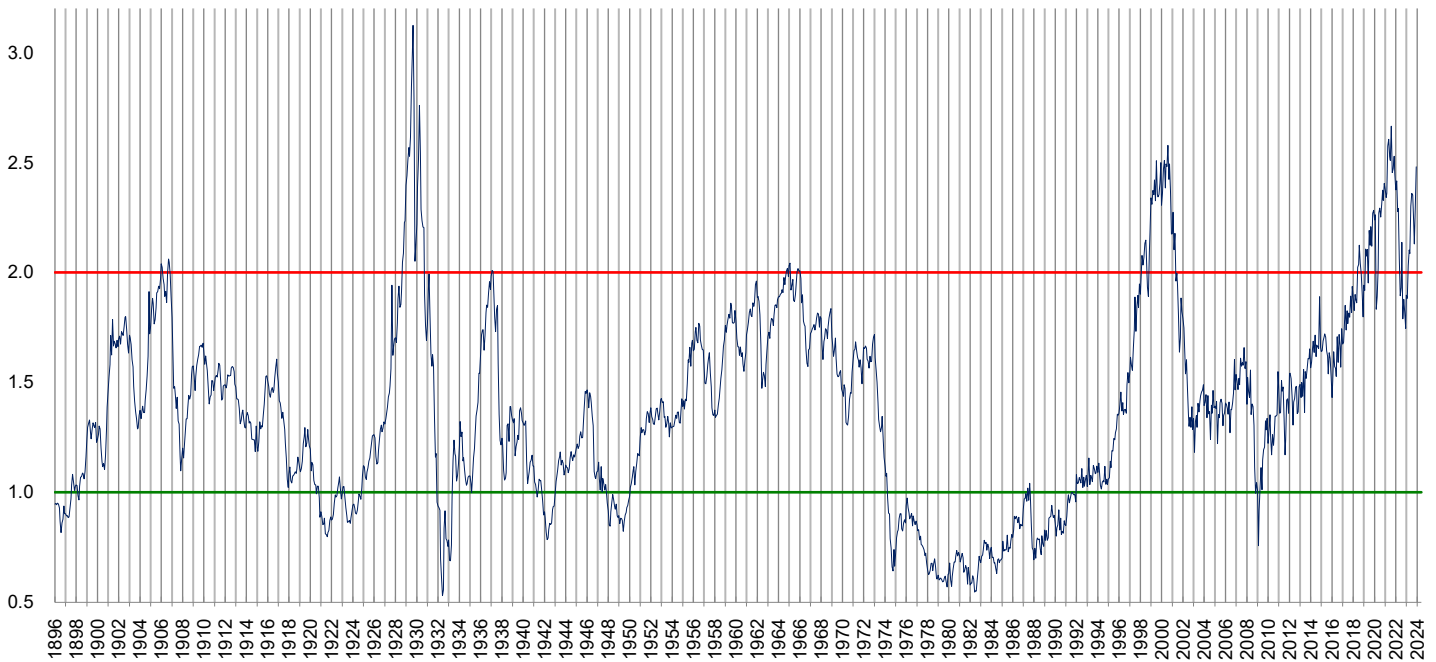
* **Note to the table:** The right hand column is the highest recommended price limit for purchases.

General Comments: Our statistics are based on the assumption that \$10,000 is invested in each position. When a new position is added, we assume the same \$10,000 amount is invested in the new recommendation. When we recommend adding to a particular position, as we have done over the years, we assume another \$10,000 is invested again in that position.

If you are picking and choosing, you can focus on the sector of the portfolio that matches your investment objectives. Alternatively, you may have a higher degree of comfort with certain industries, funds, or stocks because of past experience or your profession. In that case, you may want to invest more heavily in one sector, or in one or more individual recommendations.

As always, broad diversification will temper volatility, add to safety, and improve long-term performance.

Capital Competition: Real Estate versus Stocks:
The SoundAdvice Risk Indicator



There are few forces that are more important to a market’s destiny than the amount of capital that is available to it. In a normal situation, capital will flow easily between markets as their underlying conditions change. But if a market becomes dangerously superheated, it will absorb a larger proportion of available investment capital than economic conditions and market demand can justify. This change will be reflected not only in the rising market’s prices but also in the prices of competing markets, which will be lower than their underlying fundamentals would indicate they should be. Over the last 120+ years, we can see this titanic struggle between the stock market and its foremost competitor for investment dollars: real estate.

To reveal this phenomenon, we have set up an equation based on the ratio of the S&P 500 Stock Index to median price of new houses for each month over the last 100+ years. This equation exhibits an elegant financial minuet as each market has taken turns outperforming the other.

As we look at the historical data, we find that there is a range in which the price disparities are so strong that they are too great to be accounted for by the fundamental economic conditions underlying each market. Every time prices get into these danger zones it has meant that the prices in one market or the other have gone too high, and that they are in imminent danger of falling.

We label this new tool the **Sound Advice** “Risk Indicator,” since it will allow us to locate the point at which prices are so high when compared to competing markets that they have come loose from their moorings and are on the verge of declining or under performing the other market.

What is too high? When stock prices are very high relative to house prices, the **Sound Advice** Risk Indicator will rise over the line marked 2.0, revealing a high-risk time for stocks. In contrast, when the indicator drops below the line marked 1.0, it means that it is a very low-risk time to buy stocks. Notice from the chart how the **Sound Advice** Risk Indicator has oscillated back and forth, revealing the ongoing struggle between stocks and houses for investment capital. We have labeled these long vacillations Supercycles.

But though an investment beginning with \$25,000 in 1895 could have made money being in either stocks or housing, had an investor followed the signals of the **Sound Advice** Risk Indicator, he or she would have made \$575 million versus \$27.5 million by simply holding stocks through the ups and downs, or 23 times more money.

With the latest median house price at 414,900 in October 2023 (the latest data) and with the S&P 500 averaging 4,685 in December, the **Sound Advice** Risk Indicator read 2.48.

The New York Times

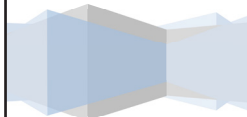
“Cardiff’s equation reveals an elegant financial minuet as each market takes turns outperforming the other.”

SoundAdvice

The Science of
Making Money in
the Stock Market

By Gray Emerson Cardiff

"Cardiff's equation reveals an elegant financial mirror
as each market takes turns outperforming the other"
-Dr. John Williams



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The Science of Making Money in the Stock Market (The 2022 Edition)

This is the book that explains all of the **SoundAdvice** indicators, including the Diffusion Indexes and Risk Indicator, and exactly how they work, along with a detailed history to back up the track records.

Use the link: <https://www.amazon.com/dp/B09M547W93>

Price \$7.99 (Free for Kindle Unlimited). Free to share with friends and relatives.

Business Cycles and Stocks: The SoundAdvice Diffusion Indexes

The Risk Indicator reveals long macro cycles. An analogy can be made to the way radio waves work. Long radio waves have frequencies which are assigned to various radio stations, allowing you to distinguish them on your radio. Riding along the path of these long waves are short waves that produce the sound you actually hear on a particular station. These short waves are like the bull and bear markets revealed by the Diffusion Indexes.

While the path of the long cycles revealed by the Risk Indicator may be in a certain direction, there are bull and bear markets along the way. Of course, these relatively short bull and bear markets are significant during our investing careers. Even during times when the Sound Advice Risk Indicator is above the "low risk" reading, such as it is now, there have been substantial bull markets. We will rely on our Diffusion Indexes to reveal when that will be.

The data we need is contained in the leading and lagging economic indicators. We have hand picked the most sensitive of these economic indicators to produce our "Diffusion Indexes" which function with amazing accuracy as predictors of the birth of cyclical bull and bear markets.

To construct our *Sound Advice* Diffusion Indexes, we observe changes in each of our selected indicators over a five-month period, and take the percentage of those increasing.

When the *Sound Advice* Diffusion Index of LEADING Indicators drops to zero, it is time to buy stocks aggressively, regardless of how negative the atmosphere may be. This is not just an empirical coincidence. It is also logical. In order for all of the leading economic indicators to be giving off a zero value compared to five months before, it is nearly certain that the soft economy is providing an atmosphere for stable or declining interest rates.

This Diffusion Index gave us a zero reading in December 2008, close to the bottom, officially giving us an "Aggressive" signal. That signal came at a time when the Risk Indicator was below 1.0, which revealed that Supercycle 5 came to an end, and that Supercycle 6 was born.

The *Sound Advice* Diffusion Index of LAGGING Indicators gives "Caution" signals when all three of its individual lagging economic indicators rise above their respective levels of six months earlier, providing a 100 percent reading. This reading reveals that the US economy is strong enough to put upward pressures on interest rates.

A Powerful Overriding Force

Most of the time, the Diffusion Indexes are excellent detectors of the natural business cycle and a path to the science of making money in the stock market. However, the forces of the natural business cycle can be dominated by extraordinary changes in monetary policy during emergency situations.

The COVID-19 pandemic was the most recent example. In mid-March 2020, the Federal Reserve declared the institution of its fourth "Quantitative Easing" (QE) program whereby it dropped the Federal Funds rate to zero and commenced buying massive amounts of US Treasury bonds. With its mighty power, the Fed drove down interest rates and infused massive amounts of liquidity into the US economy. The money supply mushroomed.

Track Record of the SoundAdvice Diffusion Indexes

Drumming the last 49+years, after each “Aggressive” signal, the S&P 500 climbed an average of 31.5 percent. During “Caution” signals, the S&P 500 either crashed, meandered, or climbed, recording an average decrease of 0.6 percent.

Signal Dates (Month-Year)			
Aggressive	S&P 500	Caution	S&P 500
Sep-74	68.12	Apr-76	101.9
Jul-76	104.20	Dec-76	104.7
Oct-78	100.58	Jun-79	101.7
Nov-79	100.00	Oct-83	167.7
Aug-84	164.48	Jun-85	188.9
Jul-86	240.18	Aug-87	329.4
Feb-88	258.13	Jun-88	270.7
Mar-89	280.00	Mar-93	449.7
Mar-95	493.15	Dec-98	1,141.0
Jun-00	1,429.40	Dec-00	1,320.3
Jun-03	974.50	May-05	1,191.5
Jun-06	1,276.66	Mar-08	1,325.4
Dec-08 (1)	865.58	Apr 10 (2)	1,197.3
Sep 10 (3)	1,122.08	Jun 12 (4)	1,359.8
Sep-12 (5)	1,437.82	Nov 14 (6)	2,044.6
Mar-15	2,079.99	May-15	2,111.9
Sep-17	2,492.84	Feb-18	2,705.2
Mar-20 (7)	2,761.98	Nov 21 (8)	4,667.4
Dec-22	3,912.38		
Ave +/-	31.5%		-0.6%

Quantitative Easing (QE) Overriding Signals

- (1) QE-1 announced 4 months before Aggressive signal
- (2) QE-1 terminated into existing Caution signal
- (3) QE-2 announced but already in Aggressive mode
- (4) QE-2 terminated into existing Caution signal
- (5) QE-3 announced, changed to Aggressive mode
- (6) QE-3 terminated into existing Caution signal
- (7) QE-4 announced, changed to Aggressive mode
- (8) QE-4 terminated into existing Caution signal

At times like this, we need to ignore readings from the Diffusion Indexes. Interest rates are dropping by the Federal Reserve’s mandate, just as if the Diffusion Index of Leading Indicators had plunged to zero. Conversely, whenever the Federal Reserve declares an end to its QE program, we return to our Diffusion Indexes to follow their readings. If the Diffusion Index has moved to a “Caution” signal during the QE program, we should follow that reading. This is the most likely pattern of events because the economy will likely have strengthened in order for the Federal Reserve to end its QE program.

The impact of the Federal Reserve’s four QE programs on existing Diffusion Index signals are noted in the footnotes under the track record table.

Current Status

The latest leading leading and lagging economic indicators were published in late December for the month of November.

Our current “Aggressive” mode was established by a zero reading for the Diffusion Index of LEADING Indicators in December 2022 based on the leading indicators for November 2022.

Our next signal will be a “Caution” signal from a 100 percent reading on the Diffusion Index of LAGGING Indicators which recorded 67 percent based on the latest lagging indicators.