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Market Ethos

The latest market insights from
Richardson Wealth



Craig Basinger

Top 10 of 2024

Summary: Keeping with tradition, this is the last Ethos of the year and we are running down the most popular editions based on clicks/eyeballs. We would like to thank you, our readers for your continued attention and will continue our endeavours to provide context and insight for the ever-changing markets.

[Looking for yield in all the right places](#) (26 Feb) - There have been some really big moves in cash over the past few years as yields moved higher. In this Ethos with all three yielding about the same, we discussed the pros/cons of cash (HISA), GICs and bonds. It was really what happens next that would determine the right decision.

[No summer doldrums](#) (6 Aug) - Markets went up most of the past year, but not in the early days of August when the yen carry trade was unwound by many market participants leading to a sudden drop in the markets and spike in volatility. We would also add this may have been our favourite pic/graphic from our talented marketing team.

[Dividends are cool again](#) (23 Sep) - The dividend factor really lagged broader markets during 2023 and the first half of 2024. With yields available everywhere, there is a lot more competition for income-oriented dollars. But the back half of 2024 certainly saw a comeback.

[Patience is a virtue](#) (29 Jul) - In this self-deprecating Ethos, we dove into one of our worst portfolio tilts, being equal weight for a chunk of our U.S. equity exposure. It was more of an exploration as to the rationale and thinking behind this tilt.

[Déjà vu: 2.0](#) (11 Nov) - Not surprisingly, anything that talks about Trump seems to garner more eyeballs. We are in for a more exciting four years on the political side. This Ethos talked about starting points and how markets may be less reactionary - they do get used to this sort of thing.

[Be prepared: Have your portfolio playbook ready](#) (9 Sep) - Behind the scenes we often contemplate various scenarios for the markets. Of course the markets are full of surprises, but this process helps ground our thinking especially when markets become more volatile. Nobody plans to fail, but many people fail to plan.

[The importance of asking 'why'?](#) (1 Apr) - Financial literacy is predicated on asking the question, why? Why does this market keep moving higher, why is inflation fading so slowly, why are home prices high, given low affordability? This ethos dives into a couple of portfolio tilts and why we are positioned the way we are.

[Sign up here](#) if you do not already receive the Market Ethos directly to your inbox.

[The energy disconnect](#) (26 Aug) - Energy is one more important sector within the Canadian market. In this Ethos, we dive into providing context on the space and our thinking. At the time of writing we believed the share prices had become a bit disconnected with the commodity prices and decided to reduce exposure in our dividend strategies.

[Where to next?](#) (16 Sep) - With all those dollars that piled into cash vehicles and GICs, a potential tsunami of cash was now sitting on the sidelines. In this post we discuss our thinking as to where some of the cash may migrate as central banks reduce overnight rates, and how much of it may never be bound for markets.

[Don't count out the loonie](#) (15 Apr) - At the time, with the CAD trading at 72 ½ cents, we highlighted our overarching view that U.S. assets should not be hedged. The USD is often a safe haven asset, providing a good diversifier for Canadian portfolios. However that conviction was starting to wane given the weakness in CAD. Well, fast forward to today with CAD just below 70 cents, it is getting really cheap now.

Source: Charts are sourced to Bloomberg L.P., Purpose Investments Inc., and Richardson Wealth unless otherwise noted.

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*This report is authored by Craig Basinger, Chief Market Strategist at Purpose Investments Inc. Effective September 1, 2021, Craig Basinger has transitioned to Purpose Investments Inc.

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