

### **April Showers Bring May Flowers.**

Following several tough months for investors, stock markets around the globe posted gains during May, while interest rates ticked up modestly during the same period. We are pleased to report that Zuma Wealth clients participated in these returns. Investments in U.S. stock, international stock, and US corporate bond ETFs, as well as a gold ETF, all returned productive results in May. We remain confident in your client positioning, tailored for the unique needs, return goals and risk profile of every individual.

### **The Start of Summer.**

It's the unofficial start of the summer, and while that may mean you can expect higher temperatures, you'll need to know today's weather to best pack for a trip to the beach today. It's the same with investing: you need a sense for the possible outcomes of, say, trade policy, but it's today's environment that creates corporate profits.

We've recently observed a widening divergence between "soft" data (next week's weather report) and "hard" data (what the weather looks like right now out the window). Here's one example: Americans expect inflation to spike to 7% over the next year (soft data) yet the CPI inflation rate (hard data) has trended down for the past few years.

Since both soft and hard data are valuable, we will continue to evaluate and incorporate both to best position for managing risk and delivering returns.

7%

*"Soft" expectation for  
inflation over the  
next year.*

### **Thank you.**

We reiterate our shared goals of growing wealth and guarding the future. We do this by looking at risk and return both strategically and protectively. Strategically, through good offense, we combine different asset classes to create an allocation with great prospects for delivering the growth you seek while guarding against unnecessary risk. Protectively, through great defense, we incorporate data to flexibly respond to market information and to help guard against losses.



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