

July 2024

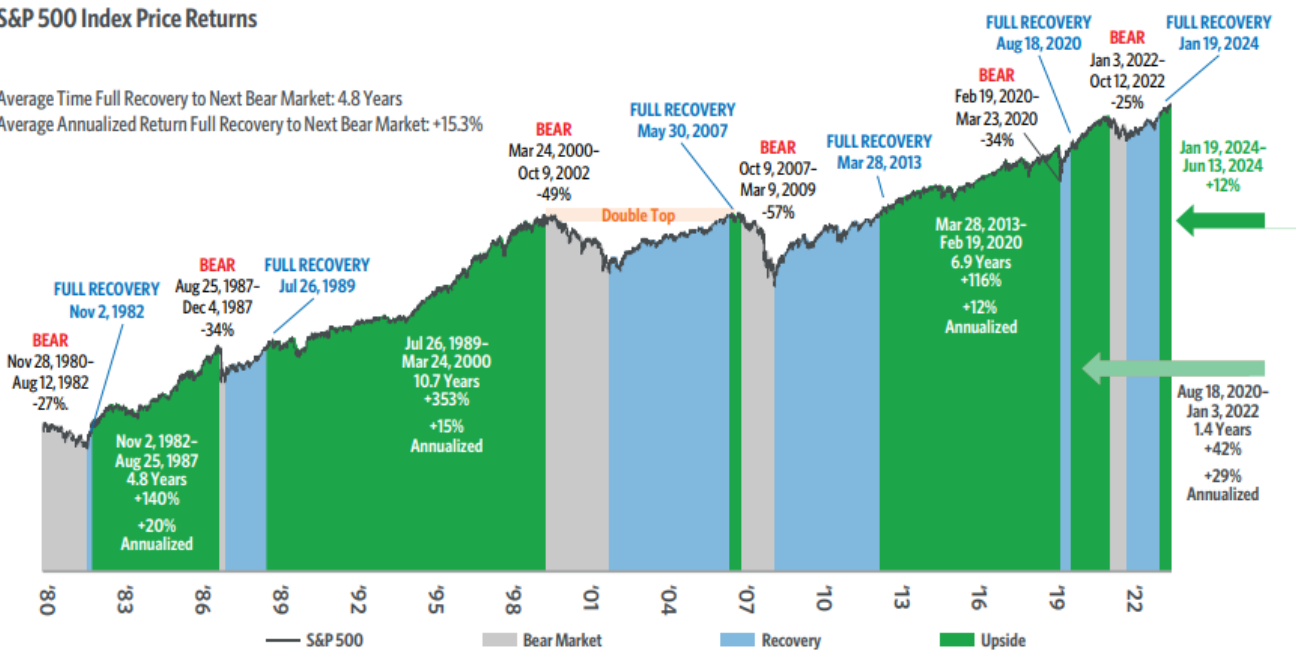
## Allocation and Update on Performance.

We are happy to report that Zuma Wealth portfolios continue to benefit from the year's positive market for U.S. stocks and the stability of Treasury bonds. Accounts are tilted toward participation in the global stock rally, including buffered ETFs designed to participate in market gains while providing guardrails against losses. Bonds are held in individual short-maturity Treasury securities delivering consistent returns over 5%. Allocations reflect the personal goals of each client. The second half of July and into the start of August has been characterized by a summer swoon. In any given year, a decline from a high to a low of 14% is *average*. Markets are still within that average for this year and we remain confident in the long-term targets for your current allocation, as shown in the chart.



### S&P 500 Index Price Returns

Average Time Full Recovery to Next Bear Market: 4.8 Years  
Average Annualized Return Full Recovery to Next Bear Market: +15.3%



**Gold medal investing.** As athletes from across the globe compete at the 2024 Olympic games in Paris, investors had their own set of hurdles to navigate. U.S. stocks posted small gains for July and 10-year Treasury rates dropped modestly. The most recent bear market reached its low point in October 2022 and fully recovered in January 2024. History suggests that when this occurs (bear market and then recovery in prices), stocks post above-average returns over multiyear time frames, as detailed in the chart. The door remains open at the Federal Reserve to cut short-term interest rates by the fourth quarter, or sooner, and continue to reduce rates in 2025. This can be good news for bonds (falling rates translate to higher bond prices), although this also means lower levels of safe income from short-term Treasuries.



*Terri Spath*

Terri Spath, CFA, CFP®  
Founder & Chief Investment Officer  
[Terri@ZumaWealth.com](mailto:Terri@ZumaWealth.com)



*Kevin D. Steele*

Kevin D. Steele, Ph.D  
Strategy Architect & Client  
Concierge  
[Kevin@ZumaWealth.com](mailto:Kevin@ZumaWealth.com)