

IT'S HOLIDAY TIME!

Third quarter earnings season was just what the doctor ordered to get the market out of its September doldrums. October started out strong and ended as the highest returning month since November 2020. Earnings results remained robust as over 80% of reports have exceeded analyst expectations. Commentary from many companies was filled with concerns

about the difficult supply chains and enduring inflationary pressure. The Federal Reserve maintained their

commentary about not raising interest rates while officially announcing the slow start of their asset purchasing program. The market seemed to shrug off any bad news as it continued to climb to new

records after a strong October. At

this point, it seems that very little can stand in the market's way between now and the end of the year.

Holiday season is fast approaching, and no obstacle is seemingly large enough to stop it from happening. After last year's bleak and lonely holidays, everyone seems extremely focused on making sure they don't get cancelled again. Moods are elevated and people feel good about the sense of normalcy returning to their lives. After more than a year of loneliness, anxiety, and uncertainty, what better way to celebrate life than an over-the-top holiday season? It's the reprieve and familiarity so many people are desperately craving. Personally, my calendar has not been this full of events in a very long time. Even with shattered supply chains and inflation, consumers are determined to find the gifts, food, flights, and other accommodations necessary to celebrate in a big way. With this backdrop, many companies have been relentlessly advertising for the holidays since the day Halloween ended. This should bode well for the market through the end of the year as active consumers should continue to boost their spending and the economy.



MARGAUX FIORI

CEO, Fiori Financial Group,
Financial Advisor, RJFS
205 SE 20th St, Fort
Lauderdale, FL 33316
954-763-2600

Securities offered through Raymond James Financial Services, Inc., member FINRA/SIPC. Investment advisory services are offered through Raymond James Financial Services Advisors, Inc. Fiori Financial Group is not a registered broker/dealer and is independent of Raymond James Financial Services. Views expressed are not necessarily those of Raymond James and are subject to change without notice. Information provided is general in nature and is not a complete statement of all information necessary for making an investment decision. Past performance is not indicative of future results. There is no assurance these trends will continue or that forecasts mentioned will occur. Investing always involves risk and you may incur a profit or loss.