

## Keeler & Nadler: A Closer Look

Dear Friends of Keeler & Nadler,

Welcome to our winter issue of **Keeler & Nadler: A Closer Look**. We have plenty of exciting news to share with you. We'll also discuss how you should plan for all of the uncertainty facing us today.

Best Regards,

**Andrew P. Keeler, CFP®**

**Richard D. Nadler CFP®, CPA, MBA**



Photo by [Ana M.](#) from [Pexels](#)

## Heading into 2021: What Do We Do Now?

This year will certainly go down as one for the record books. COVID-19, social unrest and a volatile election have sent our emotions and the market on a rollercoaster ride. Stocks dropped nearly 35% in February and March before quickly rising over 58% in the following months to reach new highs again<sup>1</sup>. So, a question we have been hearing a lot today is: "What do we do now?"

There has been some positive news on vaccines, but it will take time for them to be produced and distributed once they are approved<sup>2</sup>. We saw one massive stimulus bill passed already this year, with another one likely to happen sometime soon. That has left many fearing rising inflation and taxes to pay the bill.

Even in "normal" times, markets are impossible to predict in the short term. The market does not care what it *should* or *should not* do next week or next month. It does not care what we think about the election or unemployment. That is why we think trying to base uncharacteristic investment moves over the next 3-6 months is not investing, it's speculating. Speculating is not a solid retirement strategy. We do not want to be speculators - we are investors. Investing is for the long term. When we invest for the long term, we can overcome almost anything that is thrown our way, such as terrorist attacks, recessions, and many political battles we know will come. Not everyone's time horizons are long term, but even throughout retirement we need to keep a long-term perspective.

We are not fortune tellers, especially not this year, but here is what we do know:

It appears that we may end up with a Democratic president and a Republican-controlled Senate<sup>3</sup>. Historically, this has been the best scenario for the market. Many of the dramatic shifts in policy that many fear are unlikely to happen in a divided government. This, along with recent news of a vaccine are likely drivers of the market bounce since election day. If we can get through COVID-19 in the first half of next year, we may see a strong increase in consumer spending and continued improvement in employment.

Should we anticipate market volatility in the next 6 months or so? Absolutely. But it's not a reason to deviate from our long-term plan(s). Now, more than ever, we need to remain disciplined and diversified. Let's not be speculators. Let's be investors.

<sup>1</sup>JPMorgan Guide to the Markets - Nov. 9, 2020 (<https://am.jpmorgan.com/us/en/asset-management/gim/adv/insights/guide-to-the-markets/viewer>)

<sup>2</sup>Blackrock Weekly Commentary - Nov. 16, 2020 (<https://www.blackrock.com/corporate/literature/market-commentary/weekly-investment-commentary-en-us-20201116-vaccine-2021-outlook-debate.pdf>)

<sup>3</sup>Capital Group Market Insights - Nov. 11, 2020 (<https://www.capitalgroup.com/ria/insights/articles/us-election-results-policy-priorities.html>)

## Abby and Matt Rose Welcome their First Child!!



On September 9<sup>th</sup>, Abby and Matt Rose welcomed the beautiful Avery Francis into the world!

Both Abby and Avery are doing great and Avery has even started to sleep for extended lengths of time!

Please join us in congratulating these new parents.

## T.J. Burkett, CFP® Joins the K&N Team!



We are excited to announce a new Keeler & Nadler team member, T.J. Burkett. T.J. joins us with prior experience in the financial planning industry and will be leading our client operations.

T.J. recently passed the CFP® exam this fall. T.J.'s professionalism and organizational skills are a welcome addition to an already wonderful team!

T.J. lives in Worthington with his wife, Maria; son, James; daughter, Cecilia, and Labrador Retriever/Great Dane mix named Fergus O'Mara.



## Notes

### Stay Connected

Join Keeler & Nadler on Facebook! In addition to investment news, we will keep you updated on the activities within our office, our community involvement and the accomplishments of our staff.



[facebook.com/KeelerNadler](https://facebook.com/KeelerNadler)

### Holiday Schedule

**Thanksgiving – November 26<sup>th</sup> (office and market closed)**  
(Office closed on the 25<sup>th</sup> and 27<sup>th</sup>, but will be reachable by phone)

**Christmas – December 25<sup>th</sup> (office and market closed)**  
(Office closed on the 24<sup>th</sup> and 26<sup>th</sup>, but will be reachable by phone)

**New Year's – January 1<sup>st</sup> (office and market closed)**  
(Office closed at 1pm on the 31<sup>st</sup>, but will be reachable by phone)