

The Shop is On

The equity markets continued their post-election gains, turning November into the best month of the year. For the week, the S&P 500 was +1.1%, the Dow Jones Industrials +1.4%, and the NASDAQ +0.8%. The Consumer Discretionary, Health Care, and Real Estate sectors led the market, while the Energy, Technology, and Materials sectors lagged. The 10-year U.S. Treasury note yield decreased to 4.193% at Friday’s close versus 4.418% the previous week.

With a Federal Reserve policy meeting scheduled for December 18th, this Friday’s Employment Situation Report for November could impact investors’ outlook for what the Fed may do. Current expectations are for 200,000 new jobs created in November and the unemployment rate to inch up to 4.2% from 4.1% in October. Current CME Fed funds futures show a 65% probability of a 0.25% reduction in the Fed funds rate at the meeting to a 4.25% to 4.50% target range. The Fed should also issue an updated Summary of Economic Projections at the meeting, providing a road map for the first quarter of 2025. Fed funds futures for the first quarter currently show an additional 0.25% reduction in interest rates.

We are nearly complete with the third quarter earnings reporting period. Reports continues this week with 11 companies in the S&P 500 Index scheduled to release results. Third quarter earnings growth is currently forecast at 5.8% year-over-year with revenue growth of 5.6%. Full-year 2024 earnings for the S&P 500 Index are expected to grow by 9.4% with revenue growth of 5.0%.

In our *Dissecting Headlines* section, we look at current holiday shopping trends.

Financial Market Update

	<u>Weekly Return</u>	<u>YTD Return</u>		<u>Weekly Return</u>	<u>YTD Return</u>
S&P 500 Index	1.1%	28.1%	Aggregate Bond Index	1.3%	3.3%
Dow Jones Industrial Average	1.4%	21.2%	U.S. Dollar Index	-1.7%	4.3%
NASDAQ 100	0.8%	25.3%	WTI Crude Oil	-4.5%	-5.1%
Russell 2000 (Small Cap Index)	1.2%	21.6%	Gold	-2.2%	28.3%
International Stocks (MSCI ex-US)	1.0%	8.2%	Real Estate (US REIT Index)	1.7%	17.1%

Sources: S&P Global, FactSet

Dissecting Headlines: Holiday Shopping

Early reads on Black Friday shopping indicate consumer spending remains robust. Based on data from Mastercard SpendingPulse, U.S. retail sales, excluding automotive, were +3.4% on Black Friday compared to 2023. The spending growth was led by online retail sales which grew 14.6% versus in-store sales which grew a more modest 0.7%.

This is consistent with the National Retail Federation’s (NRF) holiday spending forecast. NRF expects spending in November and December should grow 2.5% to 3.5% year-over-year to the \$979.5 to \$989.0 billion range. The NRF’s measurement period is November 1st to December 31st, but 45% of shoppers surveyed say they start their holiday shopping before November to spread out their budget, avoid last minute shopping and avoid crowds, and pursuing early promotions.

Online shopping continues to outpace overall shopping with an 8% to 9% increase forecast for this year to a range of \$295.1 to \$297.9 billion. Online shopping has become the preferred destination with 57% of shoppers saying they plan to purchase something online this year.

Gift cards are the most popular item purchased across all retail categories with 53% of shoppers planning to purchase them. Other top categories include clothing and accessories at 49%, books and media at 28%, and personal care and beauty items at 25%.

The period between Thanksgiving and Christmas is shorter this year with only 26 days versus 31 days last year. Even with an early start in October, 62% of shoppers expect to still be buying gifts in December.

The NovaPoint Team



Joseph Sroka, CFA, CMT / Chief Investment Officer / jsroka@novapointgroup.com

Joe has over 20 years of experience in the investment management industry. Prior to founding NovaPoint, he was a portfolio manager at Spectrum Advisory Services and GMT Capital in Atlanta, and Epoch Investment Partners in New York. He has also worked as an equity research analyst at Merrill Lynch and ABN Amro. Before beginning his investment career, Joe was an Infantry officer in the U.S. Army. Joe holds a BS from the U.S. Military Academy at West Point and an MBA from the University of Chicago. He is both a Chartered Financial Analyst (CFA) and a Chartered Market Technician (CMT).



Alan J. Conner / President and Chief Compliance Officer / aconner@novapointgroup.com

Alan has over 20 years of experience in the investment management industry. Prior to founding NovaPoint, he was a fixed income manager at both Spectrum Advisory Services and a private family office. Alan was also with the Bank Group division of Countrywide Capital Markets where he developed balance sheet strategies for depository institutions. He holds a BS in Banking and an MBA in Finance from Nova Southeastern University. Alan is an endurance athlete and three-time IRONMAN finisher.



Frederick Wright, CFA / Managing Director & Portfolio Manager / fwright@novapointgroup.com

Frederick has over 30 years of experience in the investment management industry. Prior to joining NovaPoint, Frederick was a Partner and Investment Advisor at Brightworth where he advised high net worth investors. Frederick began his investment career in 1991 at Balentine & Co where he rose to Partner. He also co-founded and served as Chief Investment Officer at Wright Investment Management and at Smith & Howard Wealth Management. Prior to beginning his investment career, Frederick served as an Engineer officer in the U.S. Army. He holds a BS from the U.S. Military Academy at West Point and an MBA from Emory University. Frederick is a Chartered Financial Analyst (CFA).



Larry Dixon, EA / Tax Managing Partner / ldixon@novapointgroup.com

Larry leads NovaPoint's accounting, tax and outsourced CFO business. He built his previous company, Atlas Solutions, as a solo entrepreneur before merging into NovaPoint CFO. Larry began his career as a Field Artillery officer in the United States Army. Larry earned his Bachelor of Science degree from the U.S. Military Academy at West Point, where he was a four-year letterman on the football team. Larry is a certified Enrolled Agent, recognized by the U.S. Department of the Treasury to represent taxpayers before the Internal Revenue Service.

NovaPoint Capital LLC (referred to herein as "NovaPoint" or "the Company") is registered with the SEC as an investment adviser, but registration does not imply any certain level of skill or training. The information contained in this document has not been filed with, reviewed by or approved by any regulatory or self-regulatory authority.

Not an offer of advisory services or securities: This document is limited to the dissemination of general information about the services provided by the Company and is provided for informational purposes only. This document is intended for residents of the United States only and the information contained herein does not constitute and should not be construed as an offering of advisory services or an offer to sell or solicitation to buy any securities or other financial instruments in any jurisdiction in which such offer or solicitation, purchase or sale would be unlawful under the securities, or other applicable laws of such jurisdiction. Nothing contained in this document constitutes tax, legal or investment advice. Responses to any inquiry which may involve the rendering of personalized investment advice for compensation or effecting or attempting to effect transactions in securities will not be made absent compliance with state broker-dealer, investment adviser, broker-dealer agent or investment adviser representative registration requirements, or applicable exemptions or exclusions from such requirements.

Investment risk: The Company makes no representation, and it should not be assumed, that past investment performance is any indication of future results. Moreover, wherever there is the potential for profit there also is the possibility of loss. Certain of the Company's strategies may involve investments that are illiquid, are subject to a substantial risk of loss and are not suitable for certain investors.

Limitation of liability: While the Company uses reasonable efforts to include accurate and up-to-date information in this document, errors or omissions sometimes occur. The Company makes no warranties or representations as to the accuracy of this document. Opinions expressed herein are subject to change without notice. Under no circumstances shall the Company or any party involved in creating, producing, or delivering this document be liable for any direct, incidental, consequential, indirect, or punitive damages that result from the use of the information contained in this document, even if the Company's authorized representative has been advised of the possibility of such damages. Applicable law may not allow the limitation or exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to you.

Trademarks and copyrights: All trademarks, service marks, trade names, logos, and icons are proprietary to the Company. Nothing contained in this document should be construed as granting, by implication, estoppel, or otherwise, any license or right to use any trademark displayed in this document without the prior written permission of the Company or such third party that may own the trademarks displayed in this document. Your use of the trademarks displayed in this document, or any other content in this document, except as provided herein, is strictly prohibited.