

As we reach the midpoint of 2026, one lesson from the first half of the year stands out: the headlines and the markets told two very different stories.

The conflict in Iran sent oil prices surging, which we all felt at the gas pump. Consumer sentiment fell to historic lows. Markets dropped nearly 10%, and recession fears resurfaced. AI dominated the conversation, with some proclaiming it the next productivity revolution while others warned it was a bubble waiting to burst. On most days, there was no shortage of reasons to worry.

And yet, many patient investors were rewarded. Despite the uncertainty, the stock market is positive for the year, driven largely by stronger-than-expected corporate earnings. The stock market didn't wait for the headlines to improve. It climbed right through the worry.

The Bigger Picture

That may be the most important lesson from the first half of the year: the experience of following the news was far more stressful than the experience of being a long-term investor.

We've seen this pattern before: pandemic warnings, "economic hurricane" predictions, recession forecasts that never arrived. Each year the headline is different, but the emotional pull is the same. Investors who react hastily may end up abandoning a sound investment strategy at exactly the wrong moment.

Looking Forward

The second half of the year will likely bring new headlines and new uncertainties, especially with election season around the corner. But notice what uncertainty failed to do during the first half of the year. It didn't derail corporate earnings. It didn't prevent businesses from adapting. And it didn't stop the stock market from rewarding many patient investors.

Uncertainty isn't unusual. It's permanent. Your financial plan and investment strategy were never built around certainty. They were crafted to account for uncertainty in mind.

Thank you for the confidence you've placed in us. We will continue monitoring the issues that matter, keeping you informed, and assisting you in staying focused on the long-term goals that drive your financial plan—not the distractions that often dominate the daily news.



... WHERE ARE YOU RIGHT NOW?

BEHAVIOR | GAP

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Forbes America's Best-in-State Wealth Advisors 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
Forbes America's Next Generation Wealth Advisors 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
Five Star Wealth Manager 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

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2018, 2019, 2020, 2021, 2022, 2023 Forbes Best-In-State Wealth Advisors

Source: Forbes.com (Awarded 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025). Data compiled by SHOOK Research LLC based 12-month time-period concluding in June of year prior to the issuance of the award. [Awards Disclosures](#)

2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025 Forbes America's Top Next-Gen Wealth Advisors & Top Next-Gen Wealth Advisors Best-in-State (formerly referred to as Forbes America's Top Next-Gen Wealth Advisors, Forbes Top 1,000 Next-Gen Wealth Advisors, Forbes Top 500 Next Generation Wealth Advisors)

Source: Forbes.com (Awarded 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025). Data compiled by SHOOK Research LLC based on 12-month period concluding in Mar of the year the award was issued. [Awards Disclosures](#)

2015-2023 Five Star Wealth Manager Award

Source: fivestarpromotional.com (Awarded 2015-2025) These awards were determined through an evaluation process conducted by Five Star Professional, based on objective criteria, during the following periods:

2015 Award - 11/30/14 - 05/18/15
2016 Award - 11/30/15 - 05/18/16
2017 Award - 09/26/16 - 04/28/17
2018 Award - 10/24/17 - 05/21/18
2019 Award - 10/22/18 - 05/03/19
2020 Award - 10/27/19 - 04/24/20
2021 Award - 11/30/20 - 06/25/21
2022 Award - 12/31/21 - 06/10/22
2023 Award - 11/14/22 - 05/31/23
2024 Award - 10/10/23 - 04/30/24
2025 Award - 10/09/24 - 05/01/25

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