

Something unusual is happening in the market right now.

Stock prices are sitting near all-time highs. Companies are growing and the overall trend has been strong.

But at the same time, investor sentiment is very negative.

One of the most widely followed sentiment surveys from the American Association of Individual Investors shows that individual investors are feeling more bearish than usual. Optimism is low even though prices are high.

That is not something we see very often.

Why This Stands Out

Most of the time, when the market is doing well, people feel good about it. Confidence builds as prices rise.

Right now we are seeing the opposite.

The market has been strong, but many investors are still cautious and uncertain. That gap between what the market is doing and how people feel about it is what makes this moment so interesting.

What This Could Mean

Even though it may feel uncomfortable, this kind of setup has often been a positive sign.

Markets tend to run into trouble when everyone already feels confident. When that happens, most investors are already fully invested and there is less new money coming in to push prices higher.

But when sentiment is low, it usually means there are still a lot of investors sitting on the sidelines. There is hesitation. There is cash that has not been put to work yet.

That can create room for the market to continue moving higher if conditions stay stable and confidence slowly returns.

The Market and the Wall of Worry

There is an old saying that markets climb a wall of worry.

In other words, markets often move higher when people feel uneasy, not when everything feels perfect.

What we are seeing now fits that idea. Even though many investors feel cautious, the market has continued to move forward.

That does not guarantee anything, but it is generally a healthier environment than one driven by excitement and speculation.

What We Are Paying Attention To

We are watching how sentiment changes from here, along with earnings, interest rates, and the overall economy.

If confidence starts to improve slowly, that could support the market. If optimism suddenly spikes and everyone becomes overly confident, that is usually when risks begin to build.

The Bottom Line

This is not a typical market environment.

Strong market performance combined with weak sentiment is rare. But historically, it has often been a constructive setup.

Even though the mood may feel negative, the underlying picture may be more positive than it seems.

As always, our focus is on staying disciplined and making thoughtful long term decisions rather than reacting to short term emotions.



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Source:

<https://www.businessinsider.com/stock-market-outlook-oil-prices-buy-bofa-survey-bearish-sentiment-2026-4>

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Forbes America's Best-in-State Wealth Advisors 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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