

The upcoming Memorial Day holiday is a time to remember and reflect. It gives us a moment to step back, gain perspective, and appreciate what matters most.

That idea applies to investing more than it may seem.

Right now, there's no shortage of concerns. Ongoing conflict in the Middle East, rising oil prices tied to tensions with Iran, lingering inflation, and constant debate about where markets go next. Add in the growing noise around AI and the future of jobs, and it's easy to feel uncertain.

When information comes at us this fast, it can feel like action is required.

Remembering and Perspective

This is where remembering becomes valuable.

Markets have always faced uncertainty. Different headlines, same pattern. Periods of stress come and go, and markets have historically moved through them.

It also helps to remember our own behavior. Most investors don't struggle when markets are calm. They struggle when uncertainty rises and emotions take over. That's when decisions shift from disciplined to reactive.

We've seen it before. Investors hold on during early declines, then grow impatient. Eventually, many sell when it feels hardest to stay invested, often near market lows.

That's not a lack of knowledge. It's a lack of perspective.

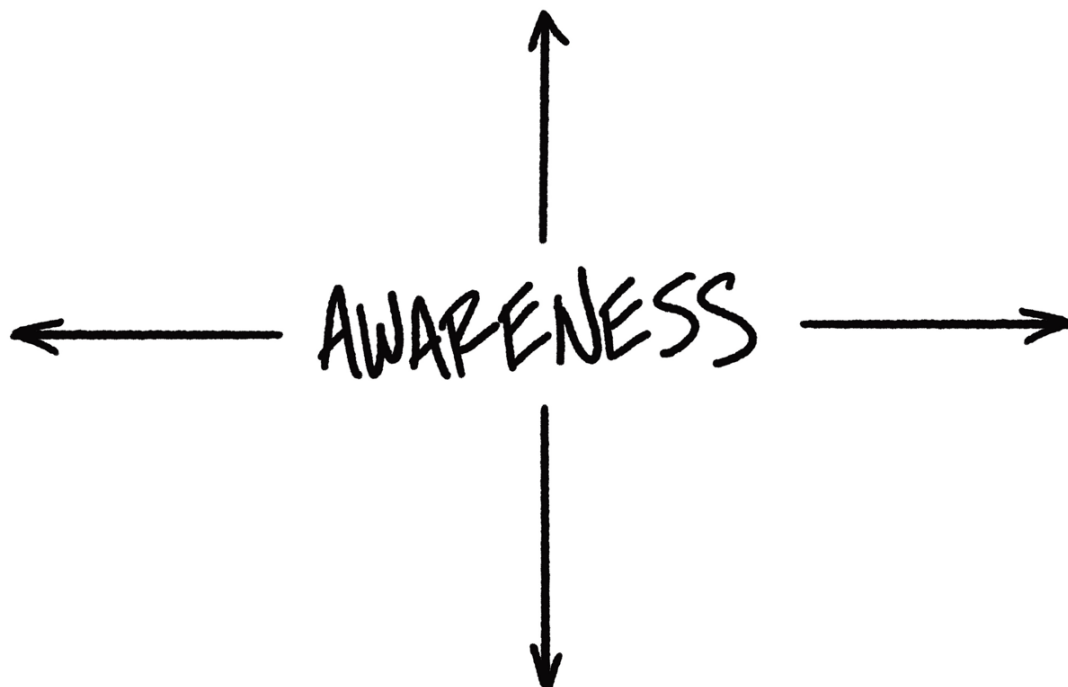
So what's worth remembering right now?

Markets have historically rewarded patience, not reaction. Short-term uncertainty is normal, even when it feels unique. And your plan was built for periods like this.

It can also help to think back five or ten years. The headlines then felt just as concerning. Yet markets moved forward.

That's the power of remembering.

Memorial Day reminds us to pause and reflect. In investing, doing the same can help us stay grounded, make better decisions, and remain focused on the plan, not the moment.



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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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