

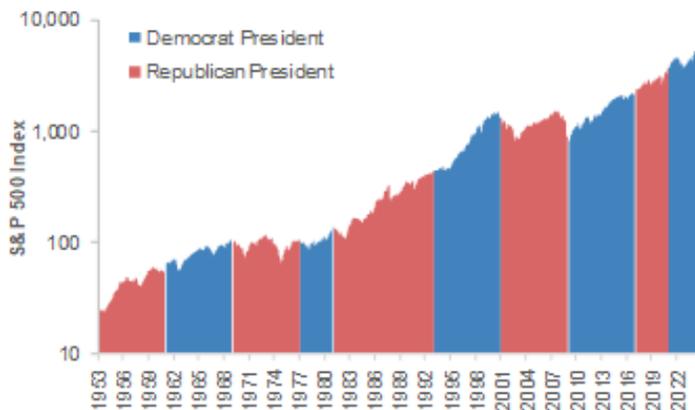
## Investing Based on Politics Can Be a Bad Idea for Your Retirement Portfolio

As the 2024 presidential election approaches, Americans are preparing to vote in what polls forecast to be a tight race. Like many investors, you may wonder how the election outcome could affect financial markets and whether you should change your investment strategy. While elected leaders can influence economic growth by enacting laws and regulations, data suggests that who occupies the White House has little to no impact on investment performance. Fundamental factors like corporate earnings growth and valuations impact the stock market far more than political headlines. Politicians make many promises during election years, but these often go unfulfilled because of the government’s system of checks and balances. Moreover, the economic outcomes of policies are less predictable than officials think, with the economy more influenced by factors like job growth, interest rates, and inflation.

The charts below illustrate the financial impact of allowing political beliefs to influence investment decisions. The chart on the left graphs the S&P 500 Index starting with Dwight Eisenhower’s presidency in 1953 and is color-coded by political party. The graph on the right compares the investment performance of portfolio decisions made based on political affiliation. If an investor only invested in the stock market when a Republican was President, \$10,000 would have grown into \$83k today, excluding dividends. Investing only when a Democrat was President would have returned \$254k. While the gap may seem wide, if an investor ignored the president’s political party and remained invested, the \$10,000 would have grown to over \$2.1 million.

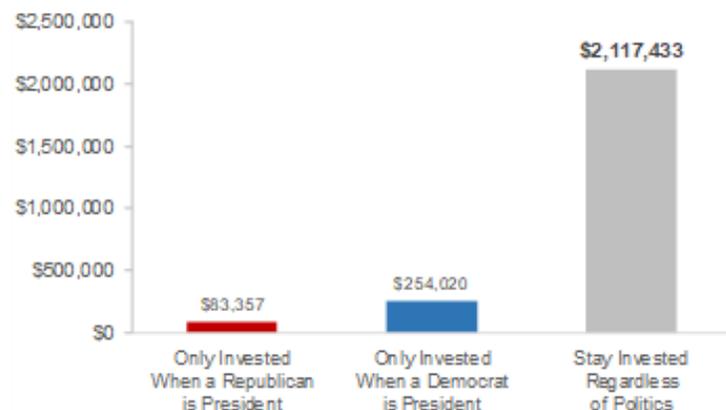
Political views can stir strong emotions but making investment choices based on those feelings can lead to poor portfolio decisions. Instead, it’s better to focus on time-tested investment principles and avoid letting politics influence your long-term strategy. The U.S. economy’s success, growth, and resiliency don’t change with each new election, and neither should your investment strategy. **It’s best to express political opinions at the ballot box, not in your portfolio.**

FIGURE 1 - Growth of the S&P 500 Shaded by Political Party



Source: Standard & Poor’s, WhiteHouse.gov. This figure is presented in a logarithmic scale for ease of viewing 80 years of data. Past performance does not guarantee future results. Data from January 1st, 1953 to September 13th, 2024.

FIGURE 2 - Growth of \$10,000 Invested in S&P 500 Since 1953



Source: Standard & Poor’s, WhiteHouse.gov. Based on S&P 500 price returns. Assumes an investor only invests in the S&P 500 when a Republican or Democrat President is in the White House. Past performance does not guarantee future results. Data from January 1st, 1953 to September 13th, 2024.

# CONTACT US



**PUREfi Wealth LLC**  
10 Post Office Square, Suite 710  
Boston, MA 02109



**617-488-9320**



**contact@purefiwealth.com**



**www.purefiwealth.com**



## About PUREfi Wealth

Headquartered in Boston, PUREfi Wealth is an independent wealth advisory boutique. The firm is deeply committed to providing comprehensive, multi-generational advice, wealth planning, and investment management to individuals, families, and their associated entities, and operating under a fiercely independent and objective fiduciary standard through a state-of-the-art open architecture investment and technology platform.

PUREfi Wealth, LLC ("PUREfi") is a registered investment adviser with the Securities and Exchange Commission. Any reference to the terms "registered investment adviser" or "registered" does not imply that PUREfi or any person associated with PUREfi has achieved a certain level of skill or training. A copy of PUREfi's current written disclosure statement discussing our advisory services and fees is available for your review upon request. The information provided is for informational purposes only and advisers should determine for themselves whether a particular service or product is suitable for their clients' investment needs. The information contained herein should not be construed as an attempt to sell or solicit any products or services of PUREfi or any investment strategy, nor should it be construed as legal, accounting, tax or other professional advice. This material is proprietary and may not be reproduced, transferred, modified or distributed in any form without prior written permission from PUREfi. PUREfi reserves the right, at any time and without notice, to amend, or cease publication of the information contained herein. Certain information contained herein has been obtained from third-party sources and has not been independently verified. It is made available on an "as is" basis without warranty. Any strategies or investment programs described in this presentation are provided for educational purposes only and are not necessarily indicative of securities offered for sale or private placement offerings available to any investor. The views expressed in the referenced materials are subject to change based on market and other conditions. This document contains certain statements that may be deemed forward-looking statements. Please note that any such statements are not guarantees of any future performance; actual results or developments may differ materially from those projected. Any projections, market outlooks, or estimates are based upon certain assumptions and should not be construed as indicative of actual events that will occur. Historical performance results for investment indices and/or product benchmarks have been provided for general comparison purposes only, and do not include the charges that might be incurred in an actual portfolio, such as transaction and/or custodial charges, investment management fees, or the impact of taxes, the incurrance of which would have the effect of decreasing historical performance results.