



# Will That Move the Market?

ERIK FORD, FORTITUDE CAPITAL MANAGEMENT



A few days ago while listening to a morning business channel the commentator asked the “market expert”, while discussing some upcoming data point or economic indicator, if the data would “move the market”. The market moves all day, every day, for incalculable reasons, real or imagined.

The “market” is generally considered to be measured by one or several of the major indices. Because of how they are constructed, they can show very different movements over the same period whether or not there is “market moving” news or not. The Dow Jones Industrial Average is weighted by stock price and only includes 30 companies. Three companies account for 24% of the index. Most of the components may be having positive days, but a large decline in a couple of the larger constituents may put the index in a tailspin, sending a very different message.

The S&P 500 on the other hand is weighted by market capitalization (shares outstanding multiplied by share price) and includes 500 companies. While much more broadly based, the S&P 500 is still concentrated with several very large capitalization companies. As of the end of September, the largest 10 companies in the index made up 40% of the index. So, while less influenced by only a few names, the S&P 500 can still be misleading as a broader indicator of “the market” based on the movement of the largest components.

Now back to market moving information. As investors, we are more interested in what happens over time. The herd reaction to news or data releases, especially if it is unexpected, can grab our attention and may even cause concern. However, these bumps in the road smooth out with time and reacting to an unemployment report, inflation number, Fed announcement, etc., may be detrimental to you long-term performance.

It is important to keep in mind that the “market experts” who are rolled out to provide their expert insights need to fill broadcast time, create interest and establish their supposed credibility. That is all well and good, but we just need to keep that all in context. Something to remember the next time “market moving” news is released.

Erik Ford is the owner of Ford Wealth Management LLC in Glen Ellyn, IL. He is a CFP® certificate holder, an Accredited Investment Fiduciary®, and a CDFIA® professional. Erik Ford and Ford Wealth Management do not offer legal advice. Registered Representative, Securities offered through Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Investment Advisor Representative Cambridge Investment Research Advisors, Inc., A Registered Investment Advisor, Cambridge and Ford Wealth Management are not affiliated. Cambridge does not offer legal advice.

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**Fortitude Capital Management**

**Erik C. Ford, CFP®, AIF®, CDEFA®**  
Advisor/Partner

800 Roosevelt Road | Building B, Suite 413  
Glen Ellyn, IL 60137  
fortitutedcapitalmgmt.com  
Office 630.545.2800 | Mobile 312.804.9464  
erik@fortitutedcapitalmgmt.com

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# REAL ESTATE RESOURCE

This is your neighborhood Real Estate Resource page. This information can be useful when trying to compare property values or for just keeping a pulse on the real estate market in our area. For questions regarding the properties listed, or about real estate in general, consult a real estate professional.

The information contained herein has been obtained through sources deemed reliable by Neighborhood Networks Publishing, Inc., but cannot be guaranteed for its accuracy. Any information of special interest should be obtained through independent verification. Dates: Sept 1st through Sept 30th. Supplied by Cindy Purdom-Team Purdom and Co/ RE/MAX Suburban

Address	List Price	Sale Price	DOM	Beds	Baths	SqFt	Style
2N345 Pearl Ave	\$499,900	\$499,900	11	4	2.1	1,998	1 Story
378 Hillside Ave	\$495,000	\$535,000	8	3	2	1,500	1.5 Story
2N477 Bernice Ave	\$575,000	\$560,000	33	4	3.1	2,245	Split Level
120 S Park Blvd	\$575,000	\$570,000	16	3	3	2,100	1 Story
23W223 Blackcherry Ln	\$575,000	\$575,000	3	3	2.1	1,972	1 Story
593 Prairie Ave	\$515,000	\$580,000	4	4	2	1,876	2 Story
21W705 Glen Valley Dr	\$619,900	\$629,000	4	4	2.1	1,945	3 Story
22W305 Mccarron Rd	\$675,000	\$640,000	10	4	3	3,269	2 Story
548 Stafford Ln	\$649,000	\$665,000	5	4	2.1	3,419	2 Story
2S566 Thaddeus Cir	\$650,000	\$675,000	3	4	2.2	2,293	2 Story
619 Glen Park Rd	\$699,900	\$815,000	5	4	2.1	2,641	2 Story
20 Muirwood Dr	\$775,000	\$830,000	4	4	2	3,469	2 Story
500 Lowell Ave	\$859,900	\$865,000	11	4	2.1	2,992	2 Story
33 Sunset Ave	\$995,000	\$1,035,000	8	4	4.1	4,865	2 Story
23W190 Red Oak Dr	\$1,050,000	\$1,052,625	39	5	3.2	3,837	2 Story
253 N Kenilworth Ave	\$1,000,000	\$1,275,000	4	4	3.1	2,988	2 Story
261 Woodstock Ave	\$1,275,000	\$1,315,000	3	4	2.1	3,018	2 Story
175 Braeburn Ct	\$1,350,000	\$1,460,000	7	5	4.1	3,884	2 Story
425 Greenfield Ave	\$1,475,000	\$1,600,000	5	5	3.1	3,401	2 Story
708 Highview Ave	\$1,829,000	\$1,900,000	7	4	3.2	6,194	2 Story

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