# "It's Your Money"

# **Equity and Fixed Income Investing**

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# What Are We Covering Today?

- Basics of cash, fixed income (bonds), and equities (stocks)
- Investment considerations for each of these asset types
- Putting them together (asset allocation) thoughts

(Wish us luck!)

# Cash, Bond, Stock Basics

These asset types are very different

### What is "cash"?

- It's basically money
- Safe, often protected, investments that may pay some interest
- Typically, available (liquid) to be used at any time

# Cash Examples

- Checking account
- Savings account
- Money market account
- Short-term CDs (Certificates of Deposit)
- US T-Bills (mature in one year or less)

### **Benefits of Cash**

- Safety
  - Stable \$1.00 price
  - Often have FDIC protection (up to limits)
- Availability ("liquidity")
  - Can access when needed without worry about losing principal
- Higher yield than keeping under your mattress
  - Averaging inflation rate (over long periods)
  - Long-term returns have averaged 3% to 4%

# What is "fixed income" (bonds)?

- It's a LOAN
- You're giving money to someone for some period of time hoping to be paid back and receive more than you started
- Most commonly you are loaning money and receiving interest until your principal is returned

# Fixed Income Examples

- Longer term CDs
- US Treasuries (bonds and notes)
- Municipal ("muni") bonds
- Corporate bonds
- Mortgage-backed bonds
- International bonds

### Benefits of Fixed Income

- Dependable income
  - Periodic payments
    - Most are semi-annual
    - Can be monthly, annually, none ("zero coupon")
  - Higher yield than cash and inflation
    - Averaging 1.5% to 2% above inflation rate
    - Long-term returns have averaged 4.5% to 5%
- Complement to other investments
  - Provides downside protection
  - Typically acts counter-cyclically to stocks

# What are "equities" (stocks)?

- Stocks are not horses, roulette numbers, or EKG charts
- Equities represent a partial ownership in a business
  - Publicly traded equities are available for purchase on various stock exchanges (around 4,000 businesses are "public," over 20 million are privately owned)
- Shareholders share in the profits of these businesses – often through current or future dividends

# **Equity Types**

- Large-cap US stocks (\$10 billion +)
  - Examples: Tesla, J&J, Amazon
- Small-cap US stocks (under \$2 billion)
  - Examples: Avis, Tenet Healthcare, Macy's
- Developed international stocks
  - Country examples: Japan, UK, Switzerland
- Emerging market stocks
  - Country examples: China, India, South Korea

# **Equity Styles**

- Growth stocks (in-favor companies expected to grow faster than the stock markets)
  - Examples: Apple, Microsoft, Amazon, Tesla, Google

- Value stocks (out-of-favor companies with attractive pricing)
  - Examples: JP Morgan Chase, Berkshire Hathaway, J&J, Exxon Mobil

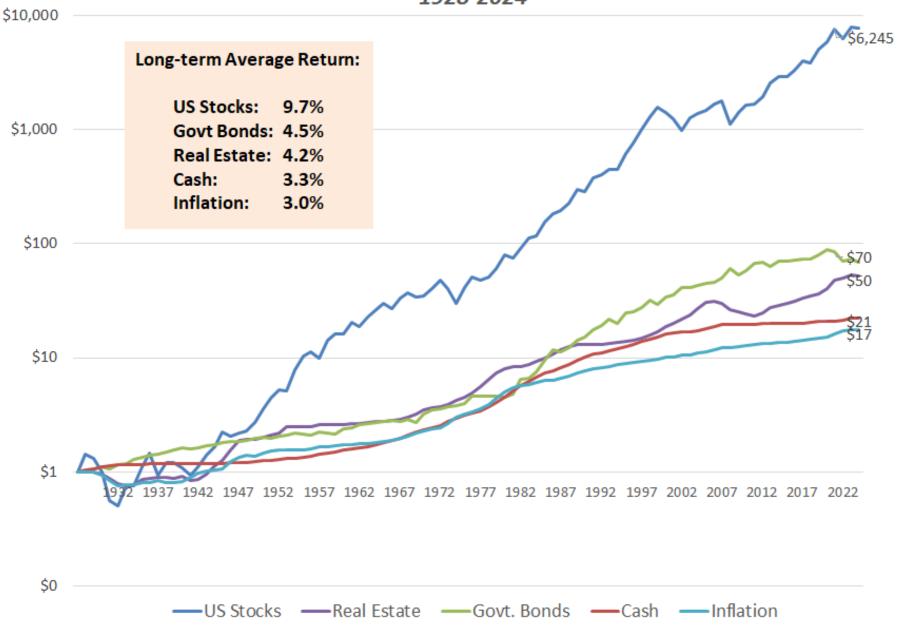
## Benefits of Equities

- Long-term growth
  - Averaged 6% to 7% above inflation rate
  - Long-term returns have averaged 9% to 10%
- Inflation protection
  - Equities are one of the best assets to own when inflation is rising (over the longer term)
- Can be tax-efficient
  - Long-term gains taxed at lower rates, keep more of what you make

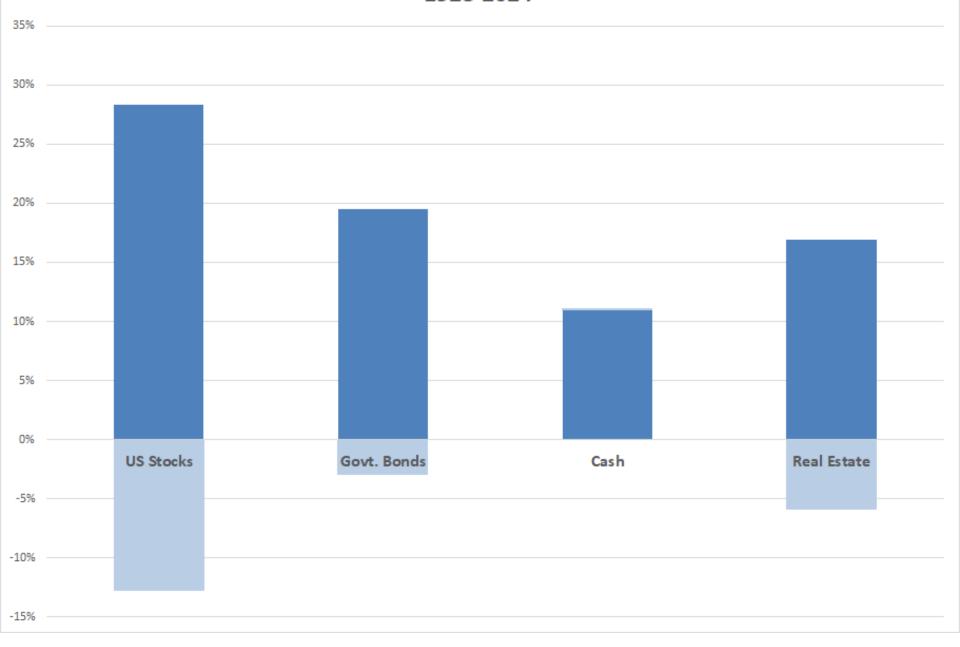
# Comparing cash, bonds, and stocks

There is no reward without risk

#### Performance of Stocks, Bonds, Cash, Real Estate, Inflation 1928-2024



#### Range of 5-Year Investment Returns 1928-2024

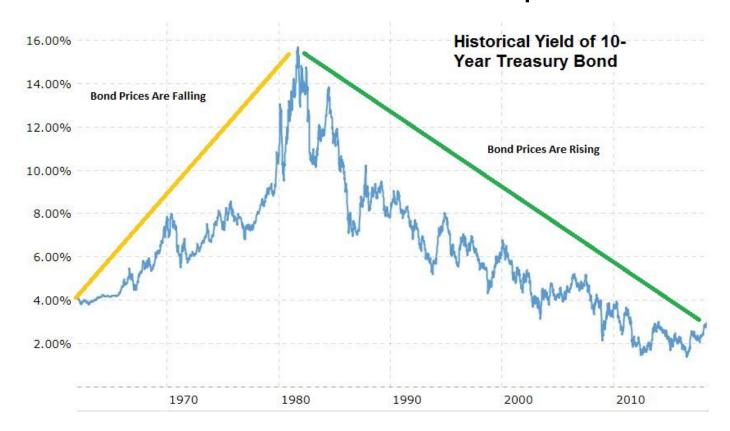


# Fixed Income Investing

Three things to know

# Interest Rates and Price Move In Opposite Directions

- When interest rates rise, bond prices fall
- When interest rates fall, bond prices rise

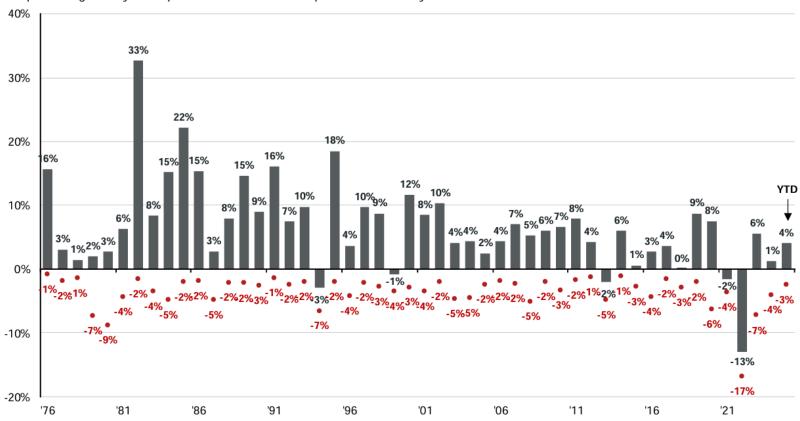


# Bonds Are Steady (Except in 2022)

#### Bloomberg U.S. Agg. annual returns and intra-year declines

#### Bloomberg U.S. Aggregate intra-year declines vs. calendar year returns

Despite average intra-year drops of 3.5%, annual returns positive in 44 of 49 years



Source: Bloomberg, FactSet, J.P. Morgan Asset Management.
Returns are based on total return. Intra-year drops refers to the largest market drops from a peak to a trough during the year. For illustrative purposes only. Returns shown are calendar year returns from 1976 to 2024, over which time period the average annual return was 6.5%. Returns from 1976 to 1989 are calculated on a monthly basis; daily data are used afterward.

Guide to the Markets – U.S. Data are as of June 30, 2025.



# Longer Term Means More Risk

|                 | Yie        | eld        | Return  |                  |
|-----------------|------------|------------|---------|------------------|
| U.S. Treasuries | 12/31/2022 | 12/31/2021 | 2022    | Avg.<br>Maturity |
| 2-Year          | 4.41%      | 0.73%      | -4.11%  | 2 years          |
| 5-Year          | 3.99%      | 1.26%      | -9.74%  | 5                |
| TIPS            | 1.58%      | -1.04%     | -11.85% | 10               |
| 10-Year         | 3.88%      | 1.52%      | -16.33% | 10               |
| 30-Year         | 3.97%      | 1.90%      | -33.29% | 30               |
| U.S. Aggregate  | 4.68%      | 1.75%      | -13.01% | 8.4              |

## Be Wary of Bond "Alternatives"

 Investors have moved to bond alternatives, but these often add substantial risk to an investment portfolio

| Asset Class                   | 2008 Return |  |  |  |  |  |
|-------------------------------|-------------|--|--|--|--|--|
| Total Bond Market             | +5%         |  |  |  |  |  |
| Dividend Paying Stocks        | -23%        |  |  |  |  |  |
| High Yield Bonds              | -26%        |  |  |  |  |  |
| Master Limited Partnerships   | -37%        |  |  |  |  |  |
| Real Estate Investment Trusts | -38%        |  |  |  |  |  |
| Commodities                   | -48%        |  |  |  |  |  |

# **Equity Investing**

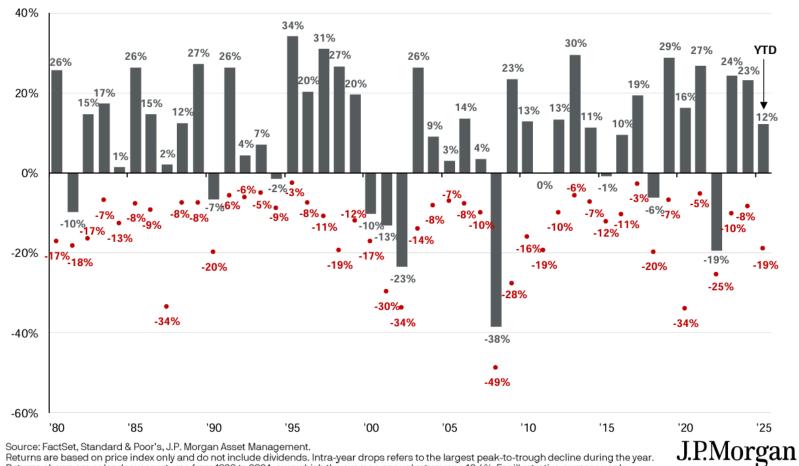
Five things to know

# Stock Prices Fall Frequently

#### Annual returns and intra-year declines

#### S&P 500 intra-year declines vs. calendar year returns

Despite average intra-year drops of 14.1%, annual returns were positive in 34 of 45 years



ASSET MANAGEMENT

Source: FactSet, Standard & Poor's, J.P. Morgan Asset Management. Returns are based on price index only and do not include dividends. Intra-year drops refers to the largest peak-to-trough decline during the year. Returns shown are calendar year returns from 1980 to 2024, over which the average annual return was 10.6%. For illustrative purposes only. Guide to the Markets - U.S. Data are as of September 18, 2025.

### Don't Follow Your Gut

#### Consumer confidence and the stock market

#### Consumer Sentiment Index and subsequent 12-month S&P 500 returns



Source: FactSet, Standard & Poor's, University of Michigan, J.P. Morgan Asset Management.

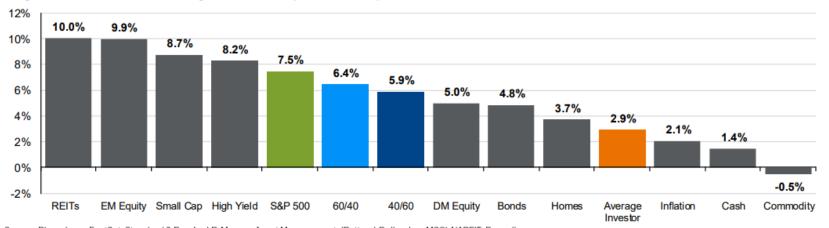
Peak is defined as the highest index value before a series of lower lows, while a trough is defined as the lowest index value before a series of higher highs. Subsequent 12-month S&P 500 returns are price returns only starting from the end of the month and excluding dividends. Past performance is not a reliable indicator of current and future results.

Guide to the Markets – U.S. Data are as of September 18, 2025.



# Don't Jump In/Out of the Markets

#### 20-year annualized returns by asset class (2001 - 2020)



Source Bloomberg, FactSet, Standard & Poor's, J.P. Morgan Asset Management; (Bottom) Dalbar Inc, MSCI, NAREIT, Russell. Indices used are as follows: REITs: NAREIT Equity REIT Index, Small Cap: Russell 2000, EM Equity: MSCI EM, DM Equity: MSCI EAFE, Commodity: Bloomberg Commodity Index, High Yield: Bloomberg Global HY Index, Bonds: Bloomberg U.S. Aggregate Index, Homes: median sale price of existing single-family homes, Cash: Bloomberg 1-3m Treasury, Inflation: CPI. 60/40: A balanced portfolio with 60% invested in S&P 500 Index and 40% invested in high-quality U.S. fixed income, represented by the Bloomberg U.S. Aggregate Index. The portfolio is rebalanced annually. Average asset allocation investor return is based on an analysis by Dalbar Inc., which utilizes the net of aggregate mutual fund sales, redemptions and exchanges each month as a measure of investor behavior.

Guide to the Markets – U.S. Data are as of March 31, 2022.

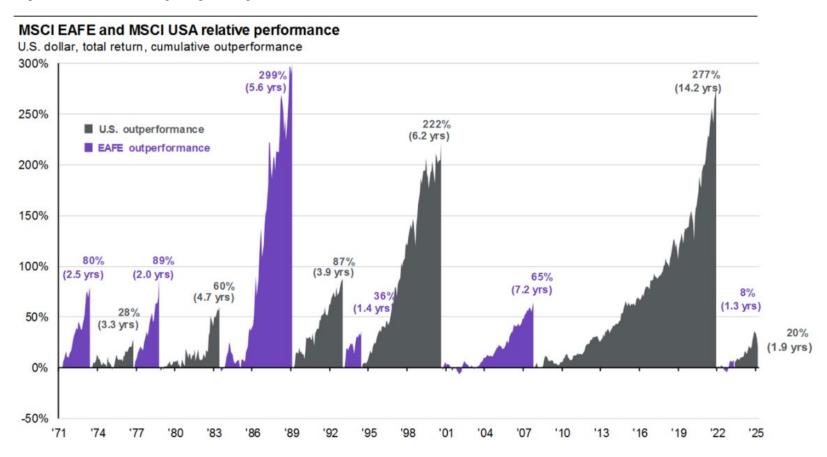
J.P.Morgan

- Investors lose more than half of their performance by moving their assets around
- "The Market Timing Hall of Fame is an empty room" Jane Bryant Quinn

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# International Stocks May Start To Lead Once Again

#### Cycles of U.S. equity outperformance



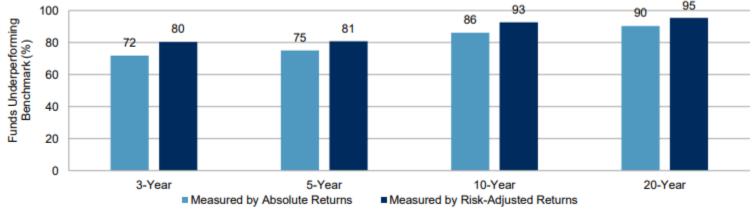
Source: FactSet, MSCI, J.P. Morgan Asset Management.

Regime change determined when cumulative outperformance peaks and is not reached again in the subsequent 12-month period. \*Peak MSCI EAFE outperformance vs. MSCI USA occurred in April 2023. If this is sustained for 12 months, the regime will switch in April 2024.

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## Don't Pick Stocks, Most Professionals Underperform Index Funds

Exhibit 2: Percentage of All Domestic Equity Funds Underperforming the S&P Composite 1500 on an Absolute and Risk-Adjusted Basis

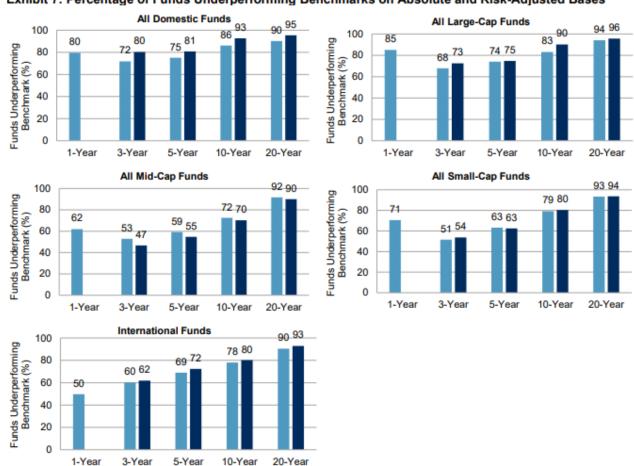


Source: S&P Dow Jones Indices LLC. Data as of Dec. 31, 2021. Past performance is no guarantee of future results. Chart is provided for illustrative purposes.

- More than 90% of professional stock pickers have underperformed basic index funds over 10 and 20year periods
- These numbers are even worse when taxes are considered

# Stock Pickers Underperform Across All Equity Types

Exhibit 7: Percentage of Funds Underperforming Benchmarks on Absolute and Risk-Adjusted Bases



Source: S&P Dow Jones Indices LLC. Data as of Dec. 31, 2021. Past performance is no guarantee of future results. Charts are provided for illustrative purposes.

RESEARCH | SPIVA 9

# Putting It All Together

The magic is in the mix; know yours

#### Asset class returns

| 2010-           | -2024         |                 |                         |                 |                 |                |                |                 |                 |                 |                 |                 |              |                 |                 |                          |                 |
|-----------------|---------------|-----------------|-------------------------|-----------------|-----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|-----------------|-----------------|--------------------------|-----------------|
| Ann.            | Vol.          | 2010            | 2011                    | 2012            | 2013            | 2014           | 2015           | 2016            | 2017            | 2018            | 2019            | 2020            | 2021         | 2022            | 2023            | 2024                     | YTD             |
| Large           | Small         | REITs           | REITs                   | REITs           | Small           | REITs          | RETs           | Small           | EM              | Cash            | Large           | Small           | REITs        | Comdty.         | Large           | Large                    | EM              |
| Cap<br>13.9%    | Cap<br>20.6%  | 27.9%           | 8.3%                    | 19.7%           | Cap<br>38.8%    | 28.0%          | 2.8%           | Cap<br>21.3%    | Equity<br>37.8% | 1.8%            | Cap<br>31.5%    | Cap<br>20.0%    | 41.3%        | 16.1%           | Cap<br>26.3%    | Cap<br>25.0%             | Equity 28.1%    |
| Small           | EM            | Small           | Fixed                   | High            | Large           | Large          | Large          | High            | DM              | Fixed           | 31.370          | EM              | Large        |                 | DM              | Small                    | DM              |
| Cap             | Equity        | Cap             | Income                  | Yield           | Cap             | Cap            | Cap            | Yield           | Equity          | Income          | REITs           | Equity          | Cap          | Cash            | Equity          | Сар                      | Equity          |
| 10.3%           | 17.9%         | 26.9%           | 7.8%                    | 19.6%           | 32.4%           | 13.7%          | 1.4%           | 14.3%           | 25.6%           | 0.0%            | 28.7%           | 18.7%           | 28.7%        | 1.5%            | 18.9%           | 11.5%                    | 25.1%           |
| REITs           | REITs         | EM              | High                    | EM              | DM              | Fixed          | Fixed          | Large           | Large           | REITs           | Small           | Large           | Comdty.      | High            | Small           | Asset                    | Large           |
| 9.4%            | 16.8%         | Equity<br>19.2% | Yield<br>3.1%           | Equity<br>18.6% | Equity<br>23.3% | Income<br>6.0% | Income<br>0.5% | Cap<br>12.0%    | Cap<br>21.8%    | -4.0%           | Cap<br>25.5%    | Cap<br>18.4%    | 27.1%        | Yield<br>-12.7% | Cap<br>16.9%    | Alj <b>⊕</b> c.<br>10.0% | Cap<br>13.8%    |
| Asset           | DM            | 19.270          |                         | DM              | Asset           | Asset          | 0.5%           | 12.076          | Small           | High            | 25.5%<br>DM     | Asset           | Small        | Fixed           | Asset           | High                     | Asset           |
| Alloc.          | Equity        | Comdty.         | Large<br>Cap            | Equity          | Allec.          | Allec.         | Cash           | Comdty.         | Cap             | Yield           | Equity          | Alfoç.          | Cap          | Income          | AJAC.           | Yield                    | Alloc.          |
| 7.2%            | 16.5%         | 16.8%           | 2.1%                    | 17.9%           | 14.9%           | 5.2%           | 0.0%           | 11.8%           | 14.6%           | -4.1%           | 22.7%           | 10.6%           | 14.8%        | -13.0%          | 14.1%           | 9.2%                     | 12.6%           |
| High            | Comdty.       | Large           | Cash                    | Small           | High            | Small          | DM             | EM              | Asset           | Large           | Asset           | DM              | Asset        | Asset           | High            | EM                       | Small           |
| Yield           |               | Cap             |                         | Cap             | Yield           | Cap            | Equity         | Equity          | Allec.          | Cap             | All c.          | Equity          | Allec.       | —Al⊌c.          | Yield           | Equity                   | Cap             |
| 5.9%            | 16.1%         | 15.1%           | 0.1%                    | 16.3%           | 7.3%            | 4.9%           | -0.4%          | 11.6%           | 14.6%           | -4.4%           | 19.5%           | 8.3%            | 13.5%        | -13.9%          | 14.0%           | 8.1%                     | 11.7%           |
| DM<br>Equity    | Large<br>Cap  | High<br>Yield   | Asset<br>AJ <b>®</b> ç. | Large<br>Cap    | REITs           | Cash           | Asset<br>Alac. | REITs           | High<br>Yield   | Asset<br>Alloc. | EM<br>Equity    | Fixed<br>Income | DM<br>Equity | DM<br>Equity    | REITs           | Comdty.                  | High<br>Yield   |
| 5.7%            | 15.1%         | 14.8%           | -0.7%                   | 16.0%           | 2.9%            | 0.0%           | -2.0%          | 8.6%            | 10.4%           | -5.8%           | 18.9%           | 7.5%            | 11.8%        | -14.0%          | 11.4%           | 5.4%                     | 9.6%            |
| EM              | Asset         | Asset           | Small                   | Asset           | Cash            | High           | High           | Asset           | REITs           | Small           | High            | High            | High         | Large           | EM              | Cash                     | Comdty.         |
| Equity          | Alloc.        | Allec.          | Сар                     | Alloc.          |                 | Yield          | Yield          | Ali€c.          |                 | Сар             | Yield           | Yield           | Yield        | Сар             | Equity          |                          |                 |
| 3.4%            | 10.4%         | 13.3%           | -4.2%                   | 12.2%           | 0.0%            | 0.0%           | -2.7%          | 8.3%            | 8.7%            | -11.0%          | 12.6%           | 7.0%            | 1.0%         | -18.1%          | 10.3%           | 5.3%                     | 7.9%            |
| Fixed<br>Income | High<br>Yield | DM<br>Equity    | DM<br>Equity            | Fixed<br>Income | Fixed<br>Income | EM<br>Equity   | Small<br>Cap   | Fixed<br>Income | Fixed<br>Income | Comdty.         | Fixed<br>Income | Cash            | Cash         | EM<br>Equity    | Fixed<br>Income | RETs                     | Fixed<br>Income |
| 2.4%            | 9.4%          | 8.2%            | -11.7%                  | 4.2%            | -2.0%           | -1.8%          | -4.4%          | 2.6%            | 3.5%            | -11.2%          | 8.7%            | 0.5%            | 0.0%         | -19.7%          | 5.5%            | 4.9%                     | 6.2%            |
| Cash            | Fixed         | Fixed           | Comdty.                 | Cash            | EM              | DM             | EM             | DM              | Comdty.         | DM              | Comdty.         | Comdty.         | Fixed        | Small           | Cash            | DM                       | REITs           |
|                 | Income        | Income          |                         |                 | Equity          | Equity         | Equity         | Equity          | Ť               | Equity          | _               |                 | Income       | Сар             |                 | Equity                   |                 |
| 1.2%            | 4.7%          | 6.5%            | -13.3%                  | 0.1%            | -2.3%           | -4.5%          | -14.6%         | 1.5%            | 1.7%            | -13.4%          | 7.7%            | -3.1%           | -1.5%        | -20.4%          | 5.1%            | 4.3%                     | 3.6%            |
| Comdty.         | Cash          | Cash            | EM<br>Equity            | Comdty.         | Comdty.         | Comdty.        | Comdty.        | Cash            | Cash            | EM<br>Equity    | Cash            | REITs           | EM<br>Equity | REITs           | Comdty.         | Fixed<br>Income          | Cash            |
| -1.0%           | 0.9%          | 0.1%            | -18.2%                  | -1.1%           | -9.5%           | -17.0%         | -24.7%         | 0.3%            | 0.8%            | -14.2%          | 2.2%            | -5.1%           | -2.2%        | -24.9%          | -7.9%           | 1.3%                     | 3.1%            |

Source: Bloomberg, FactSet, MSCI, NAREIT, Russell, Standard & Poor's, J.P. Morgan Asset Management.

Large Cap: S&P 500, Small Cap: Russell 2000, EM Equity: MSCI EME, DM Equity: MSCI EAFE, Comdty: Bloomberg Commodity Index, High Yield: Bloomberg Global HY Index, Fixed Income: Bloomberg U.S. Aggregate, REITs: NAREIT Equity REIT Index, Cash: Bloomberg 1-3m Treasury. The "Asset Allocation" portfolio is for illustrative purposes only and assumes annual rebalancing with the following weights: 25% in the S&P 500, 10% in the Russell 2000, 15% in the MSCI EAFE, 5% in the MSCI EME, 25% in the Bloomberg U.S. Aggregate, 5% in the Bloomberg 1-3m Treasury, 5% in the Bloomberg Global High Yield Index, 5% in the Bloomberg Commodity Index, and 5% in the NAREIT Equity REIT Index. Annualized (Ann.) return and volatility (Vol.) represents the period from 12/31/2009 to 12/31/2004. Please see the disclosure page at the end for index definitions. All data represent total return for stated period. Past performance is not indicative of future returns.

Guide to the Markets - U.S. Data are as of September 18, 2025.



# Choosing Your Stock/Bond Mix

#### 20% stocks / 80% bonds



### Historical Risk/Return (1926-2020)

Average annual return: **7.2%**Best year (1982): **40.7%**Worst year (1931): **-10.1%**Years with a loss: **16 of 95** 

#### 60% stocks / 40% bonds



### Historical Risk/Return (1926-2020)

Average annual return: 9.1% Best year (1982): 36.7% Worst year (1931): -26.6% Years with a loss: 22 of 95

#### 40% stocks / 60% bonds



### Historical Risk/Return (1926-2020)

Average annual return: **8.2%** Best year (1982): **35.9%** Worst year (1931): **-18.4%** Years with a loss: **19 of 95** 

#### 80% stocks / 20% bonds



### Historical Risk/Return (1926-2020)

Average annual return: 9.8%
Best year (1982): 45.4%
Worst year (1931): -34.9%
Years with a loss: 24 of 95

# Questions?

I know you have some