

Stocks defied the skeptics in a very unpredictable 2023. The Dow Jones finished at an all-time record high on December 28, and the S&P 500 came within a whisker of a fresh all-time high after the index rallied more than 20% for the year.

It wasn't only stock investors who had plenty to cheer about. Bond portfolios, which struggled mightily along with stocks in 2022, staged a furious late-year rally. Bloomberg's broad bond market benchmark returned a solid 5.5% for the year after being negative year to date as late as October.

Last year was especially gratifying given the pessimism at the outset. It also offers some important lessons for investors:

- Don't always follow the herd. They're right at times, but wrong more often than you think. As recently as May 2023, Wall Street strategists forecasted 4,017 for the S&P 500 at year end—about 19% too low. Stocks rise about three times as often as they fall, so be wary of bearish herds.
- Consider cycles and trends. Stocks rarely fall two years in a row. Year three of the four-year presidential cycle (e.g., 2023) has been the best over time. Bear markets tend to recover losses in under a year in the absence of recession (the last bear ended in October 2022). Historical cycle averages point to mid-to-high single-digit gains for stocks in 2024.
- Don't bet against the U.S. consumer. Every economic cycle is different, but the post-pandemic recovery distorted the economy such that traditional economic indicators misled many economists. One takeaway here is stimulus matters—for example, low interest rates, stimulus checks, student loan forgiveness, and even infrastructure spending. Another takeaway is that consumers with jobs will spend. The unemployment rate remains near 50-year lows.
- Focus on the long term. This unusual economic cycle made it extremely difficult to predict where stocks were going, reminding us that "time in the market" is a better mantra than "timing the market." Waiting it out through the down periods, even through wars, a banking crisis, and widespread calls for recession, is the best approach for nearly all investors.

These are all great lessons to tuck away as we turn to 2024. The year may not bring quite as much joy to your portfolio, but with inflation down, unemployment low, corporate fundamentals in good shape, and the Federal Reserve poised to cut interest rates, the ingredients for another profitable year are in place.

We wish you a joyful and prosperous 2024. As always, please reach out to us with questions.



Happy New Year! Is one of your New Year's resolutions to work on your finances? Whether you are working on getting out of debt, contributing to your retirement plan, maxing out your Roth IRA, setting up accounts for your kids or grandchildren or finally getting around to getting life insurance, we want to help!

If you're planning on contributing to a retirement plan in 2024, you are now able to. Get a head start on your savings goal for 2024 by starting early! Remember: this investment can contribute to a wise financial strategy. If you have questions or concerns about your plan for your retirement accounts, please give us a call at 507-535-3542.



### New Retirement Contribution Limits for 2024

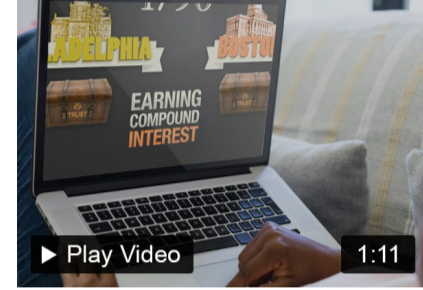
A look at the new, record-high retirement contribution limits from the IRS.

[Learn More](#)

### The Cost of Procrastination

Procrastination can be costly. When you get a late start, it may be difficult to make up for lost time.

[Learn More](#)



### The Power of Compound Interest

Learn how to harness the power of compound interest for your investments.

[Learn More](#)

**Just a quick reminder, you still have time to contribute to your Roth IRA's and IRA's for 2023.**

**The deadline is Tax Day, Monday, April 15th 2024.**

## A New Year Brings New Opportunities

We just want to say "THANK YOU!" to those who are most important to us. It is in the spirit of the new year that we extend a thank you to you; our valued clients and friends who are the very heart and soul of Prinvest Advisors. We are driven by our ongoing commitment to provide you with the products, experiences and services that earn your trust.

A new year brings new opportunities and new possibilities. Sharing with you our hopes and wishes for a happy new year in 2024.

We recognize that you juggle many priorities, both personal and professional, and strive to make a difference in the lives of those around you. You inspire us to do the same for you. As always, if you have any friends, family, neighbors or coworkers that would benefit from a **FREE/NO OBLIGATION** consultation with us, please feel free to share our information.

Looking back on this past year, we see just how lucky we are to have people like you. On behalf of all of us at Prinvest Advisors, we wish you and yours much health, happiness & success in the coming year. We look forward to talking to you soon!

[CONTACT US](#)

## What's New on the Blog?

Check out some of our most recent [blog](#) posts we thought would be beneficial to you. As always, we try to keep you up to date with financial news and topics.

- [Understanding Extended Care](#)
- [IRS Releases 2024 Tax Brackets, Retirement Contribution Limits](#)
- [Disability & Your Finances](#)
- [Immediate vs. Deferred Annuities](#)
- [What if Your Kid Decides Against College?](#)



If you like to stay up to date on what is happening in the markets, we have added a new section to our website! Each Monday, we post a timely update for you on [Weekly Market Insights](#).

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We are always looking for more clients like you, and your testimonial will help us showcase our [services](#) to others who may benefit from them. If you have a few minutes to spare, please feel free to share your thoughts. We greatly appreciate any feedback you can provide.

### Important Information

*This material is for general information only and is not intended to provide specific advice or recommendations for any individual. There is no assurance that the views or strategies discussed are suitable for all investors or will yield positive outcomes.*

*Investing involves risks including possible loss of principal. Any economic forecasts set forth may not develop as predicted and are subject to change.*

*References to markets, asset classes, and sectors are generally regarding the corresponding market index. Indexes are unmanaged statistical composites and cannot be invested into directly. Index performance is not indicative of the performance of any investment and do not reflect fees, expenses, or sales charges. All performance referenced is historical and is no guarantee of future results.*

*All data is provided as of January 2, 2024.*

*Any company names noted herein are for educational purposes only and not an indication of trading intent or a solicitation of their products or services. LPL Financial doesn't provide research on individual equities.*

*All index data from FactSet.*

*The Standard & Poor's 500 Index (S&P500) is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries.*

*This Research material was prepared by LPL Financial, LLC. All information is believed to be from reliable sources; however LPL Financial makes no representation as to its completeness or accuracy.*

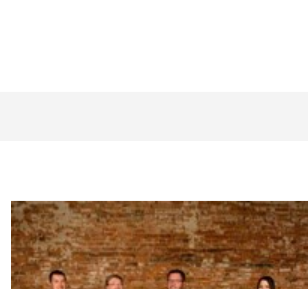
*Bonds are subject to market and interest rate risk if sold prior to maturity. Bond values will decline as interest rates rise and bonds are subject to availability and change in price.*

*There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk.*

*Past performance does not guarantee future results.*

*Asset allocation does not ensure a profit or protect against a loss.*

*For a list of descriptions of the indexes and economic terms referenced, please visit our website at [lplresearch.com/definitions](http://lplresearch.com/definitions).*



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