

Football Is Back

America is “ready for football,” while financial professionals are ready for volatility.

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Football is back, which means Summer is coming to a close, days will get shorter, and sweaters will soon be in play.

This year, there was no pre-season, so professional football started in September, which coincidentally, is a perennial month for stock market volatility.¹

Football follows Major League Baseball, the National Basketball Association, and the National Hockey League, in which each organization started seasons (some abbreviated) in the past few months. Some colleges are playing fall sports, while others have postponed a part of their seasons.

This year, September is helping its reputation as a volatile month. After closing at a record high on September 2, the Standard & Poor’s 500 stock index fell sharply over the next three sessions. Concerns about COVID-19, Congress taking its time with further economic stimulus, and the upcoming elections seemed to unnerve investors.^{1,2,3}

Most pro football stadiums are open to players and staff, but fans can expect to watch the games at home for much of the season. While games won’t be held inside a “bubble,” as with the NBA and NHL, NFL teams have changed travel and lodging protocols to distance or isolate players as much as possible, up to hiring two planes for each traveling team.⁴

The point is that you have to be aware of what’s happening and make informed decisions.

So while your financial professional might not have any tips for your fantasy football team, they may be able to provide some guidance about how to stay focused on investment goals despite some short-term volatility.

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The S&P 500 Composite Index is an unmanaged group of securities considered to be representative of the stock market in general. Past performance does not guarantee future results. Individuals cannot invest directly in an index.

Citations.

1. CNBC.com, August 31, 2020
2. The Wall Street Journal, September 3, 2020
3. The Wall Street Journal, September 8, 2020
4. Philadelphia Inquirer, September 9, 2020