

FROM THE CAPITAL

Smile.

When was the last time you smiled? Not a smirk. Not a grin. A full blown, toothy, uncontrollable smile until your cheeks hurt?

Life gets hard. Pandemics, elections, and social tensions don't help. But we are 3/4 of the way through one of the most challenging years in many of our lives. That alone is worth smiling about!

Did you know there is a chemical reaction in the brain when you smile that releases endorphins (the feel good hormones) when you smile? Just the activation of the muscles in your face that causes you to lift the corners of your mouth and squint your eyes a bit has a positive impact on the actual composition of your brain. Pretty cool, huh?

Whatever you are grateful for this fall, take notice and smile for a moment or two. Do this everyday, especially if you don't feel like smiling. If you cannot find anything to smile about, give us a call, we have plenty of jokes and pictures of cute babies!

We only have three months left in 2020, with the holiday season upcoming, we have to choose how we will look at our world. We can dwell on the negative and allow it to hinder our outlook and attitude, or we can take notice of all that we have to be grateful for and smile. For some, this could be something large and obvious like a promotion or new house, or it could be something as mundane and "small" as the breath in our lungs or the beating of our hearts.



Election 2020

In what is certain to be an interesting and important presidential election, we want to make sure to remind all of our CFG Family to get out and vote for the people and causes that you believe in. Be sure to visit your state's Secretary of State website to check your registration status and understand the voting process for this year's election.

Election day is November 3rd but ballots could be due upwards of a week early in some states. Make sure to cast your ballot on time!



DENVER
RESCUE
MISSION

CFG Food Drive

This year has been one of extreme hardship and tumult for countless Americans. It is for exactly this reason that we are extra excited about our CFG Family supporting Denver Rescue Mission for their Thanksgiving Turkey Drive again. Just like in years past, for every meal donated by CFG Clients, our CFG Team will match with a turkey. But this year, we have upped our commitment to match up to 50 Turkeys! LET'S GIVE BIG!

Details at [CFGfinancialplanning.com/food-drive](https://www.cfgfinancialplanning.com/food-drive)

Raymond James is not associated with Denver Rescue Mission.

Value vs. Growth Investing

The investment landscape is constantly evolving. It does not look like it did 50 years ago, let alone 5 years ago. Data has never been more accessible, trading has never been easier, and the state of the economy is like nothing we have seen before.

Back in the day, there were two basic types of stocks, value stocks and growth stocks. Those were the two major categories and some investors hung their hat on fundamental research to determine the best in each category. This concept is a thing of the past.

Today, growth stocks can be value stocks and vice versa. When a value stock's value climbs rapidly and becomes "overpriced" but margins continue to improve and revenue continues to grow, is it really no longer a good value? What determines the tipping point between over and underpriced when price to earning ratios north of 40 are commonplace?

The truth is, with the universal accessibility to real time, low cost trading and the rapid rise of indexing and robo-platforms, some traditional methods or "rules of thumb" for investing must be updated with the times. As a result, we do not fall into the value or growth investing thought process. Instead, we seek to find **quality** above all else.

Quality comes in many forms and functions. Our goal at CFG is to target the highest quality investments available for allocation in client portfolios. If you would like more specifics around our investment philosophy, our CFG Market Update video is always a good resource or you can schedule a time to meet directly with Alex!