

Stocks notched a slight gain over the holiday week. A tech-driven rally in the first half of the week was clawed back in the second half as investors took profits following the market holiday.

The Standard & Poor's 500 Index advanced 0.67 percent, while the Nasdaq Composite Index rose 0.76 percent. The Dow Jones Industrial Average added 0.35 percent. The MSCI EAFE Index, which tracks developed overseas stock markets, rose 1.54 percent. 1,2

Ho-Ho, Then No-Go

Stocks rallied during the first half of a shortened holiday trading week.

Holiday cheer won out despite news of declining consumer confidence in December, a drop in durable goods, and new home sales reporting below expectations.^{3,4} The "Santa rally" lost its ho-ho-go after the midweek holiday. Megacap technology stocks led markets down on Friday, giving back most of the

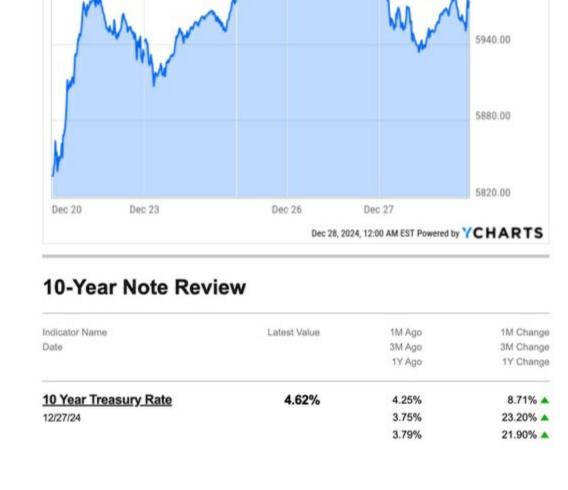
gains from the first half of the week.^{4,5}

MARKET Insights

Dow Jones Industrial -3.25% 17.10% 17.55% Average

5.09% **MSCI EAFE** -1.09% 3.91% 28.96% **Nasdaq Composite** 4.47% 34.32% 33.78% 130.8% S&P 500 0.38% 28.31% 28.21% 101.7% S&P 500 Daily Close S&P 500 (*SPX) Level

6000.00



Source: YCharts.com, December 28, 2024. Weekly performance is measured from Friday, December 20, to Friday, December 27. TR = total return for the index, which

includes any dividends as well as any other cash distributions during the

period. Treasury note yield is expressed in basis points.

While Santa got the headlines, the consumer drove the holiday shopping sleigh this year. Holiday spending—defined by the period from November 1 through December 24—rose 3.8 percent in 2024, compared with 3.1 percent in 2023. Economists closely follow consumer activity since consumer

spending makes up roughly two-thirds of total gross domestic product. Market watchers attributed the strong job market and growth in household

wealth as the primary drivers of consumer strength.⁶

This Week: Key Economic Data

Sheet. 30-Year Treasury Bond Announcement.

Monday: Pending Home Sales. 3-Month Treasury Bill Auction.

Officials Thomas Barkin and Mary Daly speak. Source: Investors Business Daily - Econoday economic calendar; December 27, 2024

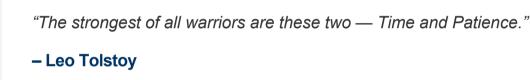
The Econoday economic calendar lists upcoming U.S. economic data releases

(including key economic indicators), Federal Reserve policy meetings, and speaking engagements of Federal Reserve officials. The content is developed from sources believed to be providing accurate information. The forecasts or forward-looking

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FOOD FOR THOUGHT

TAX TIP

is a hobby or business:

hobby?

Tip adapted from IRS⁷

Factor?

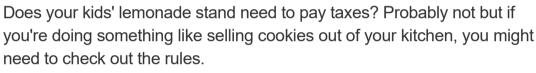
water.

years.

question?

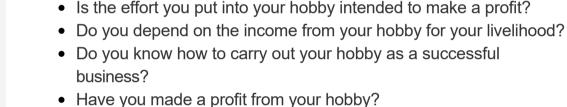
Delicate Arch

cover their bodies completely.



Here are some things to consider when determining whether your activity

Do you maintain complete and accurate books and records for your



If you receive income from your hobby with no intention of making a

This information is not a substitute for individualized tax advice. Please

discuss your specific tax issues with a qualified tax professional.

Is your hobby carried out in a businesslike manner?

We all know that protecting your skin from the sun is important, but did you know that not all sunscreens are made equal? Dermatologists have some specific recommendations when it comes to your Sunburn Protection Factor (SPF). Here are some tips:

How Well Do You Know Your Sunburn Protection

Tip adapted from American Academy of Dermatology⁸

Apply your sunscreen 15 minutes before going outdoors.

Answer: Carpet.

and office buildings, yet it never moves. What could it be?

PHOTO OF THE WEEK

Arches National Park, Utah, USA **Footnotes and Sources** 1. The Wall Street Journal, December 27, 2024

DSA Financial Group, Inc. President http://www.dsafinancialgroup.com

The Dow Jones Industrial Average is an unmanaged index that is generally considered representative of large-capitalization companies on the U.S. stock market. Nasdag Composite is an index of the common stocks and similar securities listed on the NASDAQ stock market and is considered a broad indicator of the performance of technology and growth companies. The MSCI EAFE Index was created by Morgan Stanley Capital International (MSCI) and serves as a benchmark of the performance of major international equity markets, as represented by 21 major MSCI indexes from Europe, Australia, and Southeast Asia. The S&P 500 Composite Index is an unmanaged group of securities that are considered to be representative of the stock market in

Investing involves risks, and investment decisions should be based on your own goals, time horizon, and tolerance for risk. The return and principal value of investments will fluctuate as market conditions change. When sold, investments may be worth more

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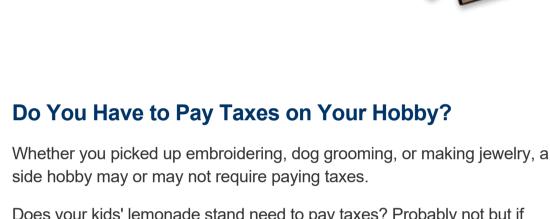
YCHARTS Weekly Market Insights (WMI) Major Index Return Summary 1M TR YTD TR Name 1Y TR 5Yr TR 67.67%

The Real Santa

Tuesday: Case-Shiller Home Price Index. Wednesday: Stock market closed. Thursday: Jobless Claims. EIA Petroleum Status Report. Fed Balance

Friday: Motor Vehicle Sales. ISM Manufacturing Index. Federal Reserve

This Week: Companies Reporting Earnings **Friday:** The Greenbrier Companies, Inc. (GBX) Source: Zacks, December 27, 2024. Companies mentioned are for informational



HEALTHY LIVING TIP

profit, you may have to report the income to the IRS.

 Choose a broad-spectrum sunscreen that protects you from both UVB and UVA rays. Always use at least SPF 30 Choose a water-resistant sunscreen. Don't forget your lips! Apply sunscreen to your lips or use a chapstick with SPF 30 or higher.

Reapply your sunscreen every 2 hours if you're sweating a lot in the

 Apply enough sunscreen to cover all skin that clothing will not cover. Most adults need about 1 ounce—or enough to fill a shot glass—to

These tips will help you choose the best sunscreen to protect your skin for

WEEKLY RIDI Throughout Friday, Hanna asks her mother the same four-word question.

On each occasion, her mother gives her a different answer. What is the

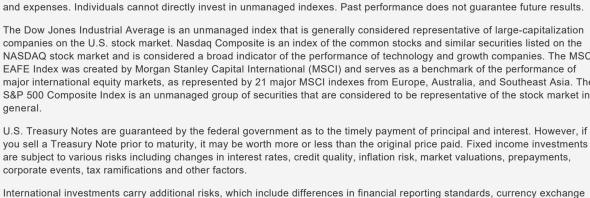
Last week's riddle: It softly goes up and down the stairs in many homes

- 2. Investing.com, December 27, 2024 3. MarketWatch.com, December 23, 2024 4. CNBC.com, December 26, 2024 5. The Wall Street Journal, December 27, 2024 6. MarketWatch.com, December 26, 2024 7. IRS.gov, March 18, 2024 8. American Academy of Dermatology, August 1, 2024

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or less than their original cost.

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