CaliforniaCapital
MANAGEMENT
A REGISTERED INVESTMENT ADVISOR

Downturn Buying Matrix

During market volatility we help our clients profit instead of panic by systematically buying high quality investments at each 10% drop in the Dow Jones Industrial Average. The Dow peaked at 26,616 on January 26, 2018. For every 10% drop in the Dow, we will buy the appropriate holdings for your chosen Downturn Strategy.

Phase	Downturn From Market High	Dow Buy Benchmark	Everybody Feels Like	What We Want to Do	What We Need to Do
1	- 10%	24,000	"I should do something."	Start selling	Start buying
2	- 20%	21,300	"Here we go again."	Sell again	Buy again
3	- 30%	18,700	"Should I get out?"	Sell more	Buy more
4	- 40%	16,000	"Is it different this time?"	Sell even more	Buy even more
5	- 50%	13,400	"Is the world ending?"	Sell Sell Sell	Buy Buy Buy

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