



December 11, 2022

<<First Name>>,

Fun fact: Consumer spending is almost 70% of GDP in the U.S.

The biggest gift that the United States economy could get during the holiday season is robust shopping by the American consumer, who is now the primary engine powering economic performance.

A key challenge to that is skyrocketing inflation. Also, more companies are going through contractions these days. During economic downturns, consumer spending typically decreases as unemployment increases and personal income decreases. Yet the holidays are the most important time of the year for retail sales.

November and December can account for up to a quarter of the annual sales of department stores and specialty retailers. Based on what I saw recently in OC (at the Irvine Spectrum), there's plenty of consumption happening right now! Seemed like everyone I saw had a bag or two in their hand with whatever they bought. Couldn't find a parking spot - took me 15-20 minutes!

7 Tips for Holiday Shopping

We'll see how the last weeks of 2022 play out. Don't go into consumer debt for the sake of holiday spending. If you can afford to give, give generously! As we kick off the holiday season, hope you and your family/friends get to enjoy some quality time together!

Make the most of it!!!

If you are not yet a PACIFIC CAPITAL client and want to review your investment strategy and overall financial life, simply click here to schedule a time to talk with us.

Sincerely,

Signature block for Chad W. Willardson, Certified Financial Fiduciary®. Includes a photo of Chad wearing a blue cap and a handwritten signature.

Vince ★★★★★

"Thank you Pacific Capital for helping me secure my future and always making my family feel like your family. I recommend pacific capital to anyone and everyone."



Schedule a Call