



July 2019

Wise by the numbers Fourth of July



\$6.78 billion

Fourth of July weekend is synonymous with cookouts and delicious spreads and The National Retail Federation predicts that U.S. consumers will spend \$6.78 billion on food items in 2019. While sizable, this number has fallen slightly in recent years after reaching a peak of \$7.1 billion in 2017.

Barbecued meat will be a primary dish for many Americans with spending on beef expected to come in around \$804 million, chicken at \$371 million, and pork at \$218 million according to WalletHub.



\$1.57 billion

Many Americans will be raising their glass to celebrate Independence Day and WalletHub estimates that spending on beer and wine will eclipse \$1.57 billion in 2019. Beer will account for \$1 billion while wine is expected to draw \$568 million from pockets across the country.



48.9 million

The American Automobile Association is predicting record travel numbers for the Fourth of July in 2019 with 48.9 million Americans traveling in some capacity this holiday. More than 41 million Americans will travel by car this Independence Day – an increase of 4.3 percent compared to 2018. Those drivers will face delays as much as four times a regular commute. Nearly four million will travel via plane over the weekend despite the AAA reporting that airfares are on average 10 percent more expensive compared to last year.



\$1 billion

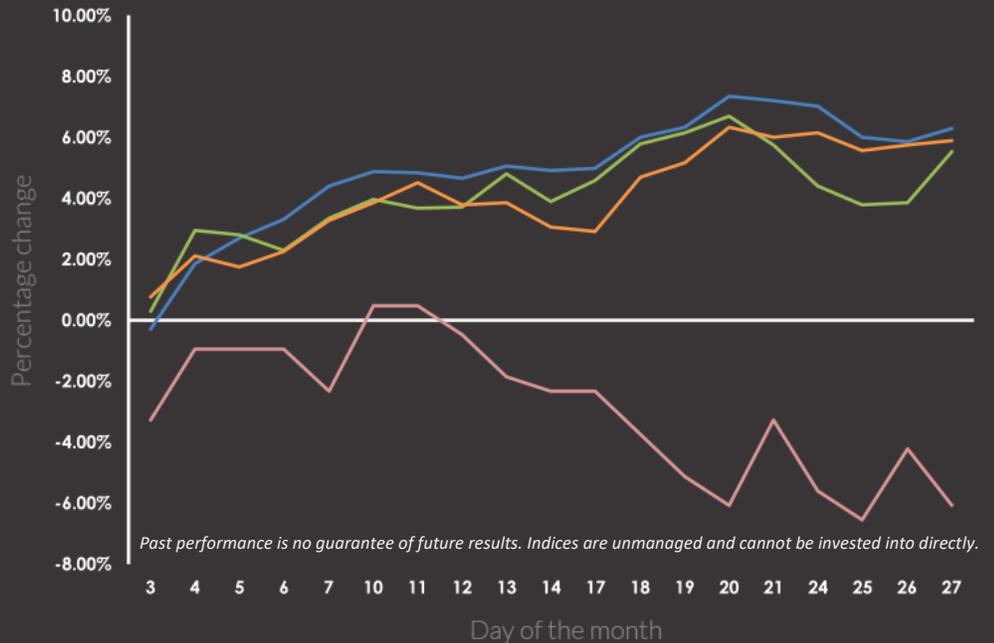
More than \$1 billion is estimated for nationwide spending on fireworks this year according to the American Pyrotechnics Association. This would be the first time that industry revenues could cross the \$1 billion mark and would represent an increase of more than double since posting \$407 million in revenue in 2000.

As for your local fireworks show, custom fireworks display company Premier Pyrotechnics estimates that most small-town displays run from \$2,000 to \$7,000, while bigger shows can easily reach the \$20,000 mark.

The market at a glance

June

■ U.S. Large Cap (S&P 500)	2,941.76 (6.89%) ▲
■ U.S. Mid/Small (Russell 2000)	1,566.57 (6.90%) ▲
■ International Large (NYSE International 100)	5,508.03 (6.20%) ▲
■ U.S. Treasuries (U.S. 10-year Treasury yield rate)	2.00 (-6.54%) ▼



The market in action

- Workplace communication software company Slack entered the stock market with a direct offering opposed to the more traditional initial public offering (IPO). The listing was successful as share prices jumped nearly 50 percent from the reference price of \$26 per share. Had it been an IPO, it would have been the fourth largest from a U.S. company so far in 2019.
- Cloud-based software company Salesforce agreed to purchase the data visualization company Tableau for \$15.3 billion. The move aims to increase its competitiveness with other large tech companies such as Microsoft, Google, and Amazon. Following the announcement of the deal, shares of Tableau rose nearly 40 percent, while shares of Salesforce fell six percent.
- The crisis surrounding Boeing's 737 Max airplane continued as more than 400 pilots filed a class-action lawsuit claiming that the manufacturer performed an "unprecedented cover-up" of "known design flaws" in the plane. Less than a week after the suit was filed, U.S. regulators found that Boeing outsourced work to low-paid temporary workers in countries with a shallow background in aerospace engineering. Since March of 2019 Boeing shares have fallen by as much as 26 percent.
- Just weeks after ending its express delivery contract with FedEx, Amazon announced a new Delivery Service Partners program for local entrepreneurs to run their own delivery networks to deliver Amazon packages. With an investment as little as \$10,000 to enter, owners can build out a delivery network with up to 40 vans covered in Amazon branding. Shares of FedEx and UPS both dropped more than two percent following the news.



Preparing to **purchase** a new vehicle

End-of-season car sales are upon us as dealerships hope to clear out old inventory this summer for the incoming 2020 models. According to Edmunds senior analyst Jeremy Acevedo, “August and September are when we generally see automakers make the most decided transition into the new models. These summer months correspond with a bump in incentives, particularly low APR financing on the outgoing model year vehicles.”

With attractive sales and nice weather ahead, many consumers will find themselves in the car market this summer. Vehicles are often among one of the largest expenses a consumer will have and thus carry some important decisions. Here are some tips to be on the right track when buying your next ride.

Check the used and pre-owned markets

Before diving into the details of your new vehicle, consider what the plan is with your current one. Will you be handing it down to a family member, or are you hoping to get some extra cash towards your new purchase? Many dealerships offer a trade-in program for customers to get rid of their old ride without the stress of selling on the used car market, however, this often comes at a cost with a lower payout. Though dependent on the condition and type of vehicle you will be trading in, [instamotor.com](https://www.insta-motor.com) indicates that the average consumer will get \$2,250 less by trading in versus selling on the market.

It is also wise to check the used car market in your area to try to score a discount on your desired model. You may have heard the saying that cars lose 10 percent when they “roll off the lot” and data from Carfax shows that a new vehicle’s value can drop by more than 20 percent after just the first 12 months of ownership. These savings can make opting for a used model very attractive as long as the vehicle is in good condition.

Lease or own?

If you have your sights set on a new vehicle instead of a used model, the next biggest decision will be how you purchase. Both leasing and owning have their set of pros and cons for new car buyers.

With leasing, you are not stuck with your vehicle choice for a long-term – most leases will run just two or three years. Additionally, leased vehicles will generally have a lower monthly payment than an auto loan and you do not have to worry about trading in or selling your car later on when moving to a different model. That said, eligibility for lease contracts typically requires a very stable and predictable source of income. When leasing a car, you will also have to follow a set of defined rules such as mileage restrictions, required maintenance expectations, and the need to purchase additional insurance. These costs can add up and surprise many leasers.

By owning a vehicle, you are able to avoid the restrictive terms of a lease contract and make the car your own. You can customize the car as you wish and take as many long road trips as your heart desires. For owners who aim to own their car for an extended period and are eligible for good financing terms, this option is often worth it.

Grab good financing terms

For consumers set on owning a new or used vehicle, obtaining a good financing rate will be crucial in the long-term.

Do your research on different financing options before heading to the dealership. While most dealerships will offer an easy financing option that can be arranged right on location, this may not be the best deal available. Many dealerships act as a middle man in the car financing process and slightly mark up rates to turn an additional profit.



Even if the dealership is offering special financing terms and turns out to be the best option, it is worth knowing what rates your local banks and credit unions are offering.

Many dealerships will run promotions offering \$0 down financing, especially on holiday weekends like the Fourth of July and Labor Day. While this may be attractive on the day of purchase, paying a sizable down payment can be significantly beneficial in the long term. Simply put, the lower the amount that you are financing, the lower the total interest charges will be. Experts typically recommend a down payment of at least 20 percent, but the actual car buying average is about 12 percent according to Edmunds. Consider your current financial situation and understand the long-term impacts that different financing options will have.

Beware of costly upgrades

While many consumers are aware that dealerships will often offer different upgrade options or warranties to turn an additional profit, these can still be deceiving. Dealerships take advantage of the large numbers being thrown around at the time of purchase to make add-ons look less expensive. Consumers see the total purchase price in the tens of thousands and think tacking on a few hundred is not bad. Whether it be a paint coating, a different set of tires, or a pumped-up entertainment system, be sure to research how much these modifications would cost to have done by a third party. Rarely will a dealership have the best price in town for aftermarket upgrades.