How To Invest In The Coming Bear Market

Greg Feirman Founder & CEO Top Gun Financial Planning (<u>www.topgunfp.com</u>)

> Top Gun Financial Planning (www.topgunfp.com)

Are We Going To Have A Recession?

"Here's what's on its way: 'recession' is getting mentioned a lot more in the media these days. Official recessions get declared well after they've already begun, as we know, but the acknowledgement is preceded by gradual movement in the public forum from 'there's no danger of a recession' to 'there's the possibility of a recession' to 'there's a recession in X region or Y sector' to 'we're in a recession' to 'holy crap, will this recession ever end?' - at which point the recession is already over."

- Anonymous Hedge Fund Manager

If Not Recession, Then Shmashmession

- "The war situation has developed not necesarily to Japan's advantage" - Japanese Emperor Hirohito, August 14, 1945

- "The economic situation has become distinctly less favorable since the time of our July report" - Federal Reserve Chairman, Ben Bernanke, testimony to Congress Wed-Thu (Feb 27-8)

- "I don't think we're headed to recession, but no question we're in a slowdown" – President Bush, Press Conference, Thursday February 28

Source: Dan Gross, "The Unspeakable R Word", Slate, March 1, 2008

The Boom and Bust Cycle

- Throughout the 20th century, economies and stock markets have continuously gone through cycles of boom and bust

- Examples: 1981-82, 1990, 2000-02



Volume 💳

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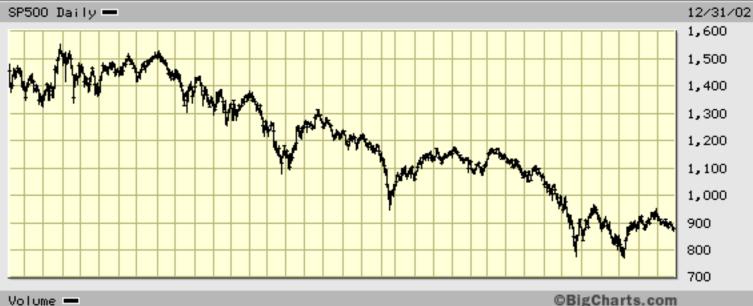




Volume 💻

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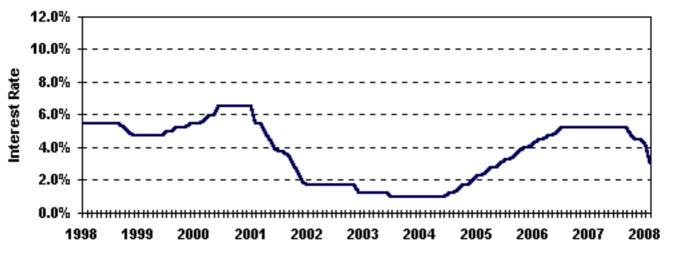
What Is The Cause of the Boom and Bust Cycle?

- The Sunspot Theory (1870s, William Stanley Jevons)
- Inherent To Capitalism (Karl Marx)
- Psychology
- Monetary Policy (Ludwig von Mises, The Theory Of Money And Credit (1912))
- Conclusion: Probably a combination of monetary and psychological forces

Greenspan and the Aftermath of the Tech Bubble

- 1% Fed Funds Rate

Federal Funds Target Rate



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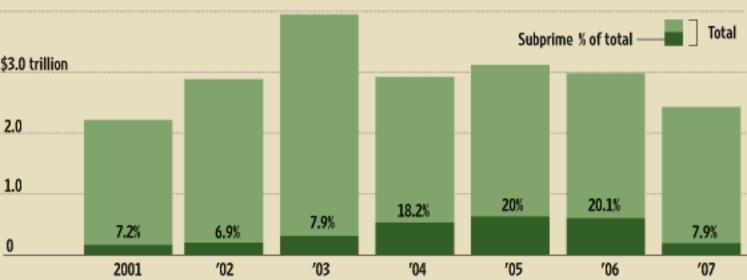
The Housing Bubble

- Artificially low mortgage rates = artificial demand

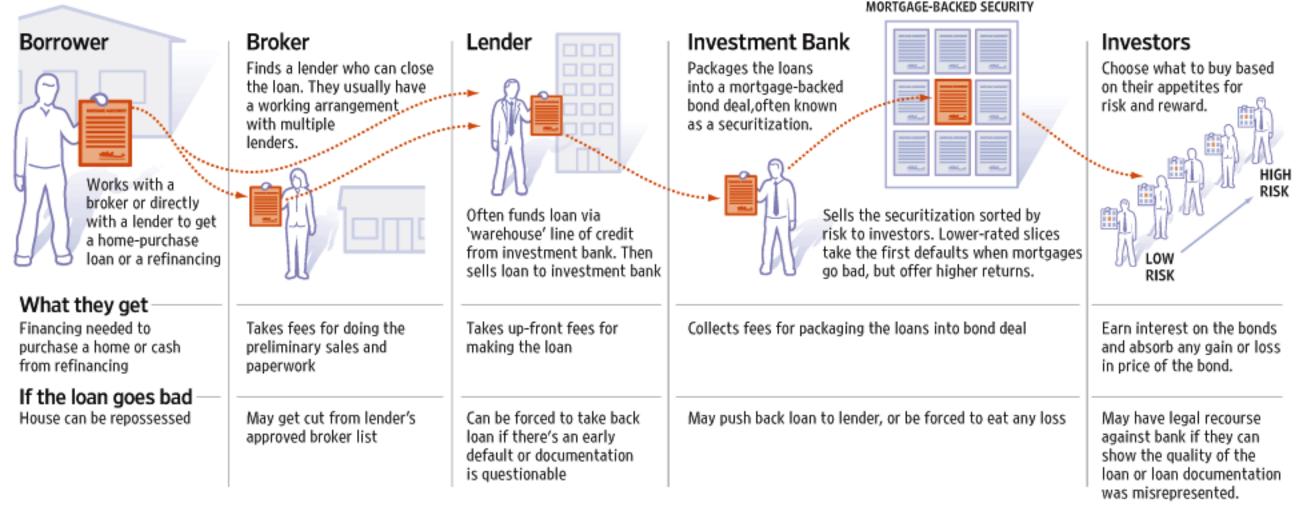
- Unconventional mortgages: ARMs, Interest Only, Option Adjustable ARMs, Low Documentation

- The Wall Street Mortgage Machine

Subprime-loan originations as a share of total loan originations each year



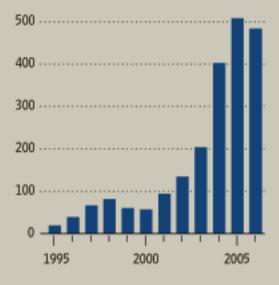
Follow the Mortgage What happens to your mortgage after you sign on the dotted line



Through the Roof

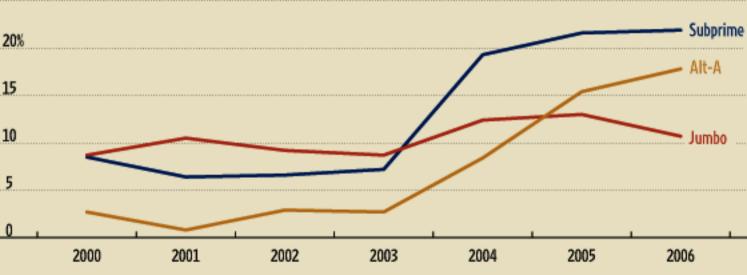
Total industrywide volume for subprime mortgage-backed securities:

\$600 billion -----



Source: Inside Mortgage Finance

Percent of total mortgage-backed securities market



The Housing Bust

- Median Price Down More Than 30% in Sacramento (\$253,000) and Placer (\$360,500) Counties from August 2005 peak (\$387,000, \$525,000)

- Sales volumes down approx. 30%

- Foreclosures mounting: as many foreclosures (1782) as home sales (1815) in Sacramento area in January '08

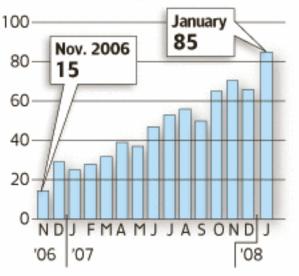
- New Century Financial

- Bear Stearns Hedge Funds: High Grade?
- Merrill: \$8 billion 3Q, \$11.5 billion 4Q Writedowns
- Citi: \$18 billion 4Q Quarter Writedown

Foreclosures on the rise

In January, banks repossessed almost 85 homes, on average, every business day in the Sacramento region, according to Foreclosures.com. That's double the rate from eight months ago.

Foreclosures per business day, Sacramento region



Source: Foreclosures.com

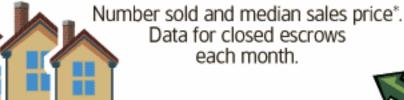
	cramento County has more foreclosures per capita than most of California's other large counties										
-34.6	25	24.6	16.3	11.4	11.4	7.6	7.3	4.4			
2,535	1,670	1,336	636	1,288	341	781	2,455	266			
732,433	668,378	542,527	389,134	1,125,820	299,578	1,023,053	3,356,418	609,787			
RIVERSIDE	SAN BERNARDINO	SACRAMENTO	CONTRA COSTA	SAN DIEGO	FRESNO	ORANGE	LOS ANGELES	SANTA CLARA			
	34.6 2,535 732,433	34.6 25 2,535 1,670 732,433 668,378 RIVERSIDE SAN	34.62524.62,5351,6701,336732,433668,378542,527RIVERSIDESANSACRAMENTO	34.6 25 24.6 16.3 2,535 1,670 1,336 636 732,433 668,378 542,527 389,134 RIVERSIDE SAN SACRAMENTO CONTRA	34.6 25 24.6 16.3 11.4 2,535 1,670 1,336 636 1,288 732,433 668,378 542,527 389,134 1,125,820 RIVERSIDE SAN SACRAMENTO CONTRA SAN DIEGO	34.62524.616.311.411.42,5351,6701,3366361,288341732,433668,378542,527389,1341,125,820299,578RIVERSIDESANSACRAMENTOCONTRASAN DIEGOFRESNO	34.62524.616.311.411.47.62,5351,6701,3366361,288341781732,433668,378542,527389,1341,125,820299,5781,023,053RIVERSIDESANSACRAMENTOCONTRASAN DIEGOFRESNOORANGE	34.6 25 24.6 16.3 11.4 11.4 7.6 7.3 2,535 1,670 1,336 636 1,288 341 781 2,455 732,433 668,378 542,527 389,134 1,125,820 299,578 1,023,053 3,356,418 RIVERSIDE SAN SACRAMENTO CONTRA SAN DIEGO FRESNO ORANGE LOS			

Note: Complete data for Alameda County were not available

Foreclosures.com; U.S. Census Bureau; Bee Research

each month.

January home sales





EXISTING DETACHED HOMES ESCROWS CLOSED MEDIAN PRICES Change over Change over Jan. '08 Jan. '07 Dec. '07 Jan. '08 one year Jan. '07 Dec. '07 one year -29.6% 27 21 19 \$337,000 \$306,000 \$251,500 -25.4% Amador El Dorado 153 147 99 -35.3% \$438,750 \$410,000 \$382,500 -12.8% 88 52 -40.9% -15.5% Nevada 84 \$475,000 \$425,000 \$401,500 \$373,250 Placer 306 228 222 -27.5% \$350,000 -21.3% \$445,000 -26.9% 1,074 953 910 -15.3% Sacramento \$342,000 \$274,500 \$250,000 \$310,000 Yolo 90 70 -22.2% \$379,500 \$296,000 -22.0% 90 Yuba 44 40 47 6.8% \$220,000 \$217,000 \$215,000 -2.3%

ESCROWS CLOSED				Change over	MEDIAN PRICES			Change over	
	Jan. '07	Dec. '07	Jan. '08	one year	Jan. '07	Dec. '07	Jan. '08	one year	
Amador	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
l Dorado	3	0	0	n/a	\$340,500	n/a	n/a	n/a	
levada	4	2	3	-25.0%	\$287,500	\$203,500	\$250,000	-13.0%	
lacer	15	20	14	-6.7%	\$285,000	\$292,500	\$380,000	33.3%	
acramento	32	38	26	-18.8%	\$166,500	\$125,000	\$102,500	-38.4%	
íolo	6	6	4	-33.3%	\$249,250	\$251,500	\$215,000	-13.7%	
luba	1	0	0	n/a	\$131,000	n/a	n/a	n/a	
EW HOI	1ES								
	LOSED	Dec. /07	lan /00	Change over	MEDIAN PR		lan /09	Change over	
ESCROWS C	LOSED Jan. '07	Dec. '07	Jan. '08	one year	Jan. '07	Dec. '07	Jan. '08	one year	
ESCROWS C	LOSED Jan. '07 9	4	2	one year -77.8%	Jan. '07 \$421,750	Dec. '07 \$408,250	\$836,250	one year 98.3%	
ESCROWS C	LOSED Jan. '07 9 35			one year	Jan. '07	Dec. '07		one year 98.3% -2.8%	
Amador El Dorado Nevada	LOSED Jan. '07 9	4	2	one year -77.8%	Jan. '07 \$421,750	Dec. '07 \$408,250	\$836,250	one year 98.3%	

ESCROWS C		55		Change over	MEDIAN PR			Change aver
JEROWJE	Jan. '07	Dec. '07	Jan. '08	Change over one year	Jan. '07	Dec. '07	Jan. '08	Change over one year
mador	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
l Dorado	3	0	0	n/a	\$340,500	n/a	n/a	n/a
Nevada	4	2	3	-25.0%	\$287,500	\$203,500	\$250,000	-13.0%
Placer	15	20	14	-6.7%	\$285,000	\$292,500	\$380,000	33.3%
Sacramento	32	38	26	-18.8%	\$166,500	\$125,000	\$102,500	-38.4%
Yolo	6	6	4	-33.3%	\$249,250	\$251,500	\$215,000	-13.7%
Yuba	1	0	0	n/a	\$131,000	n/a	n/a	n/a
				Change aver	MEDIAN PR	ICES		Change out
LJCROWJC	Jan. '07	Dec. '07	Jan. '08	Change over one year	Jan. '07	Dec. '07	Jan. '08	Change over one year
Amador	9	4	2	-77.8%	\$421,750	\$408,250	\$836,250	98.3%
El Dorado	35	18	12	-65.7%	\$497,500	\$525,000	\$483,500	-2.8%
Nevada	15	6	4	-73.3%	\$295,000	\$352,500	\$627,000	112.5%

-47.8%

-17.9%

-46.9%

ALL HOMI ESCROWS C	-			Change over	MEDIAN PR	ICES		Change over
	Jan. '07	Dec. '07	Jan. '08	one year	Jan. '07	Dec. '07	Jan. '08	one year
Amador	36	25	21	-41.7%	\$355,500	\$331,500	\$251,500	-29.3%
El Dorado	191	165	111	-41.9%	\$450,000	\$437,250	\$407,500	-9.4%
Nevada	107	92	59	-44.9%	\$445,000	\$415,000	\$405,000	-9.0%
Placer	512	525	354	-30.9%	\$423,500	\$373,000	\$360,500	-14.9%
Sacramento	1,376	1,372	1,077	-21.7%	\$345,500	\$280,000	\$253,000	-26.8%
Yolo	163	161	129	-20.9%	\$390,000	\$330,250	\$307,500	-21.2%
Yuba	77	78	64	-16.9%	\$281,500	\$245,000	\$233,250	-17.1%

\$376,500

\$425,000

\$320,000

\$309,250

\$360,000

\$281,000

* Median prices are where half number of homes sell for more and half sell for less. Note: Sutter County data not available. Amador County resales included resale condos (the county does not break them out separately).

141

55

17

270

67

32

Sacramento

Yolo

Yuba

381

65

38

Source: DataQuick Information Systems Bee research by Phillip Reese and Jim Wasserman Nam Nguyen/nnguyen@sacbee.com

\$286,000

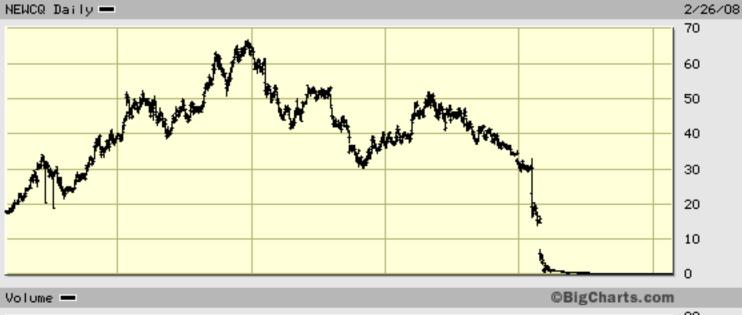
\$345,500

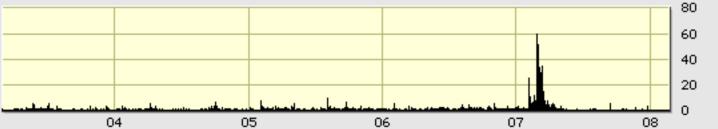
\$321,000

-24.0%

-18.7%

0.3%





Millions



Ripple Effects

- Wealth Effect

- Job Losses

Top Gun Financial Planning (www.topgunfp.com)

The diminishing 'wealth effect'

Homeowners in Sacramento and California took out fewer home equity loans and lines of credit last year, a key factor behind the sharp slowdown in consumer spending.

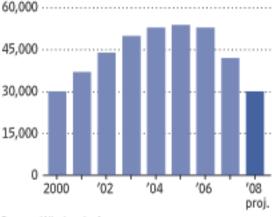
	SACRAME	NTO in million	าร		CALIFORNIA	in millions	
	2006	2007	CHANC	GE	2006	2007	CHANGE
Jan.	\$528.24	\$388.04		-27%	\$9,987.82	\$7,934.66	-21%
Feb.	\$489.01	\$343.52		-30%	\$8,574.32	\$7,584.55	-12%
March	\$614.75	\$408.04		-34%	\$11,258.49	\$10,081.14	-10%
April	\$538.27	\$402.49		-25%	\$10,137.69	\$9,481.92	-6%
May	\$545.60	\$365.08		-33%	\$10,577.88	\$9,457.44	-11%
June	\$568.71	\$371.66		-35%	\$11,016.81	\$9,064.10	-18%
July	\$486.85	\$369.00		-24%	\$10,082.34	\$8,567.67	-15%
August	\$577.22	\$364.19		-37%	\$11,780.82	\$8,766.94	-26%
Sept.	\$475.32	\$271.55		-43%	\$9,839.09	\$6,868.48	-30%
Oct.	\$486.22	\$321.32		-34%	\$10,220.75	\$7,199.96	-30%
Nov.	\$445.49	\$256.49		-42%	\$9,236.05	\$5,935.01	-36%
Dec.	\$427.47	\$216.16		-49%	\$8,966.16	\$5,376.79	-40%
YEAR TOTAL	\$6,183.15	\$4,077.53		-34%	\$121,678.22	\$96,318.65	-21%

Note: December 2007 for state is a preliminary number that doesn't include some small, rural counties. Sacramento includes El Dorado, Placer, Sacramento and Yolo counties. Figures include sums where the line of credit was obtained but not fully tapped.

Source: DataQuick Information Systems

Shrinking Role

Number of mortgage brokerage firms operating in the U.S.



Source: Wholesale Access

Housing Bust + Ripple Effects = Recession

- "I've seen this movie before, and the ending of the movie always ends up in some form of recession" – Angelo Mozilo, CEO Countrywide Financial, August 23, 2007

- Liquidation of malinvestment

- Reallocation of capital and labor

- Analogy to flu or drug addiction: it takes time to work through all the excesses, reallocated capital and labor and build a solid base from which to begin growing again