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## BRADY IS THE DEVIL

It must be hard to be Tom Brady. After all, he's the only 5-time Superbowl winning quarterback (Charles Haley is the only other 5-time winner), the only 4-time Superbowl MVP, is a certain Hall of Fame honoree, is worth millions of dollars, adored by everyone in New England, respected by his competitors, is humble, driven and not done yet. Oh yeah, he also has a supermodel wife, 3 beautiful kids and a supportive and loving family. It's no wonder he is worshipped by millions as a football God.

Godlike as he may be, he's also responsible for the upcoming anemic 2017 investment returns.

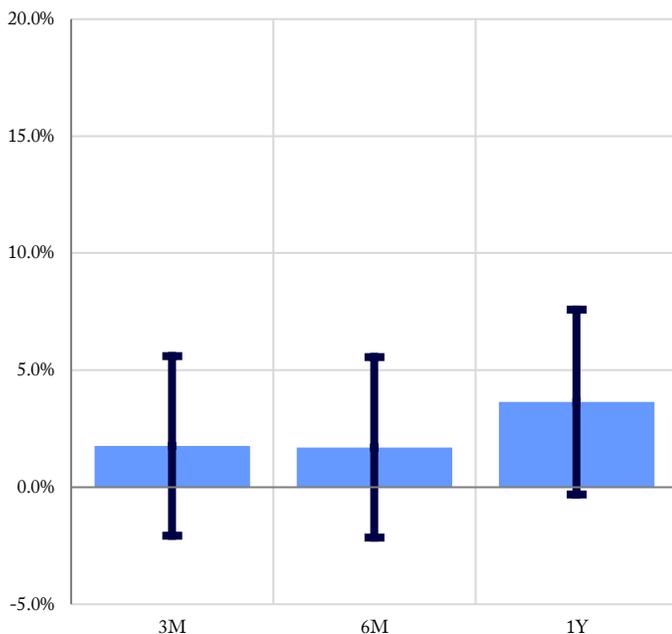
Mind you, I love Brady. The undisputed greatest quarterback of all time. While there are some which argued otherwise prior to Superbowl 51. There are none now. However, from an investment perspective, Tom is the devil.

As undisputed as Brady is at his job, investors undisputedly prefer the NFC to win Superbowls... and just like Brady's dominance in his sport, it's not even close. The two charts below show the performance of the S&P 500 over 3-, 6- and 12-months after each conference wins the Superbowl. The market performs multiples-better after an NFC win than it does after an AFC win.

You may ask, what do we do with this information? The answer; nothing. I just wanted to talk about Tom Brady one more time as I recover from the greatest game ever played.

Thank you Tom. Thank you Bill. Thank you New England Patriots. Last night was just awesome!

S&P 500 Performance After AFC Wins Superbowl



S&P 500 Performance After NFC Wins Superbowl

