

3/01/2022 Market In Downtrend. Nasdaq & S&P500 still holding above Thursday low.

ARMCHAIR INVESTOR Newsletter: THE MARKET'S MESSAGE

A TREND-FOLLOWING STRATEGY

MARKET's MESSAGE "DOWNTREND – protect your holdings"

Armchair Investor Trend-following Investment Position:	HOLDING 100% CASH *See note at bottom of page 2
Armchair Investor 2022 Returns: See trades on page 2	Return for 2022 YTD -5.0%

The market remains in Downtrend. But Wednesday is day 4 of the "attempted rally," staying above its February 24 recent low. That means **the market could have a follow-through day signaling the start of a new uptrend any day now.**

The requirements to move into a new Uptrend would be:

- **A Follow-through day – a significant rise in the Nasdaq or S&P500 with higher volume.** A "significant" rise would usually be 1.4% or more in either major index.
- **When it happens, the F-T day will be more powerful if:**
 - **Both the Nasdaq and S&P500 indexes have follow-through days.**
 - **The rise is bigger than 1.4%** (2 to 3% rise on a F-T day is not unheard of.)
 - **The earlier the F-T day happens, the stronger the signal.**
 - **Leading stocks have strong price-volume action on the F-T day.**

Until the F-T day happens, please avoid jumping in early. This market could continue down and, if you are in the market, that market action could cost you dearly.

What can you do? Watch the market daily. Read this newsletter daily (especially the headlines.) Watch for any special notices I send out during the day. They are rare until the market goes "crazy." That's what I call Thursday and Friday. But it could be crazy as a wizard. I will happily ride up a market with big rises. One thing I notice is the volume was highest on the big turn-up Thursday. Perhaps the first influx of new money is complete. And it could be the last but it doesn't feel like to me. Remember.....

**The market continues in the direction it is going..... until it doesn't.
And NO ONE knows how long that will be.**

If your portfolio includes individual stocks and they are holding up, you may decide to continue to hold them. Please don't fall in love with any of your stocks and hold them through deep drops.

Remember: The market continues in the direction it is going.... until it doesn't!

DAILY MARKET ACTION					
3/1/22	Index Close	Index % Change	Volume % Change	Volume vs 50-day Avg.	Accumulation or Distribution Day?
Nasdaq	13,532.46	-1.6%	+6.5%	+27.7%	Major Distribution
NYSE Volume used for S&P500 and DJIA					
S&P500	4,306.26	-1.6%	-1.8%	+29.0%	Neither
DJIA	33,294.95	-1.8%			Neither

For **Wednesday** morning, I wait in CASH in my trend-following portfolio, building my watch list. I am watching for a follow-through day that could put the market in Uptrend.

Wishing you, "Many happy returns," Charlotte Hudgin, The Armchair Investor

Here are the Armchair Investor newsletter market results this year.

Please compare the Armchair Investor 5% moderate loss to the bigger drop of the Nasdaq since the beginning of the year. (e.g. simply buying at the close of 2021 and holding through the current market as of Friday, 2/25/2022.

- Armchair Investor year to day: - 5.0%
- Buy and hold the Nasdaq: -13.5%

>>>> Based on the above year-to-day returns, aren't you glad you watch this Armchair Investor newsletter?

Sometimes, a smaller loss is the win to be grabbed!

Wishing you, "Many Happy Returns!"

Charlotte Hudgin, The Armchair Investor, (214) 995-6702

ARMCHAIR INVESTOR TREND-FOLLOWING RETURNS							
All Trades In 2022							
Date		Direction	Action	Trend # Days	Price	% GAIN In 2022	\$100,000 Portfolio
Trade	12/31/21	Uptrend	Hold the QQQ	6	Close: \$397.34	-----	\$100,000
1	1/6/22	Uptrend under Pressure	Sold HALF of the QQQ at open	13	Open: \$382.42	-1.88%	\$98,123
2	1/19/21	DOWNTREND	Sold 2 nd HALF of of QQQ, Waiting in CASH	13	Open \$372.15	-3.21%	\$96,805
3	1/28/22		Wait in CASH		(waiting in Cash)	-3.21%	\$96,805
4	2/1/22	Uptrend	Bot QQQ at 2/1 open	13	2/1 Open \$364.43	-2.91%	97,883
	2/13/22		Holding QQQ		Close \$356.04	-4.0%	\$96,026
5	2/14/2022	Uptrend under Pressure	Sold HALF of the QQQ at 2/18 open	5	2/18 Close 341.51	-4.0%	\$95,967
	2/18/2022						
6	2/22/2022	DOWNTREND	Sold 2nd HALF QQQ at open	8	2/22 Sold 338.49	-5.0%	\$95,003
	3/1/2022		Now in 100% >>CASH<<				
This table counts <u>calendar days</u> not trading days				TOTAL Growth in 2022:		-5.0%	\$95,003

NO ONE KNOWS THE EXACT MARKET TOPS AND BOTTOMS UNTIL AFTER THEY HAPPEN (in the rearview mirror.) A "BUY AND HOLD" STRATEGY rarely pays off better than the ARMCHAIR INVESTOR strategy.

THANK YOU FOR YOUR COMMENTS and IDEAS SENT to
editor@ArmchairInvestor.com

MARKET FACTORS, COUNTS & RATINGS		3/1/2022	
Type of Day for <u>Nasdaq</u> Index	Major Distribution		
Type of Day for <u>S&P500</u> Index	Neither		
Market Direction	Downtrend 6		
Nasdaq Accumulation & Distribution Days (last 20 days)	Accumulation Days	Distribution Days	
	4	6	
Count of Up Days and Down Days in last 10 days	Up Days	Down Days	
	4	5	
Be sure to count the Orange and Red distribution days!			
Rising/Falling Ratio of Leader Stocks with High Volume	1.3		
Nasdaq 10-day ratio			
The above indicator looks at the HEALTH of leading stocks (high RS rating) with strong financials (high EPS rating). Uptrend indicator: 1.5 or higher. Neutral: 1.0 to 1.49. Downtrend: less than 1.0			
Market Accumulation/Distribution Ratings "A": heavy accumulation, "B": moderate accumulation, "C": neutral, "D": moderate distribution, "E": heavy distribution. Accumulation = Institutions are BUYING, Distribution = Inst are SELLING	Nasdaq	E	
	S&P 500	E	
	DJIA	E	
Are Major Indexes Above or Below Moving Averages? "At" is within 1% above or below the moving average.	50-Day	200-Day	
	Nasdaq	Below	Below
	S&P 500	Below	Below
	DJIA	Below	Below
	NYSE	Below	Below

MARKET ACTION (Nasdaq) OVER THE LAST 20 DAYS							
#	Date	Closing Price	Index % Change	Volume % Change	Current Trend Day Count *	Accumulation, Distribution or Neither (—)	CONSISTENT WITH: UPTREND OR-DOWNTREND?
20	2/1/22	14346.00	+0.8%	-9.4%	2	---	DOWNTREND
19	2/2/22	14417.55	+0.5%	-0.5%	3	---	DOWNTREND
18	2/3/22	13878.82	-3.7%	-7.6%	4	---	UPTREND
17	2/4/22	14098.01	+2.0%	-4.0%	5	---	DOWNTREND
16	2/7/22	14015.67	-0.6%	+4.2%	6	Minor distribution	DOWNTREND
15	2/8/22	14194.46	+1.3%	-13.1%	7	---	DOWNTREND
14	2/9/22	14490.37	+2.1%	+11.0%	8	Major Accumulation	UPTREND
13	2/10/22	14185.64	-2.1%	+9.6%	9	Major Distribution	DOWNTREND
12	2/11/22	13791.15	-2.8%	+0.3%	10	Major Distribution	DOWNTREND
11	2/14/22	13790.92	+0.0%	-18.1%	11	---	---
10	2/15/22	14139.76	+2.5%	+2.1%	12	Major Accumulation	UPTREND
9	2/16/22	14124.10	-0.1%	-3.0%	13	---	---
8	2/17/22	13716.72	-2.9%	+1.3%	14	Major Distribution	DOWNTREND
7	2/18/22	13548.07	-1.2%	+5.3%	15	Major Distribution	DOWNTREND
6	2/22/22	13381.52	-1.2%	+8.2%	Downtrend 1	Major Distribution	DOWNTREND
5	2/23/22	13037.49	-2.6%	-4.6%	2	---	UPTREND
4	2/24/22	13473.59	+3.3%	+34.2%	3	Major Accumulation	UPTREND
3	2/25/22	13694.62	+1.6%	-24.9%	4	---	DOWNTREND
2	2/28/22	13751.40	+0.4%	+23.7%	5	Minor Accumulation	UPTREND
1	3/1/22	13532.46	-1.6%	+6.5%	6	Major Distribution	DOWNTREND

Please tend to your individual stocks!

REMEMBER:

If your stocks are holding up well, it is OK to continue holding them in a Downtrend (correction.) But it may make sense to sell a stock that is falling hard.

If the horse you are riding, dies. GET OFF!



When the market (or your stock) dies – whether that is in a year, a month or tomorrow, the Armchair Strategy will NOT “stay the course” and we won’t ride a falling market down.

Instead, we will use our 20 years of market direction experience to identify optimum times to be in the market and times to be out of the market. (No guaranties!) (PS I love horses. They are amazing companions.)

Using my day-to-day price-volume analysis, my students and I have consistently been able to make money by:

“Getting IN near the bottom” and **“Getting OUT near the top.”**

The Armchair Investor strategy has allowed me to earn well-above-average returns since the 2000 top! This year is not yet over!

Best wishes, Charlotte Hudgin, The Armchair Investor

The other tables in today's newsletter (below) will be updated by 8 a.m. Wednesday morning -

PROGRESS IN ACCUMULATION/DISTRIBUTION RATINGS							
		A	B	C	D	E	As + Bs
4 weeks ago	2/1	3%	19%	20%	31%	21%	22%
3 weeks ago	2/7	4%	25%	22%	28%	21%	29%
2 weeks ago	2/14	5%	26%	21%	27%	21%	31%
1 week ago	2/22	5%	25%	21%	26%	22%	31%
Today	3/1	6%	27%	22%	28%	18%	33%
# stocks in each	Count:	475	2098	1721	2171	1394	7859

>>>>>>In the table above, Count of As plus Bs (in last column) dropped hard 37% to 32% (see rightmost column) – in one week, the unchanged A+B percent shows the market selling has paused.

HOW CLOSE ARE THE INDICES TO ALL-TIME HIGHS?			
3/1/2022	Nasdaq	S&P500	DJIA
Date of Index All-time High*	11/22/2021	1/4/2022	1/5/2022
All-time High	\$16,212.23	\$ 4,818.62	\$ 36,951.69
Closing Price	\$13,532.46	\$4,306.26	\$33,294.95
Below (-) or Above (+) Recent High (%)	-16.5%	-10.6%	-9.9%

>>>> The Armchair Investor newsletter is produced every day the market is open, as it has for the last 20 years (I've missed less than 1 day a year on average) when I was traveling in jungles in South American, had no internet when cruise ship parked behind mountains in Alaska, flying across the Atlantic before on-flight internet, a few days too sick, 2 days computer problem. (Not a bad record!)

WE EARNED 55.5% IN THE 2020 COVID MARKET

The Armchair Investor strategy earned an outstanding 55.5% gain in 2020. (See all trades in 2020 below). It's all about understanding the market direction signals! I'll teach you! Note: The ArmchairInvestor positions and trades are published nightly in this newsletter to be traded the next morning. >>>> That is **The returns are REAL!**

ARMCHAIR INVESTOR TREND-FOLLOWING RETURNS								
All Trades in >> 2020 <<								
Market Direction Signal Change	Direction	Action	# Days	Price	% GAIN – Each Trend (See note)	Armchair Investor GAIN In 2020	Value of \$100,000 Portfolio	
Trade	12/31/19	Uptrend	Hold the QQQ	55	\$212.61	+4.3%	+4.3%	\$100,000
1	2/24/20	Uptrend under Pressure	Sold QQQ at Open Wait in CASH	3	\$221.84	0%	+4.3%	\$104,341
2	2/27/20	Downtrend	Bot PSQ at Open	38	\$24.65	+5.6%	+10.2%	\$110,183
3	4/6/20	Attempted Uptrend	Sold PSQ at Open Wait in CASH	2	\$26.03	0%	+10.2%	\$110,183
4	4/8/20	Uptrend	Bot QQQ at Open	155	\$198.08	+39.1%	+53.3%	\$153,270
5	9/9/20	Uptrend under Pressure	Sold QQQ at Open Wait in CASH	9	\$275.54	0%	+53.3%	\$153,270
6	9/18/20	Downtrend	Bot PSQ at Open	13	\$17.01	-4.1%	+47.0%	\$146,963
7	10/1/20	Attempted Uptrend	Sold PSQ at Open Wait in CASH	1	\$16.31	0%	+47.0%	\$146,963
8	10/2/20	Uptrend	Bot QQQ at Open	27	\$276.01	-1.1%	+45.4%	\$145,381
9	10/29/20	Downtrend	Sold QQQ at Open Wait in CASH	27	\$273.04	0%	+45.4%	\$145,381
10	11/5/20	Uptrend	Bot QQQ at Open	7	\$293.41	0%	+45.4%	\$145,381
11	11/13/20	Uptrend under Pressure	Sold QQQ at Open Wait in CASH	4	\$290.01	-1.2%	+43.6%	\$143,613
12	11/17/20	Uptrend	Bot QQQ at Open	--	\$398.04	+0%	+45.4%	\$143,613
	12/31/20	Uptrend	Hold the QQQ	44	\$386.84	+6.9%	+55.5%	\$155,460
TOTAL. Growth in 2020:						+55.5%	\$155,460	

ARMCHAIR INVESTOR TREND-FOLLOWING RETURNS							
All Trades In 2021							
Date	Direction	Action	Trend # Days	Closing Price	% GAIN In 2021	\$100,000 Portfolio	
Trade 12/31/20	Uptrend	Hold the QQQ	63	\$313.74	-----	\$100,000	
1 3/4/21	Uptrend under Pressure	Sold HALF the QQQ at open	1	\$308.78	-1.8%	\$98,086	
2 3/5/21	DOWNTREND	Sold 2 nd HALF of QQQ, Wait in CASH	10	\$306.80			
3	Uptrend	3/15/21 Bot HALF QQQ at open	1	\$313.86	-----	\$99,263	
		3/16/21 Bot HALF QQQ at open	13	\$321.09			
5 3/29/21	Uptrend under Pressure	Sold QQQ Wait in Cash	3	\$315.45	-1.4%	8\$98,628	
6 4/1/21	Uptrend	Bot QQQ at open	40	\$323.07	-----	8\$98,628	
7 5/11/21		Sold QQQ	2	\$319.70	-2.4%	\$97,642	
		Bot SPY		\$413.10	----	\$97,642	
8 5/13/21	Uptrend under Pressure	Sold HALF of SPY at 5/13 open	1	\$405.71	-4.6%	\$95,592	
9 5/14/21	Uptrend	Bot Half position in SPY at open, holding 100% SPY	27	Bot at 407.07	-----	\$95,752	
10 6/10/21		Sold SPY at Open	46	\$422.96	-----	\$102,081	
		Bot QQQ at Open		Bot \$337.19 EOD\$340.35	+3.0%	\$103,038	
11 7/16/21		Sold QQQ Wait in Cash	36	\$354.05	+7.5%	\$107,500	
12	UPTREND under Pressure	7/22/21 Bot Half QQQ position at open	5	\$361.77	-----	\$107,500	
		End of Day QQQ		\$363.95	+7.7 %	\$107,740	
		7/23/21 Holding Half QQQ		\$368.20	+8.4%	\$108,444	
13 7/27/21	Uptrend	Bot 2 nd Half of QQQ at open	65	\$367.49	-----	\$108,444	
	Uptrend under Pressure	Holding QQQ		\$368.49	+8.6%	\$108,618	
14 9/30/21	DOWNTREND	Sell QQQ at Open Waiting in CASH	14	10/1 Open Price 358.60	+5.8%	\$105,783	
15 10/14/21	Uptrend	Bot QQQ on 10/14 open	49	Bot: 363.69 and 393.82	+13.3	\$113,335	
16 12/3/21	Downtrend	Holding CASH	13	Wait in Cash	+13.3%	\$113,335	
17	Uptrend	12/16/21 Bot QQQ at 12/16 open	15	Bot: 398.04	----	\$113,335	
		12/31/21 Bot QQQ at 12/28 open		Bot: 398.25 12/31:397.85	+9.5%	\$109,458	
This table counts <u>calendar days</u> not trading days				TOTAL Growth in 2021:		+9.5%	\$109,458

Current Signs of Market Strength as of Friday 2/25/2021

This list is updated on Fridays (and Wednesdays *as time allows.*)

- The **Nasdaq is UP 8.8% from recent (2/24/2022) low.**
- The **S&P500 is UP 3.0% from recent (2/24/2022) low.**

Current Signs of Market Weakness

- The **Nasdaq's 50-day moving average line crossed below its 200-day m.a. line last Friday (2/19) and is now 1.3% below the 200-day m.a. line.**
- The **Nasdaq is down 16% from all-time high** on 11/22/21.
- The **S&P500 is down 9.0% from all-time high** on 1/4/2022
- The **count of A+ B rated stocks (A and B stocks are under accumulation) is down to 27%**
- The **Nasdaq, S&P500, DJIA and NYSE are below their 200-day m.a. lines.** (Yikes!)
- The **Nasdaq had 5 distribution days** in the last 11 days.

I am looking forward to the LIVE Dallas and Ft Worth Armchair Investor and IBD Meetups, but not yet!

At the end of 2020. Charlotte wrote:

Since 2003, I have had the honor of presenting the ARMCHAIR INVESTOR weekly classes and the monthly INVESTOR'S BUSINESS DAILY Meetups in Dallas and in Fort Worth.

A special “Thanks!” to all of you who support us, showing up early to set up the rooms, greet guests and the necessary food tasters at our Christmas parties (but not this year.) I look forward to enlisting your help when we start back with LIVE Meetups!—

I especially thank you to:

- **Fred Richards** for his amazing market insights and presentations to the group. He is in the process of moving to a new home in the area and I expect to have him join us in the future.
- **Ron Shaw** for tirelessly greeting guests (one of the most organized, happy guys I know) and handing out the printed copies of the class notes.
- **Nick Pollard** for setting up so many great restaurant meeting rooms. (RIP)
- **And all the others** who greeted first time guests, substituted for Ron, found meeting space or stepped in at the last minute to find extension cords, extra tables and chairs, etc. etc. etc.
- The good news, with Wi-Fi, I plan on continuing the Online Meetups!
- It takes a village! Thank you.

Join the next combined Dallas and Fort Worth Investor's Business Daily's ONLINE Meetup 6:30 – 8:30 p.m. usually on the fourth or last Wednesday of each month. Watch out! Meetup dates change to avoid holidays in November and December.

**Register below. This are one combined ONLINE Meetup:
Register either way for the same Meetup.**

- Register for the [Dallas IBD Meetup](#)
- Register for the [Fort Worth IBD Meetup](#)

THE NASDAQ UPWARD AND DOWNWARD CHANNELS

One of the features I like about **Investors.com's MarketSmith charts** is that I can draw in my own channel lines.

Did you know annotations stay on the MarketSmith charts! Bravo to the designers. My notations will stay on the MarketSmith charts for years! I can go back and visit how I saw the market in 2000, 2008, 2015-16, etc.

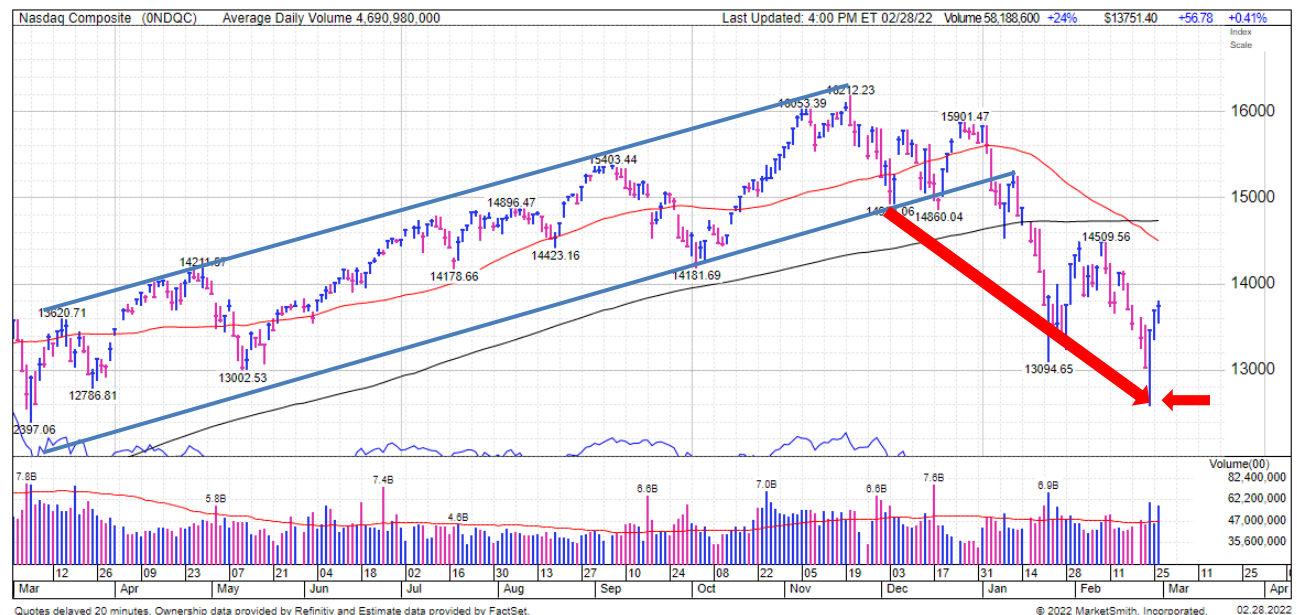
That is one of MarketSmith's many truly unique and valuable features! I don't have to figure out what happened in those past periods again. My annotations are there! Vertical red lines identify distribution days (down days with higher volume indicating serious selling.)

>>>> I HIGHLY RECOMMEND IBD's MarketSmith for your investing CHARTS! Note the excellent annotations and markups I have added on the chart below.

All MarketSmith charts include a bumpy blue horizontal line that compares how the price of this financial instrument (stock, ETF, etc.) rises and falls compared to the S&P500. With this valuable tool, you can see if the financial (I'll call them "stocks" for the rest of this article) instrument you are exploring is outperforming or underperforming the S&P500.

MarketSmith is my favorite charting system, available ONLY on INVESTORS.COM.

Nasdaq Daily 12-month chart >>>What's happened in the last 12 weeks?
 NOTICE the previously high-flying Nasdaq sunk from 16,212 to bounce off 13,000 (with one-day bounce below 13k)
The Nasdaq's Relative Strength LINE tells the story: The RS has been falling, falling, falling for almost 3 months. Even the recent hop looks like it is giving out. **BE CAUTIOUS.**



When the RS line is rising,... the stock/index price is rising faster than the S&P500 and you are making more money invested in this stock than if you were invested in the S&P500.

And if the RS line is falling, you are making less money than if you were invested in the S&P500.

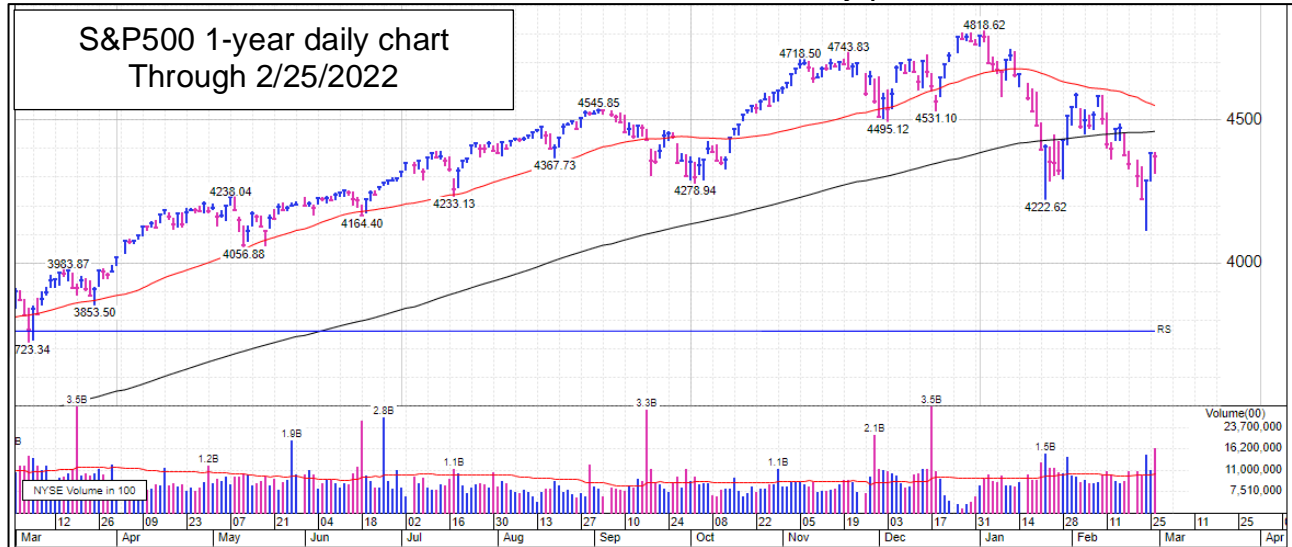
Thus, an investment in the S&P500 or the Nasdaq would have earned the same return. Of course, you can't invest in the Nasdaq, but you can get close using the QQQ (Nasdaq100).

NOTICE: There are times when the S&P500 under-performs or equals the Nasdaq and, occasionally, shorter periods when the S&P500 out-performs the Nasdaq.

REMEMBER: BUY & HOLD IS NOT A STRONG INVESTING STRATEGY.

Imagine the difference in returns in the chart above if you had just sold your market ETF waited in cash as the market falls and get back in as it starts back up!

- It isn't necessary to get in at the bottom or out at the top
Just stepping out of the market somewhere *near the top* and getting back in *near the bottom* has had a HUGE IMPACT on my portfolio.



An EXAMPLE OF HOW “BUY-AND-HOLD” COSTS YOU BIG BUCKS.

- Over 2020, a “buy and hold” strategy has earned 16.2% for the S&P500.
- “Buy and hold” worked better for the Nasdaq earning 43.6%. *But wait....*

SHOWING WHAT A “BUYING AND HOLD” STRATEGY WOULD HAVE PAID OFF IN 2022 – NOT RECOMMENDED!			
2/23/22	2021 Closing Price	Current Price	2022 Gain %
Nasdaq	15644.97	13037.49	-16.7%
S&P 500	4766.18	4225.5	-11.3%
DJIA	36338.30	33131.76	-8.8%

If you invested with the Armchair Investor strategy, you were UP 55.5% for 2020. Twelve trades for an extra 11.9%! That is the total the market makes in some years.

- Where do you want your money invested? Here's where many answer:

“The Armchair Investor strategy!”

DO YOU MAKE THESE INVESTING MISTAKES?

- Do you miss buying a great stock at the price you knew was right?
- Do you sell too early and watch it continue to rise without you?
- Do you hold on too long and lose the gains you just had?
- **Or are you just starting out** and want a simple, proven method that has outperformed the market in just 5 minutes a day?
- Either way, we have an ARMCHAIR INVESTOR class for you!

PICK THE ARMCHAIR INVESTOR ONLINE CLASS THAT'S RIGHT FOR YOU:

Be sure to register for you classes – occasionally they change.
No Tuesday class this week. Register by clicking the **BLUE LINK** at the bottom of this page.

SUNDAY'S 5-Minute Investor with Market Analysis.

This 1-hour class about Market Direction is foundational – If you get the market direction wrong, you are much more likely to lose money. Attended by beginners and experts alike. FREE to all (at the moment). Once you learn this strategy, it's yours for life!

3 TIMES A WEEK Armchair Investor Workshops

Learn how to buy the best stocks at the right time. And then, learn how to track them to identify the right time to take your profits to the bank!

Choose the BEST CLASS for you: Join us on **MONDAY** 7 – 9 P.M. **Tuesday** 2:30 – 4:30 p.m. or **Wednesday** (10 a.m. – noon) for an [online Armchair Investor class](#)

<<. Are you new to the Armchair Investor classes? **Visit for 2 weeks FREE as my guest!** Call or text me at 214-995-6702 to let me know you are coming.

[Click here to register for 2 weeks of FREE Armchair Investor Online Classes](#)

VISIT THE ARMCHAIR INVESTOR ONLINE CLASS THAT IS RIGHT FOR YOU:

<<. Are you new to the Armchair Investor classes? **Visit for 2 weeks FREE as my guest!** Please call or text me at 214-995-6702 to let me know you are coming. Here is why you should visit.

SUNDAY: Learn to be a 5-Minute Investor!

This strategy has earned over 55% last year – following my 9 trades.

The weekly 1-hour class about Market Direction is foundational – If you get the market direction wrong, you are much more likely to lose money. This bi-weekly class is attended by beginners and experts alike. Open to all (at the moment). We meet every-other Sunday with some adjustments around holiday weekend, and other events.

Join us by registering on this link: [online Armchair Investor class.](#)

TUESDAY, WEDNESDAY or THURSDAY Armchair Investor Stock analysis 2-HOUR CLASS

This class is given 3 times each week. Choose the BEST TIME for you: Join us on Tuesdays 2:30 – 4:30 p.m. or Wednesday 10 a.m. – noon or Thursday 6:30 – 8:30 for an [online Armchair Investor class](#) Be sure to check for the date your wish to visit. The class meets 11 weeks each quarter (2 weeks off for research, study and fun).

To join us for a class, click here: [online Armchair Investor class](#)

Once you register online – the link to your online meeting will be revealed on the Armchair Investor Meetup site. Be sure to note the PASSCODE! When you register for an online Armchair Investor class, suggest a few stocks to review in the class! Please choose profitable growing stocks. *If you own a stock and are considering SELLING THAT STOCK, please note “SELL?” after the ticker.*

COMPARISON of Nasdaq and S&P500 1-YEAR Returns

The chart below shows the last 1-YEAR returns (in percent growth) of the **Nasdaq and the S&P500**. Although the Nasdaq almost always outperforms the S&P500, in the box below, you see a 2-month period where the S&P500 is rising, while the Nasdaq is falling.

Even though I have made great returns in the QQQ (the 100 largest, non-financial stocks on the Nasdaq), the ETF's current failing may indicate it has gotten too high, too fast.

REMEMBER: BUY & HOLD IS NOT A STRONG INVESTING STRATEGY.

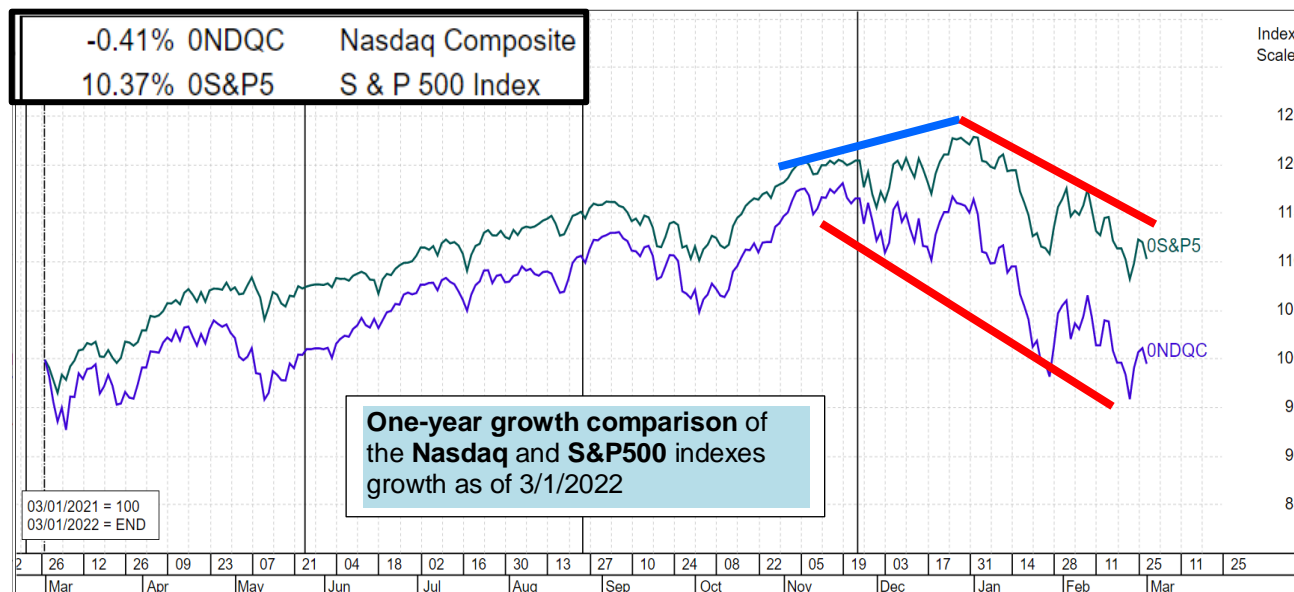
Imagine the difference in returns in the chart above if you sell your market ETF and move to cash as the market falls and get back in as it starts back up!

I have sold all of my QQQ and now hold those dollars in cash.

- It isn't necessary to get in at the bottom or out at the top!
- Just stepping out of the market somewhere *near the top* and getting back in *near the bottom* has had a HUGE IMPACT on my portfolio.

It can take YEARS to complete a market Downtrend (correction) then recover back to where you were - **an EXAMPLE OF HOW "BUY-AND-HOLD" COSTS YOU BIG BUCKS.**

- **If you invested with the Armchair Investor strategy, you were UP 55.5% for 2020.** Twelve trades for an extra 11.9%! That is the total the market makes in some years.
- Where do you want your money invested? Here's where many answers: **"The Armchair Investor strategy! It's fast and beats many other methods"**



WHAT HAPPENED LAST WEEK

This page of the newsletter is shown at the beginning of the Armchair Investor newsletter only on the Weekend edition. On other days of the week it is tucked

2/25/2022 WEEKLY SUMMARY: The market ended FLAT for the week.

- The volume effect of a 4-day week (excluding President's Day) shows up in the lighter volume.!

LAST WEEK'S TOTAL MARKET ACTION			
2/25/22	Weekly Index % Change	Weekly Volume % Change	Volume Above/ Below 10-week Avg
Nasdaq	+1.1%	-4.2%	-7.0%
NYSE Volume			
S&P 500	+0.8%	-26.0%	-14.0%
DJIA	-0.1%		

Tough week for the market as the war in Ukraine heats up.

LAST WEEK'S DAILY MARKET ACTION						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	FOR THE WEEK
	2/18	2/22	2/23	2/24	2/25	
Nasdaq	-1.2%	-1.2%	-2.6%	+3.3%	+1.6%	+1.1%
Volume	+5.3%	+8.2%	-4.6%	+34.2%	-24.9%	
Type of Day	Major Distribution	Major Distribution	Neither	Major Accumulation	Neither	

MARKET/CHART READING LESSON:

The MarketSmith Relative Strength Line – My favorite!

Go to any chart on the Investors.com web page. You will see the bumpy line labeled RS for Relative Strength. This line moves up or down with each price bar showing if this stock or index rose more or less than the S&P500.

Look at the Nasdaq daily chart (0NDQC) and notice that the RS line has risen since the Oct 2019 low, indicating it has earned higher returns.

Go to the monthly chart and note that the S&P500 has consistently outperformed the S&P500 (not ever month but most). The S&P500 does have some great stocks. That rising RS line tells us that, over time, the Nasdaq as a whole has done better than the S&P500. But just like shopping for groceries, I will buy from the market that has the best fruit, on any given day.

The Nasdaq continues to outperform the S&P500. Watch the RS line on Investors.com charts. This important line shows you how a stock or index is performing compared to the S&P500. A rising line indicates that stock or index has risen faster than the S&P500 (measured in percentage change.)

Note: Do not confuse IBD's RS line with the RSI line some charting system use. The S measures how a stock is moving compared to the S&P500. Rising faster gives a higher rating. *Investopedia.com states: The relative strength index (RSI) is a momentum indicator that measures the magnitude of recent price changes to evaluate "overbought" or "oversold" **conditions** in the price of a stock or other asset.*

The problem I have found with the RSI line is that some of the best, rising stocks can push an RSI line to the top of the rating (indicating overbought) just when I have a buy signal. As always, I tell you to use the indicators you find useful (profitable).

I am excited about the settling down in market volume. But I continue to be concerned about the sustained day-to-day price volatility. It is surely affected by the uncertainty of the upcoming earnings announcements. **BE SURE YOUR STOPS ARE IN PLACE.**

Every Day's Lesson: Whether you agree with your stock's daily results or not...

- **YOUR JOB is to monitor its daily results and adjust your action accordingly.**
 - **Monday: Monitor.....and.....adjust.**
 - **Tuesday: Monitor.....and.....adjust.**
 - **Wednesday: Monitor.....and.....adjust.**
 - **Thursday: Monitor.....and.....adjust.**
 - **Friday: Monitor.....and.....adjust.**
 - **Next week: (repeat)**

KEY MARKET CONCEPTS USED IN THIS NEWSLETTER



If the horse you are riding, dies. GET OFF!

When the market (or your stock) dies – whether that is in a year, a month or tomorrow, the Armchair Investor Strategy will NOT “stay the course” and we won’t ride a falling market down.

Instead, we will use our 20 years of market direction experience to identify optimum times to be in the market and times to be out of the market. (No guaranties!) (PS I love horses. They are amazing companions.)

Using my day-to-day price-volume analysis, my students and I have consistently been able to make money by:

“Getting IN near the bottom” and “Getting OUT near the top.”

The Armchair Investor strategy has allowed me to earn well-above-average returns since the 2000 top! This year is not yet over!

MARKET ACTION 2022 YEAR-TO-DATE			
3/1/22	2021 Closing Price	Current Price	2022 Gain %
Nasdaq	15644.97	13532.46	-13.5%
S&P 500	4766.18	4306.26	-9.6%
DJIA	36338.30	33294.95	-8.4%

“Knowledge is Power”

THE LESSON: Riches await the patient investor.

The start of 2021 was volatile for the **Nasdaq**: A rising month and a half, taking it all and more back in the next month, rising to the prior high over the next 2 months, giving back most of it in the next 2 weeks. The reward for your patience was the 2-month rise of 13.1% ending up . The half year results: +14.1%; **now UP 17.1%**.

Meanwhile, the slow but steadily rising **S&P500** beat the Nasdaq, **now +21.0%**.

The Lesson: All indexes had admirable half year returns! **Occasionally**, **the S&P500 wins**.

Prepare yourself for a NEW ECONOMY!

I expect a major shift in how we do business: more online appointments, more working from home, reduced business travel (with reduced costs to businesses) We might actually see this lockdown period as **a slingshot into a new, sleeker way of conducting business. And each of those new trends will help some business (online meetings, internet providers, online schools, casual clothing, healthy ready-to-eat food....)**

>>>>>>>> I would like to hear your ideas of where the big gains will occur!

**Which industry groups and specific companies will thrive and?
which will dive in the after pandemic new economy???**

WILL HISTORY REPEAT ITSELF? In the financial crisis of 2007, it took the market 2 1/2 years to recover the 56% drop. Worse yet was the reaction to the dot.com 90's market over-inflation that crashed in March of 2000 and took 19 years for the market to "break even."

WHAT CAN WE (INDIVIDUAL INVESTORS) DO NOW? ONE lesson I have learned from every greatest investor I have studied:

HUMAN NATURE DOESN'T CHANGE.

That is why the cups and handles, double bottoms, etc. continue to work. HUMAN NATURE DOESN'T CHANGE. Human's nature is to survive and we are, therefore, fear and greed driven. And that is what cups and handles, double bottoms, etc. are all about.

Stick with the Armchair Investor non-emotional, fact-based analysis to ride the market as it rises and exit as it falls. I have never been ashamed of exiting a failing market or stock.... or of riding a winner up, no matter what "they" say.

A SIMILAR TIME IN HISTORY I've been looking for past examples and see a close one in 1998: a 33% drop during the "dotcom" rally in 1998, Everyone was sure 1998 was the top and got out. When it turned around, they all jumped in again.

When the 2000 crash occurred, their brokers told them to stay in because, "...It always comes back! Just look at 1998. When this market fails, I will just say, "GET OUT."

Reminder: I do not make recommendations - just ideas to consider.

CALL ME IF YOU ARE STUCK! Charlotte – 214-995-6702

**>>>With Covid out there, I'm just hanging around the house,
waiting for your call!**

BONUS CHART-READING HISTORY LESSONS:

Look at a Nasdaq or S&P500 daily chart as it crashed off the February 2020 all-time highs. (Charts are at the end of this newsletter.)

Notice the DOWN-TRENDING pattern of:

- frequent higher volume DOWN days (serious selling) and
- frequent lower volume UP days (lack of commitment to the upward move).

NOW NOTICE A SHIFT IN the PRICE-VOLUME PATTERN AS THE MARKET SLOWED DOWN AND THEN STARTED RISING:

- More consecutive rising days with higher volume (Nasdaq)
- A fresh upward move of 4 rising days in a row (Nasdaq)
- Those moves in the last week bring hope that this Uptrend is gathering steam AND it brings a concern that irrational exuberance may be driving this Uptrend.
- EITHER WAY – I am happy to ride this Uptrend until it dies... next week, next month or next year. **STAY TUNED!**

This “change in personality” is common when a Downtrend becomes an Uptrend.

DISTRIBUTION DAYS: >>> Scan across the volume over the last four weeks on a daily chart below. You will see almost all the tall volume bars (sticking up above their neighbors) are RED, showing higher volume on down days. T

HOW TO SEE DISTRIBUTION ON 2-COLOR CHARTS!

Distribution action is easiest to see when you are on a chart with two color volume lines, usually red for falling price days and green (or blue) for rising days. The fastest way to get a sense of the accumulation/distribution going on in a stock or index is to swing your eyes across the volume bars – noting the color of the highest bars - the red volume bar indicates the price dropped that day. The taller bar indicates the volume was higher. (MarketSmith and other IBD charts have this 2-color feature!

REMEMBER:

**THE MARKET CONTINUES IN THE DIRECTION IT IS GOING,
.... UNTIL IT DOESN'T!**

>>>>But be sure to watch each stock in your portfolio for additional distribution days to signal an exit point. See selling rules chapter of “How to Make Money in Stocks” by William O’Neil, founder of Investor’s Business Daily.

THE ARMCHAIR INVESTOR TREND-FOLLOWING STRATEGY

A Simple and Powerful Tool to Increase Your Returns

Armchair Investor Mantra:

- **Be IN the market** when it is going up
- **Be OUT of the market** when it is going down
- **Protect your portfolio** with 8% stops.

The primary purpose of this Armchair Investor newsletter is to let you, the reader, earn bigger returns riding the trend of the market.

By following the best (most reliable) market change signals, you can:

- **Get in the market near the bottom** of a new bull market
- **Exit the market near the top**, and
 - **Capture more of the gains**,
 - **Avoid more of the losses** and, thus
 - **Earn higher returns** than the “buy-and-hold” strategy recommended by many brokers and money managers!

Why a “Buy-and-Hold” strategy doesn’t work well:

When the market has topped and starts to fall, do you really want to let your profits fade away as the market falls – sometimes for years? Of course not! Selling your uptrend position allows you to capture your gains and store them safely away in cash. What is the right time to exit? This newsletter will show you the market’s signal.

Most downtrends (also called corrections) fall faster than the uptrends rise.

I am not willing to sit in a sick, falling market and lose my hard-earned gains!

Cash is a safer position!

Here are the three signals I will give you in this newsletter for the three market conditions:

- **Uptrends:** When the market rises into an Uptrend, buy and hold the QQQ, a stock that rises with the general market.
- **Uptrend showing Weakness:** As a market Uptrend starts to fall, you will receive the signal to exit the QQQ and safely wait in cash.
- **Downtrends:** If the market continues down, you will receive a signal to buy the PSQ, a stock that rises while the market falls.

FINALLY – For individual stocks: Use these market signals to help you when buying individual stocks. You increase your likelihood of a successful stock purchase if you only buy stocks when the market is in an Uptrend. Lesson: Don’t fight the market trend!

**HOW CAN YOU CAPTURE THOSE?
GREAT MARKET GAINS SHOWN ABOVE?
USE THE ARMCHAIR INVESTOR PLAN:
*It's as easy as 1- 2- 3!***

STEP 1: Ride a rising market - hold the QQQ.

STEP 2: Protect your investments during a weakening Uptrend

STEP 3: Go to cash or PSQ in a falling market.

This newsletter will identify the market direction, (step 1, step 2 or step 3) and explain what you can do to grow and protect your portfolio.

STEP 1: In an Uptrend, hold the QQQ, a Nasdaq100 ETF

Find the market direction diagnosis every night in this newsletter.

- In the Uptrend, buy the QQQ the next morning if you don't yet have that position. This newsletter will alert you to the Uptrend signal! *The QQQ follows the ups and downs of the Nasdaq100, allowing you to grab the rises of an Uptrend.*
- With some additional positive action, you may decide to switch to the double QQQ ETF (QLD) or triple QQQ (TQQQ). I do not recommend these moves for the first-time investor.

Just in case protection: When you receive your confirmation of the purchase, place an **8% STOP LOSS** order to protect your portfolio from a sudden market reversal (executing this sale is rare – I almost always sell when the market goes into “under pressure” or Downtrend – see Step 2 below). Your broker can help you set up this order.

This upward ride is the most exciting part of trend-following – Ride the escalator up, up, up as the market rises. Exit when the market starts to show significant weakness (read this newsletter nightly!

Although not every Uptrend signal generates a positive return, most do.

STEP 2: When the Uptrend slows down: “Uptrend under Pressure”

“Uptrend under Pressure” is a **Warning Message** and means:

- The market is showing significant distribution (selling pressure.)
Investors should:
 - **Be concerned about the strength of this Uptrend.**
During an Uptrend under Pressure, this newsletter may move into CASH position to avoid possible losses.
 - **Check on the health of your investments each night!** Many investors do not buy new stock positions during this period due to higher failure rates.
- **From STEP 2, “Uptrend under Pressure,”** the market diagnosis will go one of two ways:
 - **Rise** with price and volume strength, and return to **Uptrend – (STEP 1)**, or
 - Continue to add more distribution days and **fall** into a **Downtrend (correction)**
- This is a time to pay attention to the market behavior.

STEP 3: When the market diagnosis goes to “Downtrend”

Capture much of the gains from the Uptrend by selling your Uptrend ETF position (QQQ, QLD or TQQQ) when the market diagnosis goes into Downtrend to capture much of the gains earned in Steps 1 & 2 above.

After exiting the Uptrend ETF, wait in cash until the next Uptrend signal. More recent Downtrends have been short term and not tradable.

The Uptrend has been years long and strong. The market is due for a long dive. I will invest in the PSQ (inverse QQQ) ETF which makes profits as the market falls!

NOTE: Not every market direction signal end with a positive return. But overall, this Market Tracking Strategy has outperformed the market when traded according to these signals.

BONUS: Plus, the market direction signals will help you by indicating when it is most effective to consider adding individual stocks to your portfolio (with a strong uptrending market).

DO YOU INVEST IN INDIVIDUAL STOCKS?

Always consider taking some profit if significant distribution is showing up for your individual stocks. However, many individual stocks are rising with gusto! Look at all the lists in the Investor's Business Daily newspaper for stocks breaking out with high volume. **They are there!**

To get a deeper sense of the health of the market, look at the **MARKET FACTORS, COUNTS & RATINGS table** included each day in the FULL Armchair Investor newsletter. It looks at 7 key market direction factors and highlights the leaning of each:

- If the factor leans toward the **Uptrend**, that box will be **green**
- If the factor leans toward the **Downtrend**, that box will be **orange** or **red**

To schedule a class visit: Contact Charlotte Hudgin at 214-995-6702

One of the reasons I pay so much attention to the Investor's Business Daily strategies and books (*How to Make Money in Stocks series*) is that they have work consistently for the 30 years I have referred to them.

Visit an ARMCHAIR INVESTOR CLASS

We have 3 live classes given live most weeks. These classes will be given **ONLINE** until we are cleared to meet in person. **Visit any class this week and next as my guest (2 free visits!).** NOTE: We are on vacation the last 2 weeks in December. *If you are a subscriber, or have a relatively short question, call me anyway!* (I'm mostly hanging around the house.) The underlined phrases below are live links!

Register at the [Armchair Investor Meetup class site](#) to join the class you are interested in. Click on one of the links below to register. I occasionally take off for a class (or a week of them) for my own education or fun. If that is the case, those days will not be available for registration on Meetup.

- [Introduction to 5- minute investing Sundays 7 – 8 p.m.](#)
- [Monday nights 7 – 9 p.m.](#)
- [Tuesday afternoons 2:30 – 4:30 p.m.](#)
- [Wednesday mornings 10:00 a.m. to noon](#)
- All Classes meet ONLINE (during this “stay at home” time).
- Online classes and consultations available by appointment – **Call me for a FREE introduction!**

Newsletter readers get a FREE class visit:

Monday evening, Tuesday afternoon or Wednesday morning online. Register on Meetup.com or call or text me to set up your visit.

Pre-REGISTRATION REQUIRED FOR YOUR FREE VISIT

Just Call or Text me: 214-995-6702

CALL EARLY: Guest Seating is limited.

2022 THE MARKET HOLIDAY SCHEDULE

I'm updating my 2022 spreadsheet and calendars to note the days the market is closed and has an early close and will update the newsletter next week.

NOTE: There will be no market holiday around the Saturday 2022 New Year's day this year.

The Nasdaq Stock Market and New York Stock Exchange (NYSE) close for nine holidays each year and two "early closure" days (sometimes misnamed "half days"):

Here is the 2022 holiday closure schedule for the NYSE and Nasdaq:

Holiday	2022
Martin Luther King, Jr. Day	Monday, January 17
Washington's Birthday	Monday, February 21
Good Friday	Friday, April 15
Memorial Day	Monday, May 30
Juneteenth National Independence Day	Monday, June 20 (Juneteenth holiday observed)
Independence Day	Monday, July 4
Labor Day	Monday, September 5
Thanksgiving Day	Thursday, November 24***
Christmas Day	Monday, December 26 (Christmas holiday observed)

On regular trading days, the main trading session runs the normal schedule of 9:30 a.m. to 4 p.m. (New York City time, i.e., Eastern time)

On early close trading days, the main trading session runs from 9:30 a.m. to 1 p.m. ET.

When a holiday falls on a Saturday, the NYSE and Nasdaq close on the Friday before. Holidays that land on a Sunday are observed on the following Monday.

Access the FULL ARMCHAIR Investor newsletter each night in just 2 clicks:

WWW.ARMCHAIRINVESTOR.COM

The go down to the bottom of the page – click on **ARCHIVE**

The **Archive will be open** until we work out the new **subscription-only** access system.

To guarantee your continued access to this newsletter, sign up for a newsletter subscription or for the weekly classes (which include the newsletter)

Wishing you "**Many Happy Returns,**"

Charlotte Hudgin, 214-995-6702, Editor, the Armchair Investor

DISCLAIMER, "Buyer Beware" WARNING:

This newsletter shares the ideas I use in my investing.

It is not investing advice but should be taken as education only.

Your investment decisions are your responsibility as are the results.

If you are not comfortable with or do not understand a strategy completely,

I recommend that your paper-trade until you are successful and can sleep well at night.

Call me to explore your investing questions!

Charlotte Hudgin, 214-995-6702

See additional definitions on the following pages....

Is this market “Climbing a Wall of Worry”

DO INVESTORS IN INDIVIDUAL STOCKS BEAT THE MARKET?

The research shows [Most investors didn't come close to beating the S&P 500](#) (as stated by CNBC.)

But what you should really be concerned about isIS THIS MARKET HEALTHY? My answer: Follow the accumulation and distribution days!

- A market with **just a few distribution days** in since the last market **UPTREND** showing **broad market buying**. Then look for **distribution days**. You can see just one since the new Uptrend. See the **MARKET ACTION (Nasdaq) OVER THE LAST 20 DAYS** table.
- Explanation: When an index risers 5% or move above the close of a distribution day, then that day is considered, “NO LONGER RELEVANT!” The market is hot-dogging higher and those distribution days are long gone from the rear-view mirror.
- A steadily rising market is more sustainable! Watch for additional distribution days.
- **The current up-channel is not quite as steep as last year's 5-month rising channel. That could mean that it won't last as long. Or that, because of the gentler rise, it will last longer.**

How long will the rise run? (You know my answer: The market will continue higher until..... it doesn't.)

The Armchair Investor Strategy earned **extraordinary returns for **2020** (see the table on prior page). And YOU could have earned this return shown below if you followed this nightly newsletter and made these 12 trades, all broadcast at the end of the day for your action the following morning. Read this newsletter and reap the rewards!**

EXAMPLE of the DAILY MARKET ACTION table
with explanation of terms and signals:

THE DAILY MARKET ACTION (NOT CURRENT PRICE & VOLUME)						
9/27/19	Index Close	Index % Change	Volume % Change	Volume vs 50-day Avg.	Accumulation or Distribution Day?	Recent Trend Gain/Loss from 8/13/2019 UPTREND SIGNAL
Nasdaq	7,939.63	-1.1%	+8.5%	-11.0%	Major Distribution	+1.7%
S&P500	2,961.79	-0.5%	NYSE Volume		Minor distribution	+3.4%
DJIA	26,820.25	-0.3%	+5.1%	-12.0%	Minor distribution	+3.8%

A **Major Accumulation Day**: Price RISES 1.0% or more with higher Volume than the day before.

A **Minor accumulation Day**: Price RISES 0.2% and less than 1% with strong Volume (either higher than the day before or is well-above average volume).

A **Major Distribution Day**: Price FALLS 1.0% or more with higher Volume than the day before.

A **Minor distribution Day**: Price FALLS 0.2% and less than 1% with strong Volume (either higher than the day before or is well-above average volume).

If the day's price/volume action does not meet the accumulation or distribution definitions above, it is a **neither day**.

** The **Recent Trend Gains/Losses** column calculates how far each index has moved from the recent trend change assuming you purchased the index (in an Uptrend) or sold the index (in a Downtrend) at the opening price on the day after the signal. Although not every year outperforms the common "buy and hold" strategy, using these signals has significantly OUTPERFORMED the buy-and-hold strategy in total since 1/1/2000.

Why are my Final Volumes sometimes Different than Yours? Why do the volume numbers on this table not always match other web sites? The 4:00 close of the market immediately shows an accurate final price. But the volume figures continue to trickle in for hours. At some time, the accumulation of volume numbers has to be cut off and different sites use different cut-offs. Also, some sources include the volume of stocks listed on one exchange but traded on another (e.g., Apple stock listed on Nasdaq but also traded on other exchanges.) And some sources do not. The most important rule is to consistently use only one source for volume.

DO YOU INVEST IN INDIVIDUAL STOCKS?—

Always consider taking some profit if significant distribution is showing up for your individual stocks. However, many individual stocks are rising with gusto! Look at all the lists in the Investor's Business Daily newspaper for stocks breaking out with high volume. **They are there!**

To get a deeper sense of the health of the market, look at the **MARKET FACTORS, COUNTS & RATINGS table** included each day in the FULL Armchair Investor newsletter. It looks at 7 key market direction factors and highlights the leaning of each:

- If the factor leans toward the **Uptrend**, that box will be **green**
- If the factor leans toward the **Downtrend**, that box will be **orange** or **red**

To schedule a class visit: Contact Charlotte Hudgin at 214-995-6702

One of the reasons I pay so much attention to the Investor's Business Daily strategies and books (*How to Make Money in Stocks series*) is that they work consistently.

Visit an **ARMCHAIR INVESTOR CLASS**

We have 3 live classes given each week in Dallas and one on-demand ONLINE class. Visit a class as my guest (NOTE: Monday night is moving to another day - I don't know when yet).

- [Monday nights, 7 – 9 p.m.](#)
- [Tuesday afternoons 2:30 – 4:30 p.m.](#)
- [Wednesday mornings 10:00 a.m. to noon](#)
- Classes meet ONLINE. When the virus risk is past some classes will resume in north Dallas.
- Online classes and consultations available by appointment – **Call me for a FREE introduction!**

Newsletter readers get a FREE class visit:

Monday evening, Tuesday afternoon or Wednesday morning in Dallas.
Call or text me to set up your visit.

Pre-REGISTRATION REQUIRED FOR YOUR FREE VISIT

Just Call or Text me: 214-995-6702

CALL EARLY: Seating is limited to no more than 3 guests at each session to ensure the paid subscribers receive full value.