

Market Analysis Comment

Bob Farrell's "Ten Market Rules to Remember" & how they can help us today

Market Analysis

How the pioneer of technical analysis can help us today

Bob Farrell, one of the pioneers of technical analysis, worked at Merrill Lynch for over 45 years. We revisit his **Ten Market Rules to Remember** and find that they are as relevant today as when he retired from Merrill Lynch 20 years ago.

Farrell's rules applied to today

An equity bear market, the highest inflation in 40 years, a Fed hiking cycle and Value vs Growth are all causing deep investor concerns. Farrell's rules suggest that equity corrections are normal, the upward reversion for interest rates can continue and that a bigger rotation to Value from Growth is underway.

Pay attention to the cycle especially when it's gone too far

As far as cycles go, here's what Farrell says we need to know: When trends go too far in one direction, investors can prepare for a reversal toward the mean (Rule 1). But sometimes reversion to the mean is not enough. A market can swing like a pendulum with an excessive move in one direction preceding an extreme move the opposite way (Rule 2). Investors have seen their share of asset bubbles popping over the past 40 years, and these exponential moves do not end by going sideways (Rule 4).

"This time is different" – really? Farrell says no new eras

When investors talk about a new era, run the other way. It just means excesses have been built up, the big move has already happened and sentiment is too extreme for the trend to continue (Rule 3).

Taking a contrarian view can pay off

Farrell's rules also cover sentiment. If the public buys the most at the top and the least at the bottom, don't follow the crowd: Taking a contrarian view can pay off (Rule 5). Fear and greed can cloud our emotions, test our resolve and lead to poor investment decisions (Rule 6). When everyone agrees, something else can happen. Consensus among the experts is often fully discounted in asset prices, putting forecasts at risk (Rule 9).

The broader the better: narrowing rallies prone to failure

Broad-based rallies have the potential to continue, while narrowing rallies are prone to failure. It is important to remember that a market rally driven by a handful of blue-chip names suggests that the SMID cap troops have abandoned the largest cap generals, which is a weak setup for market breadth and a risk to an equity market rally (Rule 7).

Three stages for bear markets: watch SPX 3800 and 3500

Farrell believes that bear markets have three stages: A sharp decline, followed by a reflex rebound and then a drawn-out fundamental downtrend (Rule 8). We are likely in the third stage, with risk to 3800 (20% correction) and even 3500 (27%) on the S&P 500.

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Market Analysis
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10 market rules to remember

Farrell's rules are still relevant

You can't change human nature and Mr. Farrell's rules seem as relevant today as when he retired from Merrill Lynch 20 years ago.

- Rule 1: Markets tend to return to the mean over time
- Rule 2: Excesses in one direction will lead to an opposite excess in the other direction
- Rule 3: There are no new eras — excesses are never permanent
- Rule 4: Exponential rapidly rising or falling markets usually go further than you think, but they do not correct by going sideways
- Rule 5: The public buys the most at the top and the least at the bottom
- Rule 6: Fear and greed are stronger than long-term resolve
- Rule 7: Markets are strongest when they are broad and weakest when they narrow to a handful of blue chip names
- Rule 8: Bear markets have three stages — sharp down — reflexive rebound — a drawn-out fundamental downtrend
- Rule 9: When all the experts and forecasts agree — something else is going to happen
- Rule 10: Bull markets are more fun than bear markets

Rule 1: Markets tend to return to the mean over time

When trends go too far in one direction, investors can prepare for some form of reversal in trend and reversion to the mean. Some investors are trend followers, while others focus on mean reversion. There is a constant battle between the two. One strategy investors can use is to combine mean reversion with trend-following by looking to buy dips within uptrends (rising moving averages) and sell rallies in downtrends (declining moving averages). See report: [Technicals Explained: Equity technical analysis for the fundamental investor](#) for more on this trend reversion approach.

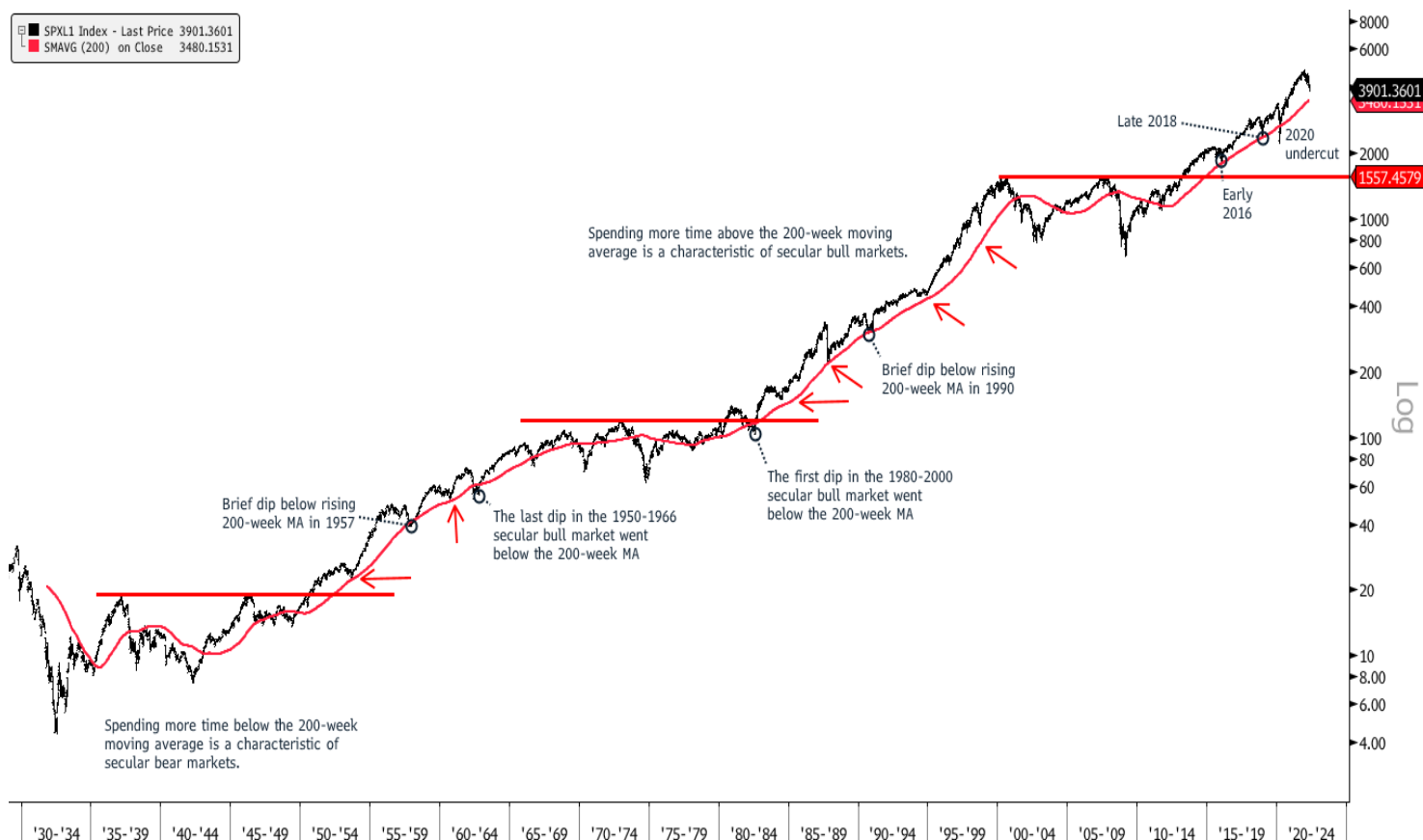
Investors are concerned about the 2022 equity bear market

S&P 500: 2022 cyclical bear market = mean-reversion of a secular bullish trend

A moving average (MA) represents a rolling mean over a certain timeframe. When prices move too far from the MA, the risk of reversion to that MA (aka mean) increases. Our technical view for the S&P 500 remains a cyclical correction within a long-term secular bull market (see report: [Cyclical corrections stress test a secular bull market](#)). Cyclical bear markets within secular bull markets tend to mean-revert toward the rising 200-week moving average on the S&P 500, a key 2022 support near 3500. If S&P 500 holds above or near its rising 200-week MA, the secular bull market remains firmly in place.

Chart 1: S&P 500 with the 200-week MA: Weekly chart

Cyclical bear markets within secular bull markets tend to mean-revert toward the rising 200-week moving average on the S&P 500, a key 2022 support near 3500. This mean-reversion to the rising 200-week MA happened during recessions, economic slowdowns and crashes during the 1950-1966, 1980-2000 and 2013 to present secular bull markets. These cyclical bear markets found support prior to continuing the longer-term secular bull market.



Source: BofA Global Research, Bloomberg

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Secular mean-reversion for rates and commodities

Higher rates a big concern: Mean-reversion suggests a higher US 10-year yield

A 39-year down cycle for the US 10-year yield (bond bull market) from 1981 likely ended in 2020. This sets up the 10-year yield for longer-term upward mean-reversion. The average US 10-year yield going back to 1920 is 4.74%. The 1950-1966 secular bull market for US equities did not end until the 10-year yield surpassed 5% in 1966 (see report: [Cyclical corrections stress test a secular bull market](#)). The bigger question: Is mean-reversion (Rule 1) enough? Or can rates overshoot on the upside (Rule 2)?

Chart 2: US 10-year Treasury yield with the 96-month moving average: Monthly chart

The average 10-year yield back to 1920: 4.74%. A 39-year down cycle for the US 10-year yield (bond bull market) from 1981 likely ended in 2020. This sets up the 10-year yield for mean-reversion to the upside.



Source: BofA Global Research, Bloomberg, GFD

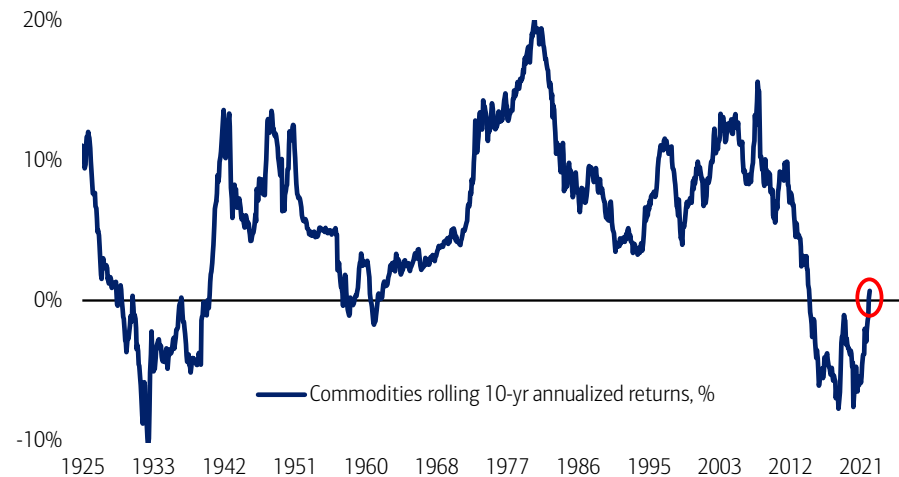
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Mean-reversion secularly bullish for long-run commodities returns

There are signs of a major bottom and bullish turn for commodities prices that could persist for years. The rolling 10-year annualized price returns for commodities may be breaking out like it did in the 1940s.

Chart 3: Best year for commodities since 1915

Rolling 10yr annualized price returns since 1924, Commodities



Source: BofA Global Investment Strategy, Ibbotson, Bloomberg and Datastream

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Rule 2: Excesses in one direction will lead to an opposite excess in the other direction

Sometimes reversion to the mean is not enough. A market can swing like a pendulum with an excessive move in one direction preceding an extreme move in the opposite direction. Rallies that become parabolic and overshoot on the upside often herald declines that become parabolic and overshoot on the downside.

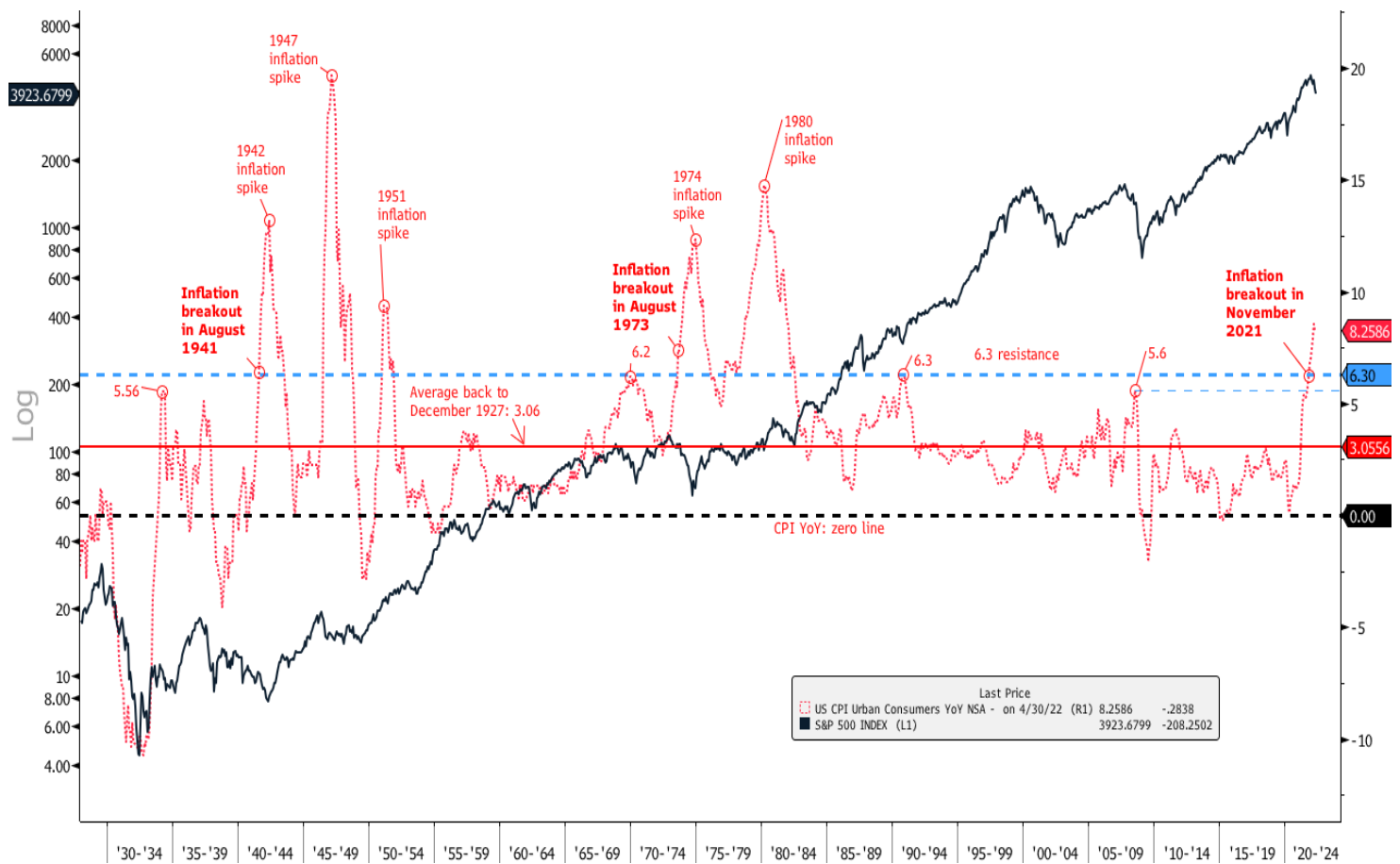
Inflation rocks the nation

YoY CPI overshoot its mean at 3.06% with room to continue higher

Investors are worried about inflation. If YoY CPI does not subside, the risk is for a 1970s or 1940s-style surge in inflation. Our technical work showed 5.6% to 6.3% as resistance for YoY CPI, which this measure of consumer price inflation surpassed in November 2021. History shows similar breakouts in August 1941 and August 1973 with spikes higher in YoY CPI to much higher levels of inflation in 1942, 1947, 1974 and 1980.

Chart 4: S&P 500 and YoY US Consumer Price Index (CPI): Monthly chart

If YoY CPI does not subside, the risk is for a 1970s or 1940s-style surge in inflation.



Source: BofA Global Research, Bloomberg

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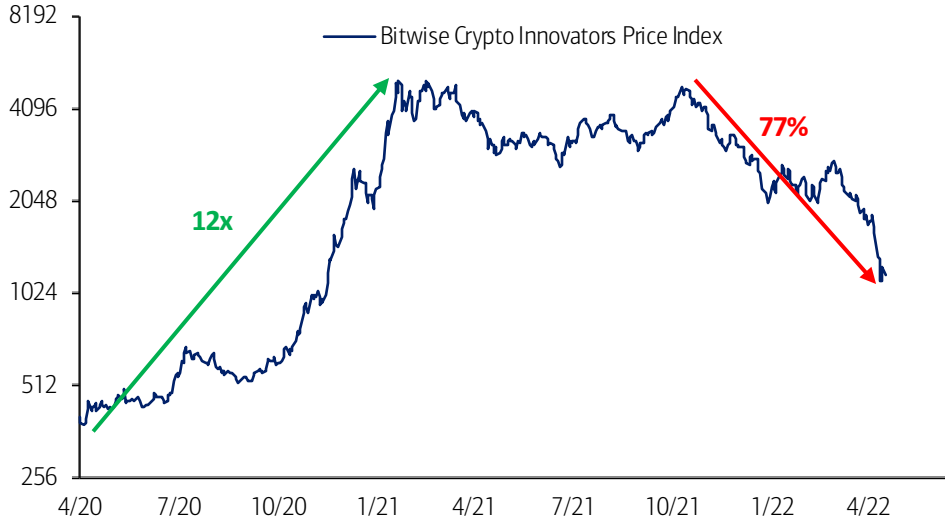
Investors love to talk about crypto...

...But it's payback time for crypto stocks

Crypto stocks were up 12X in less than year and then lost 77% in less than six months.

Chart 5: The Bitwise Crypto Innovators 30 Price Return Index (companies that are building the future of the crypto-asset-enabled decentralized economy)

Payback time. Crypto stocks were up 12X in less than year time and then lost 77% of it in six months.



Source: BofA Global Research, Bloomberg

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Should I invest in Value or Growth?

Biggest top since the 2000 peak favors Value over Growth longer term

Longer-term, Growth vs Value swings like a pendulum. Russell 1000 Growth relative to Russell 1000 Value has had multi-year trends of Growth leadership and Value leadership. The 2020-2021 peaks mark the biggest top for Growth vs Value since the tech bubble peak in 2000 and suggest that a long-term Value leadership cycle is underway.

Chart 6: Russell 1000 Growth relative to Russell 1000 Value: Weekly chart

The 2020-2021 peaks mark the biggest top for Growth vs Value since the tech bubble peak in 2000 and suggest that a long-term Value leadership cycle is underway.



Source: BofA Global Research, Bloomberg

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Rule 3: There are no new eras — excesses are never permanent

When excesses get built up, we begin to hear the phrase “this time is different”. Trend reversals in the opposite direction tend to occur when investors believe that excesses are a permanent regime change. When investors talk about a new era, the big move has likely already happen and sentiment is too extreme for the move to continue.

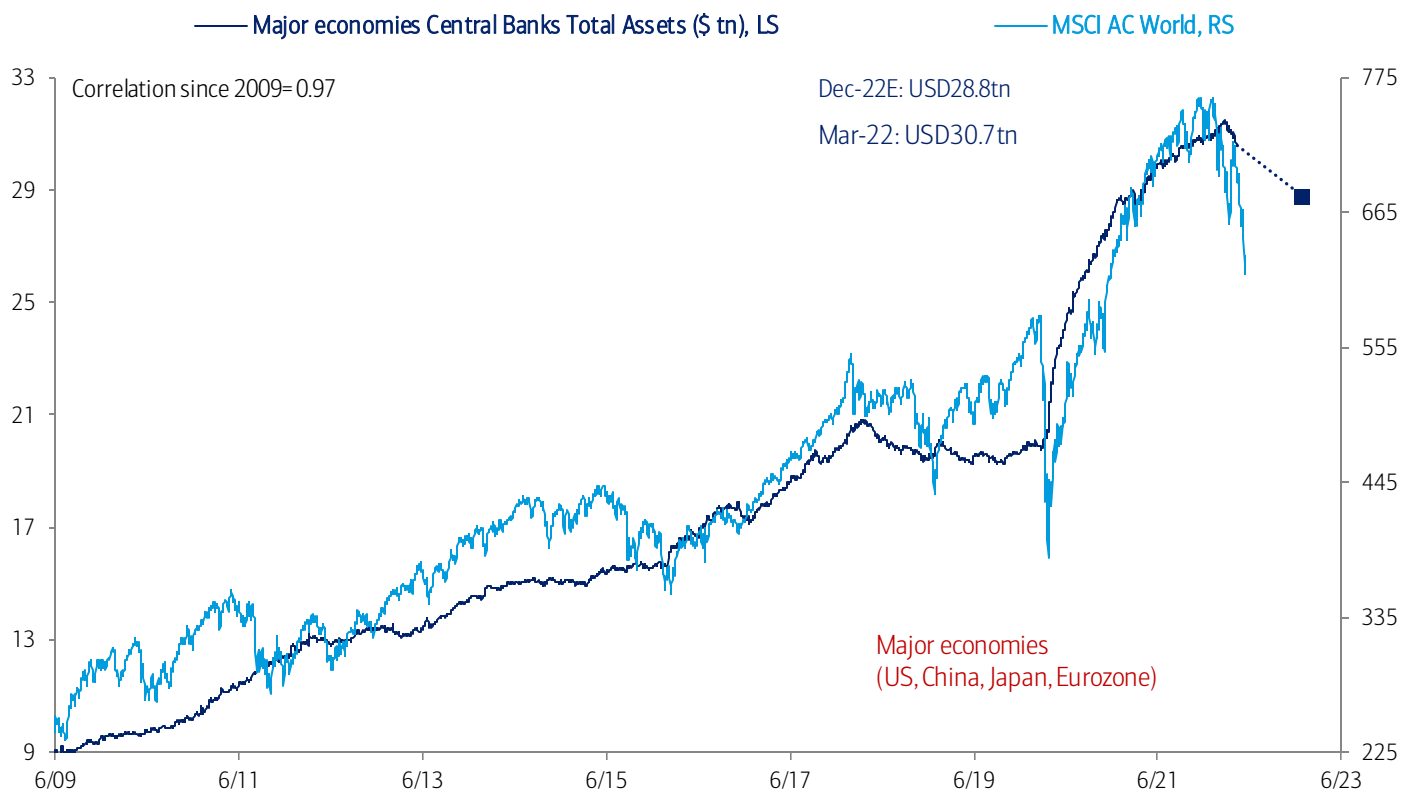
Investors concerned as the Fed does the “tighten up”

What the Fed Giveth, the Fed Taketh Away

The COVID shock led to an unprecedented expansionary policy that ignited an economic boom and unleashed animal spirits. For those music lovers out there, the soundtrack for monetary policy in 2020 was “Saved by Zero” by a group ironically called The FIXX. This policy was not a “new era” and is in reverse now. BofA Global Research expects central bank balance sheets to continue to contract, as 2022 shows the Fed doing the “Tighten up” by Archie Bell and the Drells.

Chart 7: Central banks balance sheets and global equities

What the Fed Giveth, the Fed Taketh Away. COVID shock led to an unprecedented expansionary policy that ignited an economic boom and unleashed animal spirits. In reverse now



Source: BofA Global Research, Bloomberg. Notes: Dots denote forecast from BofA Global Rates Research

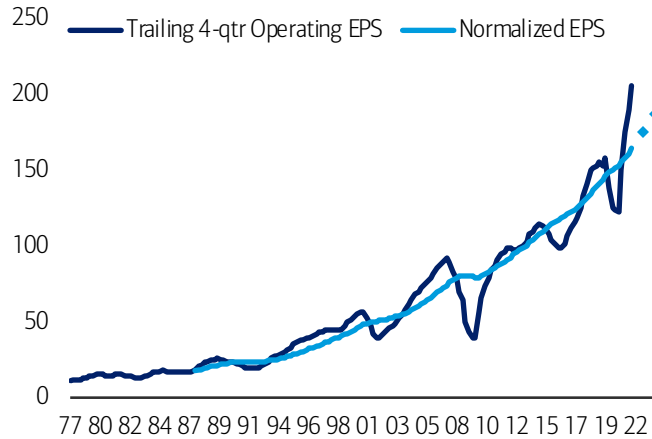


No new EPS era: One of the biggest spreads in history vs. normalized EPS

Actual operating EPS has one of the biggest spreads in history vs. normalized EPS, which is adjusted for cyclicality. In the prior three instances when earnings were similarly stretched (1996, 2000, and 2007), growth slowed to sub-trend (1996) or turned negative (2000 and 2007). Our equity strategists expect downside risks to consensus earnings.

Chart 8: Risk: earnings are cyclically elevated...

S&P 500 operating EPS vs. normalized EPS (1977-present; light blue dots = 2022-23E normalized earnings)

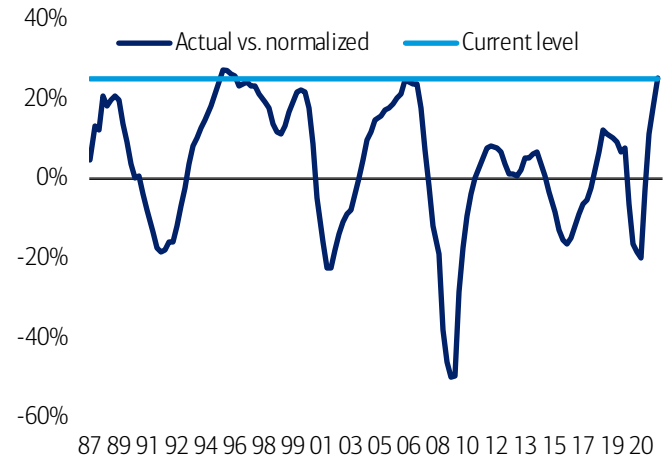


Source: Haver Analytics, BofA US Equity & US Quant Strategy

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Chart 9: ...with one of the biggest spreads vs. trend in history

% spread between S&P 500 operating EPS vs. normalized EPS (1987-4Q21)



Source: Haver Analytics, BofA US Equity & US Quant Strategy

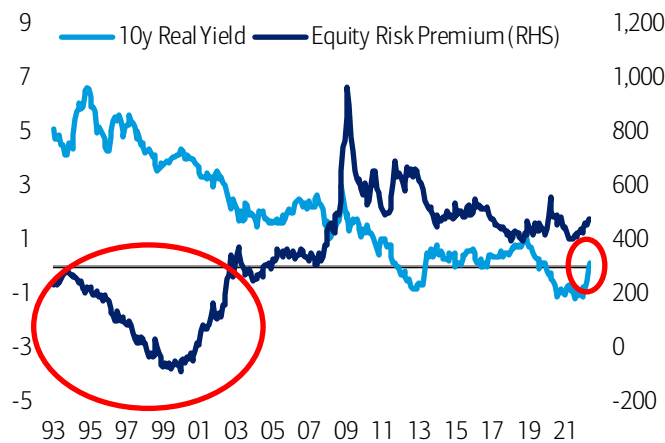
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Strategists accepted negative real rates, but no new era for negative real rates

In [their 2022 year ahead](#), our equity strategists highlighted the array of similarities to 1999/2000, one of which was acceptance of the unthinkable. In 99, strategists accepted and began forecasting negative equity risk premia (ERP); last year, they accepted and began forecasting negative real rates. Real rates just flipped back to positive, putting us in rational territory, but that came with a big pain in Growth stocks. Falling real rates fueled Growth outperformance since 2018, with -96% correlation between the 10-yr real rates and the relative performance of the Russell 1000 Growth vs. Value, and the recent jump in real rates have been a big headwind for Growth stocks.

Chart 10: One bubble popped: real rates flipped back to positive

Equity Risk Premium and real 10-yr US Treasury yield (1993-5/16/2022)

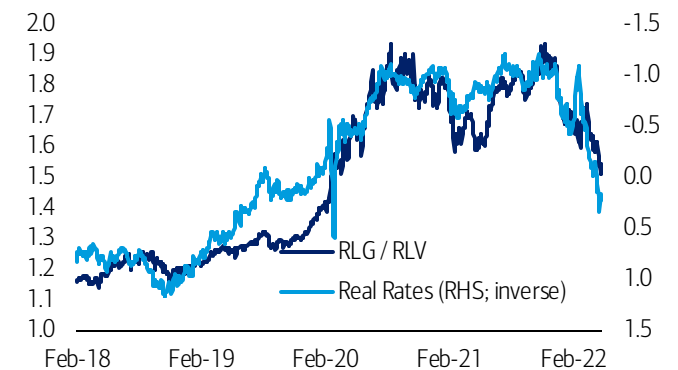


Source: Bloomberg, BofA US Equity & Quant Strategy

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Chart 11: Falling real rates fueled Growth outperformance. A reversal has been painful (-96% correlation since 2018).

Russell 1000 Growth vs. Value relative performance and 10-yr real rates (2018-5/16/22)



Source: Bloomberg, BofA US Equity & Quant Strategy

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Rule 4: Exponential rapidly rising or falling markets usually go further than you think, but they do not correct by going sideways

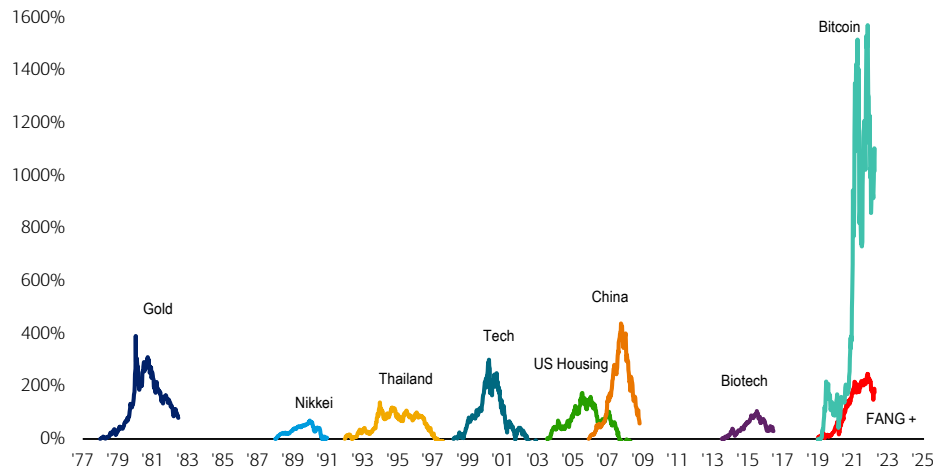
Parabolic rallies, asset bubbles, manias and crashes fit this rule. For example, prior to a bubble popping, there is often talk of a new era (Rule 3), extremely bullish sentiment (Rule 5), greed ruling over fear (Rule 6) and narrowing market breadth (Rule 7).

Human nature (cycle of fear and greed) makes it hard to learn from past bubbles

Investors have seen their share of asset bubbles popping over the last 40 years. There are plenty of examples to learn from, but human nature (cycle of fear and greed) make it difficult to avoid bubbles as the “fear of missing out” or “FOMO” takes control.

Chart 12: Asset Bubbles of Past 40 years

Investors have seen their share of asset bubbles popping over the last 40 years.



Source: BofA Global Investment Strategy, Bloomberg

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ARK Innovation ETF fits the NASDAQ 100 circa late 1990s early 2000s

Cathie Wood, the founder of Ark Invest has a huge following. The Ark Innovation ETF (ARKK) remains very popular among investors. The recent parabolic rise and fall for ARKK rhymes with that of the NASDAQ 100 (NDX) from the late 1990s into early 2000s.

Chart 13: ARK Innovation ETF (ARKK) and NASDAQ 100 (NDX): Daily chart

The recent parabolic rise and drop for ARKK rhymes that of the NDX from the late 1990s into early 2000s.



Source: BofA Global Research, Bloomberg

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Rule 5: The public buys the most at the top and the least at the bottom

This rule focuses on sentiment and positioning. If the public buys the most at the top and the least at the bottom, don't follow the crowd: Taking a contrarian view can pay off. Sentiment indicators tell us what investors are saying. Positioning reveals what investors are doing. When aligned, these indicators can provide powerful signals.

Individual investors are the most bearish since early 2009

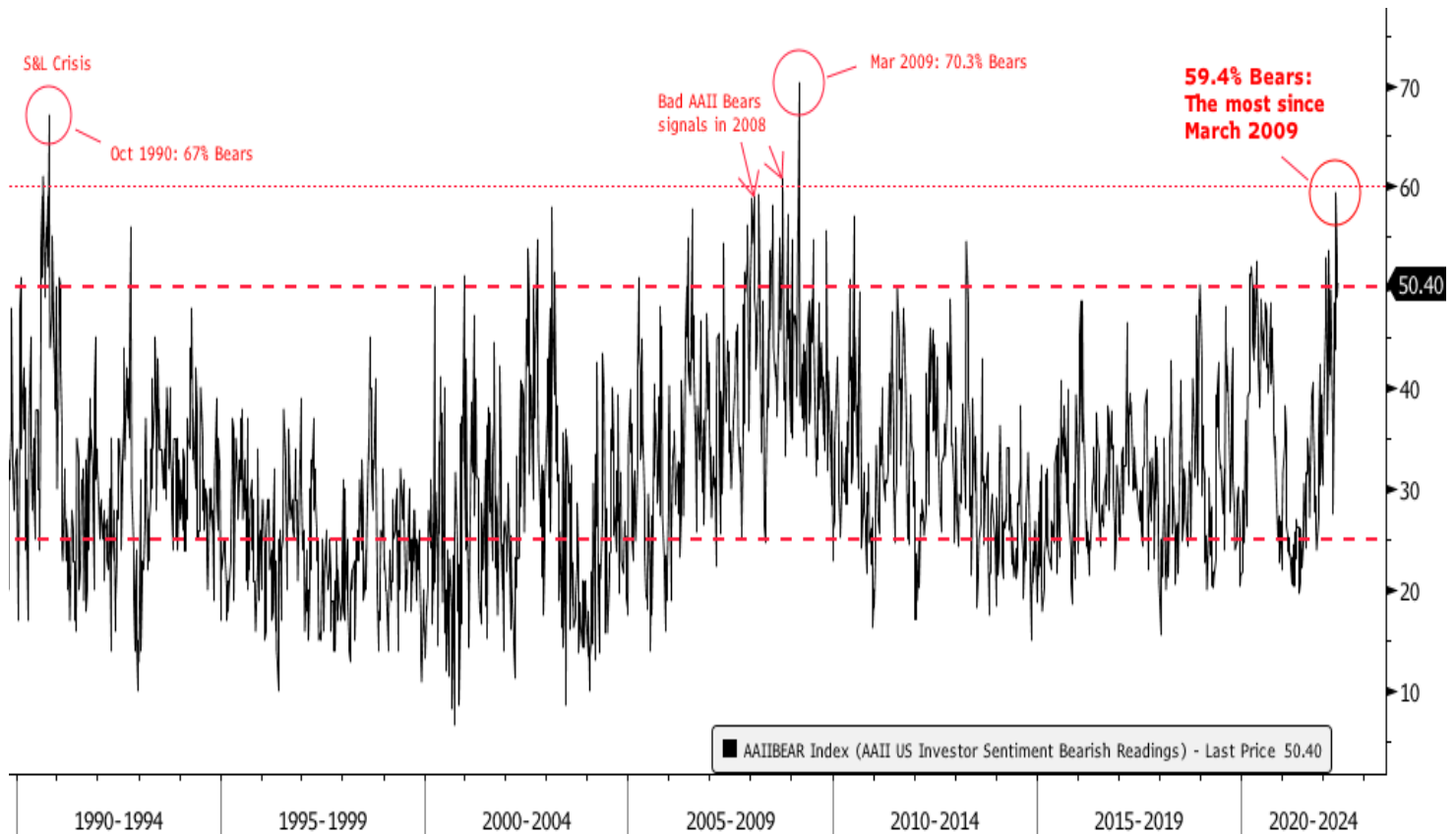
AAll Bears: Individual investors the most bearish since the Great Recession

AAll US Investor Sentiment Bearish Readings suggest that individual investors were the most bearish since March 2009 in late April 2022. We view this spike in bearishness as contrarian bullish but acknowledge that a similar move to these levels in 2008 proved to be a bad signal for US equities during the depths of the Great Recession.

The BofA Bull & Bear Indicator also suggests that sentiment is at a bearish extreme, which is contrarian bullish (see report: [The Flow Show: "3600 is the new bull case" 19 May 2022](#)).

Chart 14: AAll US Investor Sentiment Bearish Readings: Weekly chart: 1987 - present

Contrarian bullish: AAll Bears hit its highest level since early 2009.



Source: BofA Global Research, Bloomberg, AAll

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Rule 6: Fear and greed are stronger than long-term resolve

Fear and greed can cloud our emotions and lead to poor investment decisions, such as selling at the bottom and buying at the top (Rule 5). When emotions begin to take control, take a breath and remember that markets tend to return to the mean over time (Rule 1), excesses in one direction will lead to an opposite excess in the other direction (Rule 2), that there are no new eras (Rule 3) and don't follow the crowd (Rule 5). Finally, having an investment plan and/or adding some rules-based indicators to your investment process can reduce help control the emotions of fear and greed.

Higher prices at the pump

Oil prices: Even the largest commodity market swings from fear and greed

Oil is one of the world's most demanded commodities as it serves multiple purposes when refined. Over production (greed) into the 2008 oil peak resulted in an oil crash as the Global Financial Crisis unfolded destroying demand. The COVID-19 shock resulted in front month oil prices going negative because demand for oil declined extensively with global populations staying home. Oil prices recently spiked to a 14 year high when Russian invaded Ukraine. Markets feared a global disruption in oil supply as oil is a major commodity export for Russia. Has oil peaked? Or does it need to see a new all-time high such as \$175/barrel like our technical measures have suggested since [May 2021](#)?

Chart 15: WTI Crude Oil – Monthly chart

Large swings in oil prices is often attribute to fear and greed



Source: BofA Global Research, Bloomberg

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Rule 7: Markets are strongest when they are broad and weakest when they narrow to a handful of blue chip names

The breadth of the market is important. Broad-based rallies have the potential to continue, while narrowing rallies are prone to failure. A market rally driven by a handful of blue chip names suggests that the SMID cap troops have abandoned the largest cap generals, which is a weak setup for market breadth. Technical analysts use indicators such as advance-decline (A-D) lines, new highs and new lows and the percentage of stocks above MAs to measure market breadth.

The troops abandoned the generals entering 2022

NYSE A-D line: Weak breadth a leading indicator of 2022 correction

What a difference a year makes. Late 2020 had bullish market breadth and a decisive breakout for the NYSE all issues A-D line. This broad-based rally continued into 2021. Late 2021 into early 2022 saw a failed breakout as well as lower highs for this A-D line that showed narrowing breadth on the new highs for the S&P 500 into early 2022. Throughout 2022 this indicator has declined as narrowing breadth has either preceded or confirmed lower lows on the S&P 500 (see reports: [Buckle up! 2022 could be a rocky year](#) and [Messy indicators, but the SPX defends support](#)).

Chart 16: Market breadth as measured by the NYSE all issues advance-decline line: Daily chart

Late 2021 into early 2022 saw a failed breakout as well as lower highs for this A-D line that showed narrowing breadth on the new highs for the S&P 500 into early 2022. Throughout 2022 this indicator has declined as narrowing breadth has either preceded or confirmed lower lows on the S&P 500.



Source: BofA Global Research, Bloomberg

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Rule 8: Bear markets have three stages — sharp down — reflexive rebound — a drawn-out fundamental downtrend

2022 is a cyclical bear market for equities. Rule 8 suggests three phases to a bear market. The first phase is a sharp downward move, but this decline does not completely unwind bullish sentiment and positioning. The second stage is a reflex rally that is based on the hope that the prior “buy the dip” trend continues and leads to new highs, but a “sell the rip” pattern develops. The final bear market stage is a drawn-out fundamental downtrend that can take investor sentiment and positioning to bearish extremes.

S&P 500: 2022 cyclical bear market shows three phases

Cyclical bear market in fundamental downtrend phase: watch 3800 and 3500

Daily closing price data on the S&P 500 show a 13% drop from January 3 through March 8 followed by a reflex rally of 11% into March 29 ahead of decline of 16% through May 19. The YTD correction through May 19 is 18.7% (20.93% using daily high low data). A tactical bounce is not ruled out, but the risk is for a fundamental downtrend into the low 3800s (20% correction), which was tested on an intra-day basis last week, and even toward 3500 (rising 200-week MA), which would mark a 27% drawdown.

Chart 17: S&P 500: Weekly chart with moving averages

The “drawn-out fundamental downtrend” could take the S&P 500 to 3500 (50% retracement and 200-week MA) with the next levels at 3195 (61.8% retracement).



Source: BofA Global Research, Bloomberg

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Rule 9: When all the experts and forecasts agree – something else is going to happen

Rule 9 refers to market sentiment and forecasts from analysts, economists, strategists and other Wall Street experts. This rule suggests that consensus among the experts is often fully discounted in asset prices, which is a risk that forecasts do not come to fruition. Something else is going to happen means that a market may either mean-revert prior to achieving forecasted values or overshoot the expert forecasts.

No capitulation yet from the Sell Side Indicator

Sell Side Indicator drops from contrarian bearish peak but not yet oversold

Our US equity strategists' Sell Side Indicator (SSI), which tracks the average recommended equity allocation by sell-side strategists, has been a reliable contrary indicator. In other words, it has historically been a bullish signal when Wall Street was extremely bearish, and vice versa. Amid a 98th percentile sell-off in the S&P 500, Wall St. became more cautious, with the SSI slipping another 44bps to 57.2%, representing the fourth month of declines. But the SSI is still in neutral territory, suggesting limited upside risk (see report: [Sell Side Indicator: Wall of worry, no capitulation 03 May 2022](#)).

Chart 18: The fourth straight month of decline in our Sell Side Indicator

Sell Side Indicator, 9/1985-4/2022



Source: BofA US Equity & Quant Strategy. Note: Buy and Sell signals are based on rolling 15-year +/- 1 standard deviation from the rolling 15-year mean. A reading above the red line indicates a Sell Signal and a reading below the green line indicates a Buy Signal



Rule 10: Bull markets are more fun than bear markets

Bull markets are associated with economic expansions and a positive wealth effect, while bear markets are often linked to recessions and a negative wealth effect. However, your affinity for a bull market also depends on your time horizon, investment style and point of view. Investors with multi-year time horizons likely find bull markets more fun than bear markets. Long/short hedge funds can struggle with finding good shorts in a bull market and may find bear markets more fun. “Perma-bears” and investors who are too quick to take contrarian bearish view also do not have much fun during a bull market.

S&P 500 is a leading indicator of economic activity

Equity returns better in expansions than recessions

It is common sense: Bull markets are more fun than bear markets. The S&P 500 is a leading indicator and a reflection of economic activity. S&P 500 returns are stronger heading into and during expansions than they are heading into and during recessions. Big corrections for equities are often accompanied by the fear of an economic recession even if one does not occur.

Table 1: S&P 500 returns, recessions and expansions: Late 1920s to present

S&P 500 returns are stronger heading into and during expansions than they are heading into and during recessions

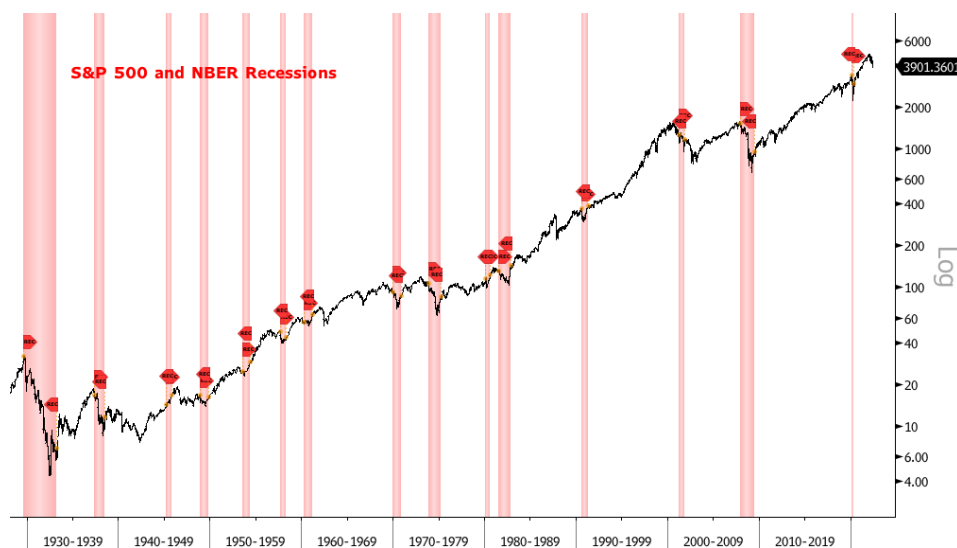
	Returns 6-months prior to recessions	S&P 500 returns during recessions	Returns 6-months prior to expansions	S&P 500 returns during expansions
Average	-0.33%	-6.39%	14.54%	70.16%
Median	-2.33%	-1.41%	15.34%	44.19%
% of time up	46.67%	46.67%	86.67%	93.33%
Maximum	23.92%	17.94%	28.31%	230.34%
Minimum	-19.23%	-81.55%	-6.23%	-4.01%

Source: BofA Global Research, Bloomberg, NBER

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Chart 19: S&P 500 with NBER recessions: Monthly chart

It should come as no surprise that most of the longer-term, or secular, upward progress for the S&P 500 is during economic expansions.



Source: BofA Global Research, Bloomberg, NBER

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Important Disclosures

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Investment rating	Total return expectation (within 12-month period of date of initial rating)	Ratings dispersion guidelines for coverage cluster ^{R1}
Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

^{R1} Ratings dispersions may vary from time to time where BofA Global Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

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