

Stocks were under pressure last week as corporate earnings results, rising oil prices, and AI valuation anxieties unsettled investors.

The Standard & Poor's 500 Index lost 1.95 percent, while the Nasdaq Composite Index declined 4.48 percent. By contrast, the Dow Jones Industrial Average gained 0.67 percent. The MSCI EAFE Index, which tracks developed overseas stock markets, rose 0.96 percent.^{1,2}

Tough Week For Tech

Markets traded in a tight range over the first two days of the week as investors awaited a slew of Q3 corporate earnings results, mostly from big financial services companies, later in the week. That first batch of earnings announcements came in Tuesday, with mostly strong results, but high investor expectations kept markets from moving much.³

Then midweek, investors appeared to rotate out of AI names as they digested a warm retail inflation report. Those two factors shifted sentiment, and stocks trended lower. However, the Dow Industrials proved more defensive, ending the session essentially flat.⁴

On Thursday, AI stocks were under pressure again as investors appeared to favor more value-oriented names.⁵

As the week wrapped up, oil prices rose to their highest level since May, while sellers targeted AI- and tech-related names. The Nasdaq found some support at the close but still had its worst week since June.⁶



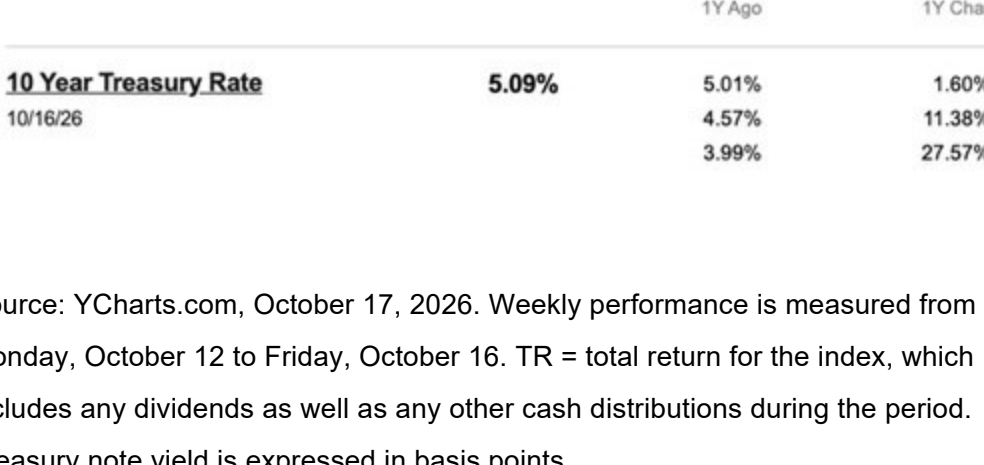
YCHARTS

Weekly Market Insights (WMI)

Major Index Return Summary

Name	1M TR	YTD TR	1Y TR	5Y TR
Nasdaq Composite	2.84%	15.46%	18.54%	85.98%
S&P 500	2.16%	14.16%	17.44%	85.99%
Dow Jones Industrial Average	0.20%	9.90%	14.63%	62.47%
MSCI EAFE	-1.93%	9.34%	14.36%	54.98%

S&P 500 Daily Close



10-Year Note Review

Indicator Name Date	Latest Value	1M Ago 3M Ago 1Y Ago	1M Change 3M Change 1Y Change
10 Year Treasury Rate 10/16/26	5.09%	5.01% 4.57% 3.99%	1.60% 11.38% 27.57%

Source: YCharts.com, October 17, 2026. Weekly performance is measured from Monday, October 12 to Friday, October 16. TR = total return for the index, which includes any dividends as well as any other cash distributions during the period. Treasury note yield is expressed in basis points.

Inflation Jitters

Fresh retail and wholesale inflation reports were out last week. Both came in hotter than expected, which put the spotlight on the Fed's meeting in late October.

The Consumer Price Index report, out Wednesday, showed inflation rose 3.7 percent in September, higher than the 3.6 percent economists expected. And Thursday's Producer Price Index report showed wholesale inflation hit 6.6 percent year over year—the highest level in four years.^{7,8}

This Week: Key Economic Data

Monday: NAHB Housing Market Index.

Tuesday: Housing Starts. Pending Home Sales.

Thursday: Weekly Jobless Claims. Leading Indicators. Kansas City Fed Survey.

Friday: Purchasing Managers' Index (PMI)—Manufacturing. PMI—Services. U. Michigan Consumer Sentiment Survey (final).

Source: Investor's Business Daily - Econoday economic calendar: October 16, 2026. The Econoday's economic calendar lists upcoming U.S. economic data releases (including key economic indicators), Federal Reserve policy meetings, and speaking engagements of Federal Reserve officials. The content is developed from sources believed to provide accurate information. The forecasts or forward-looking statements are based on assumptions and may not materialize. The forecasts are also subject to revision.

This Week: Companies Reporting Earnings

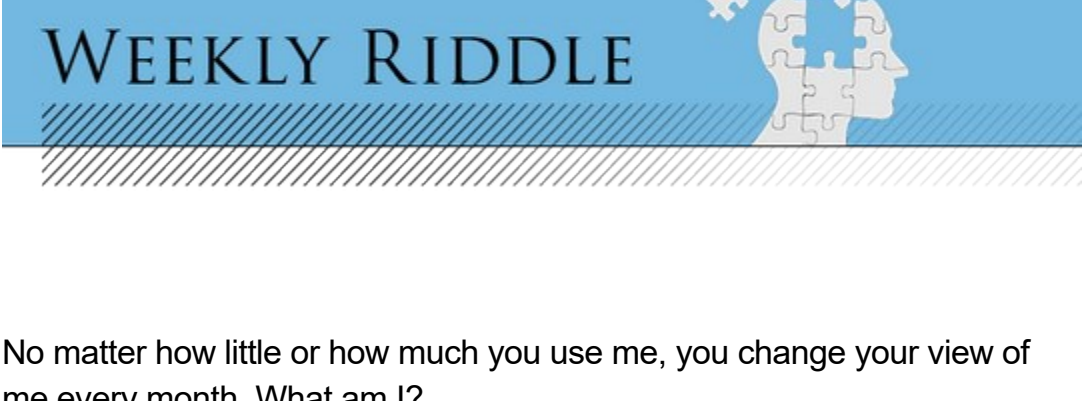
Tuesday: GE Aerospace (GE), Netflix, Inc. (NFLX), RTX Corporation (RTX), Intuitive Surgical, Inc. (ISRG), Capital One Financial Corporation (COF), 3M Company (MMM), General Motors Company (GM), Northrop Grumman Corporation (NOC)

Wednesday: Meta Platforms, Inc. (META), Tesla, Inc. (TSLA), Lam Research Corporation (LRCX), Philip Morris International. (PM), Texas Instruments Incorporated (TXN), International Business Machines Corporation (IBM), Abbott Laboratories (ABT), NextEra Energy (NEE), AT&T Inc. (T), CME Group Inc. (CME)

Thursday: The Procter & Gamble Company (PG), Union Pacific Corporation (UNP), Western Digital Corporation (WDC), Valero Energy Corporation (VLO), Lockheed Martin Corporation (LMT), Newmont Corporation (NEM), Spotify Technology (SPOT)

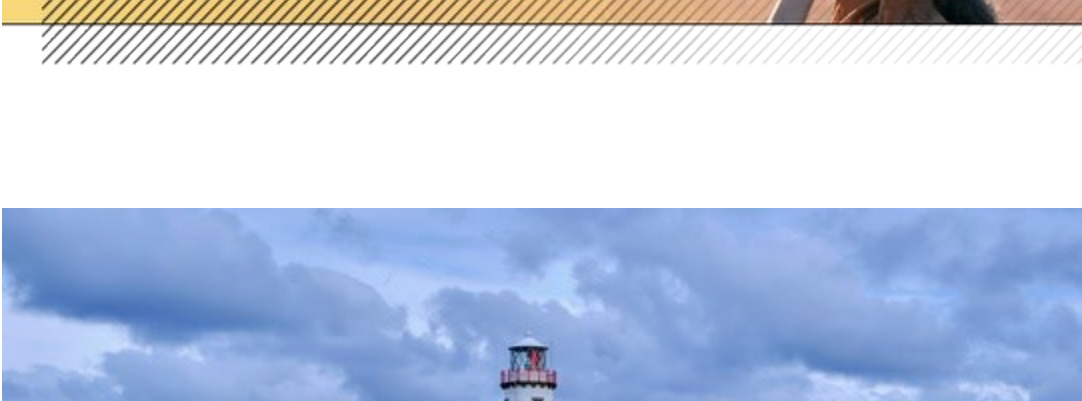
Friday: American Express Company (AXP)

Source: Zacks, October 16, 2026. Companies mentioned are for informational purposes only. It should not be considered a solicitation for the purchase or sale of the securities. Investing involves risks, and investment decisions should be based on your goals, time horizon, and risk tolerance. The return and principal value of investments will fluctuate as market conditions change. When sold, investments may be worth more or less than their original cost. Companies may reschedule their earnings reports without notice.



"Do not merely practice your art, but force your way into its secrets; it deserves that, for only art and science can exalt man to divinity."

— Ludwig van Beethoven



Eat The Rainbow, Reap The Benefits

One of the easiest ways to ensure a well-rounded diet is to think in terms of colors. Different colored foods contain different nutrients, and eating a wide variety means your body gets more of what it needs. Here's a quick guide:

- **Red foods:** contain lycopene, a powerful antioxidant linked to heart health and reduced cancer risk.
- **Orange and yellow foods:** rich in carotenoids, which support healthy eyes and mucous membranes.
- **Green foods:** offer anti-cancer compounds and are an excellent source of folate.
- **Blue and purple foods:** contain anthocyanins, antioxidants that may help protect cells and reduce the risk of stroke and heart disease.
- **White foods:** are known for antiviral and antibacterial properties, and many, like bananas, are a great source of potassium.

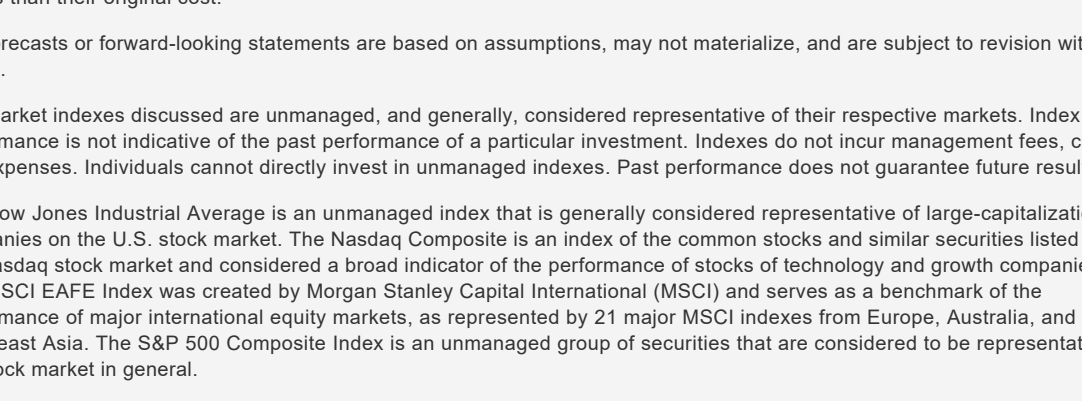
Tip adapted from HealthLine.com⁹

What To Look For On A Nutrition Label

Nutrition labels contain helpful information that can guide you toward healthier eating. But do you know how to read one correctly? The serving size is the first thing you will see on a nutrition label; this shows how many calories a serving contains.

The following section is the nutrients. This section helps you determine a food's nutritional value. Pay close attention to saturated fat and added sugar. Lastly, you have the % Daily Value (DV), the percentage of each nutrient in a single serving relative to the recommended amount.

Tip adapted from Heart.org¹⁰



No matter how little or how much you use me, you change your view of me every month. What am I?

Last week's Riddle: I'm tall when I'm young and short when I'm old, usually indoors and sometimes on fire. What am I?

Answer: A candle.

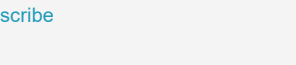


Fanad Head lighthouse

Fanad Head, Donegal, Ireland

Footnotes And Sources

1. WSJ.com, October 16, 2026
2. Investing.com, October 16, 2026
3. CNBC.com, October 13, 2026
4. WSJ.com, October 14, 2026
5. CNBC.com, October 15, 2026
6. WSJ.com, October 16, 2026
7. WSJ.com, October 14, 2026
8. CNBC.com, October 15, 2026
9. HealthLine.com, July 21, 2026
10. Heart.org, February 19, 2026



Rhonda T Heineman
rhonda@heinemanfinancial.com
402-505-9333

Heineman Financial Strategies
Financial Advisor
http://heinemanfinancial.com

Investing involves risks, and investment decisions should be based on your own goals, time horizon, and tolerance for risk. The return and principal value of investments will fluctuate as market conditions change. When sold, investments may be worth more or less than their original cost.

The forecasts or forward-looking statements are based on assumptions, may not materialize, and are subject to revision without notice.

The market indexes discussed are unmanaged, and generally, considered representative of their respective markets. Index performance is not indicative of the past performance of a particular investment. Indexes do not incur management fees, costs, and expenses. Individuals cannot directly invest in unmanaged indexes. Past performance does not guarantee future results.

The Dow Jones Industrial Average is an unmanaged index that is generally considered representative of large-capitalization companies on the U.S. stock market. The Nasdaq Composite is an index of the common stocks and similar securities listed on the Nasdaq stock market and considered a broad indicator of the performance of stocks of technology and growth companies. The MSCI EAFE Index was created by Morgan Stanley Capital International (MSCI) and serves as a benchmark of the performance of major international equity markets, as represented by 21 major MSCI indexes from Europe, Australia, and Southeast Asia. The S&P 500 Composite Index is an unmanaged group of securities that are considered to be representative of the stock market in general.

U.S. Treasury Notes are guaranteed by the federal government as to the timely payment of principal and interest. However, if you sell a Treasury Note prior to maturity, it may be worth more or less than the original price paid. Fixed income investments are subject to various risks including changes in interest rates, credit quality, inflation risk, market valuations, prepayments, corporate events, tax ramifications and other factors.

International investments carry additional risks, which include differences in financial reporting standards, currency exchange rates, political risks unique to a specific country, foreign taxes and regulations, and the potential for illiquid markets. These factors may result in greater share price volatility.

Please consult your financial professional for additional information.

This content is developed from sources believed to be providing accurate information. The information in this material is not intended as tax or legal advice. Please consult legal or tax professionals for specific information regarding your individual situation. This material was developed and produced by FMG Suite to provide information on a topic that may be of interest. FMG is not affiliated with the named representative, financial professional, Registered Investment Advisor, Broker-Dealer, nor state- or SEC-registered investment advisory firm. The opinions expressed and material provided are for general information, and they should not be considered a solicitation for the purchase or sale of any security.

Copyright 2026 FMG Suite.

Rhonda Heineman, CFP®, CFS®
Financial Advisor | Certified Financial Planner™ practice

Advisor/Fee Based Accounts - 401(k) Rollovers - IRA's - Investments - Insurance - Estate Planning - Financial Plans

Heineman Financial Strategies, 11204 Davenport St, Ste 204, Omaha NE 68154
Office: 402.505.9333, Fax: 402.505.9334

Please note that if I am unavailable, Danette Samson can be reached at (402) 505-9333 or danette@heinemanfinancial.com

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker-dealer member FINRA/SIPC. Advisory services through Cambridge Investment Research Advisors, Inc., a Registered Investment Adviser. Cambridge and Heineman Financial Strategies are not affiliated.

The information in this email is confidential and is intended solely for the addressee. If you are not the intended addressee and have received this email in error, please reply to the sender to inform them of this fact.

We cannot accept trade orders through email. Important letters, email, or fax messages should be confirmed by calling 402-505-9333. This email service may not be monitored every day, or after normal business hours. This message distributed via use of the FMG system.

This informational email is an advertisement and you may opt out of receiving future emails. To opt out, please click the "Unsubscribe" link below.

This message was sent by
Heineman Financial Strategies
402-505-9333
11204 Davenport St
Suite 204
Omaha, NE 68154

Unsubscribe