

Spring 2026

THE ADVOCATE

**Power and the Law of
Unintended Consequences**

**Custom Indexing: A Smarter
Path To Better After-Tax
Outcomes**

Market Review

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A Note from the Principal

Dear Friends,

As we move further into 2026, the world has not grown any quieter. The headlines remain fast, forceful, and often unsettling. In times like these, one of the greatest challenges for investors and families alike is resisting the temptation to think only in terms of the immediate moment. Wise decision-making requires something more. It requires perspective, discipline, and an appreciation for the fact that actions often carry consequences beyond what was first intended.

That idea sits at the heart of our lead article this quarter. In *Power and the Law of Unintended Consequences*, we explore a reality that applies not only to nations and policymakers, but to markets and everyday decision-making as well: even actions that appear logical in the moment can produce second-order effects that are harder to foresee. For investors, that is an important reminder that long-term success is rarely built on reacting to noise. It is built on thoughtful analysis, sound structure, and the patience to see beyond the first headline.

This issue also includes an article on *Custom Indexing*, written by Caleb Rouse. For highly tax-sensitive investors, custom indexing can offer a more flexible and intelligent way to pursue better after-tax outcomes while still maintaining broad market exposure and disciplined portfolio construction. As we often say, we do not let the tax tail wag the dog. Still, thoughtful tax management matters, and this is one more example of how we continue working to refine the tools and strategies available to our clients.

This quarter also feels like an appropriate time to acknowledge something happening closer to home. Cravens & Company continues to grow in ways that I believe will meaningfully strengthen our ability to serve clients for years to come. We are proud to welcome Benjamin Doty, CFA, as Director of Investments. Ben brings deep private wealth and institutional-caliber investment experience, along with the character and judgment we value greatly. We are equally proud of Caleb Rouse, who has completed the academic requirements for the CFP designation and continues to expand his role as an investment analyst and advisor. Aleigha Taylor has brought energy and professionalism to her role as Director of First Impressions, and Taylor Stafford continues to take on increasing responsibility with the competence and care that matter so much in a firm like ours.

Growth, when done properly, is not about getting bigger for its own sake. It is about getting better. It is about building depth, strengthening process, and surrounding our clients with an increasingly capable team of people who are serious about their responsibilities and committed to serving with excellence.

As always, thank you for your trust. We do not take it lightly. We are grateful for the opportunity to walk beside you, and we remain committed to helping you navigate uncertainty with perspective, discipline, and confidence.

Warm Regards,



Wayne H. Cravens

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Power and the Law of Unintended Consequences

Wayne Cravens

There are times in the life of a nation when the use of force may appear not only justified, but necessary. Serious countries do not have the luxury of assuming that every threat can be managed by delay, that every adversary can be deterred by words alone, or that every danger becomes smaller if left untouched. In that sense, the recent joint American and Israeli military action against Iran can be understood through a serious strategic lens. A regime with nuclear ambitions, a long record of proxy violence, and a willingness to destabilize the region presents risks that responsible leaders cannot casually dismiss. The case for acting is not difficult to understand. The harder question, as always, is what follows.

That is where the law of unintended consequences enters the picture. History rarely turns on intentions alone. Actions that appear prudent in the short run can produce effects

that are more diffuse, more delayed, and sometimes more damaging than those first imagined. A strike can degrade capabilities, restore deterrence, and reassure allies who fear passivity. It can also widen the battlefield, strengthen hardliners, unsettle energy markets, and create new obligations that were never part of the original sales pitch. Power often works this way. It solves one problem while opening the door to another.

That is not an argument against force. It is an argument for humility. The problem with large geopolitical decisions is not usually that they are wholly right or wholly wrong. It is that they are made in a world where second-order effects matter enormously, and where the most important consequences are often the ones least visible in the first forty-eight hours. A successful operation can still carry a long invoice.

Iran's ability to react is precisely what makes this moment so consequential. The retaliation has not been theoretical. American personnel have been killed and many more injured over the course of the conflict, along with damage to American assets and continuing concern about drone and missile vulnerability across the region. That does not mean the original decision was unsound. It does mean the costs of escalation are real, and that adversaries seldom absorb punishment passively simply because Washington or Jerusalem regards the cause as righteous.

The Strait of Hormuz has made the same point in economic terms. The war disrupted one of the world's most important energy chokepoints, prompted closures and re-closures, and pushed governments, shipping companies, and central banks into a posture of persistent anxiety. After rising from the mid-\$60s per barrel at the outset of the conflict to more than \$117 at its peak before falling back toward \$80 under the ceasefire, oil is again showing volatility as fears persist over whether the ceasefire will hold. The IMF warned that if the conflict reignites or broadens, the global economy could edge toward recession territory, with oil expected to average roughly \$110 in 2026 under a severe scenario. Even where prices have not remained at the panic highs, the message is clear enough: once conflict reaches a critical artery of global commerce, it does not remain a regional story for long. It becomes an inflation story, a growth story, and eventually a confidence story.

That is why the real debate is not whether there were reasons to act against Iran. There were, and they were substantial. The more important debate is whether we were adequately prepared for the range of outcomes that could follow. Were we prepared for Iranian strikes on U.S. bases and allies in the Gulf? Were we prepared for the energy shock that a disrupted Hormuz would create? Were we pre-

pared for the possibility that a campaign expected to be limited might create pressure for a much deeper commitment? Once a conflict begins to widen, history suggests it is far easier to escalate than to contain.

The positive case should still be acknowledged fairly. If Iran's nuclear progress has been materially delayed, if its capacity to arm and direct proxies has been weakened, if the regime has been forced to think more carefully about the cost of aggression, those are not trivial outcomes. They matter to Israel. They matter to Sunni Arab states that fear Tehran's reach. They matter to shipping lanes, energy infrastructure, and to the basic proposition that an expansionist regime should not be allowed to operate without consequence. A world in which America never acts also carries unintended consequences, and they are not benign. Inaction can invite adventurism just as surely as action can invite retaliation.

But the long game asks a different question. It asks whether tactical success is reinforcing the broader order on which American influence depends, or quietly weakening it. For decades, the United States has derived unusual power not simply from military strength, but from a reputation, however imperfect, for acting within a larger framework of alliances, institutions, and rules. Historically, when America built broad consensus through NATO, the United Nations, and allied diplomacy, it gained more than legal cover. It gained legitimacy. Others were more willing to align with its objectives because they believed, at least most of the time, that U.S. power was being exercised in service of an order larger than itself.

That is where the current moment looks more fragile. Long-standing European allies pushed back on some U.S. military operations as the Iran war expanded, and NATO

allies including Britain and France refused to join the subsequent Iranian port blockade, preferring instead to discuss a post-conflict shipping mission. More than a dozen countries later signaled willingness to protect shipping once conditions allowed, but not to be drawn directly into the U.S. blockade. That is not a collapse of the alliance system. It is something subtler, and in some ways more important: a sign that coalition discipline may be thinner than it once was, and that allied support is becoming more conditional when the United States' short game and Europe's long game are not fully aligned.

Markets notice that sort of thing, even if they do not always say so loudly. The risk is not that the dollar suddenly loses its central role or that the Treasury market stops functioning as the world's anchor. In fact, foreign holdings of U.S. Treasuries recently reached record highs. But leadership in capital markets, like leadership in diplomacy, is strongest when preference is automatic. If legitimacy becomes thinner, if alliances look less certain, and if the United States appears increasingly willing to act first and build consensus later, the marginal effects may begin to matter. A sovereign fund hedges a little more. A central bank diversifies a little more. An ally keeps more strategic distance than it once did. None of that is dramatic in isolation. Over time, however, small shifts in confidence can reshape the margins of the system.

For investors and families, the lesson is not panic. It is perspective. The world going forward is likely to be one in which geopolitical shocks transmit faster into energy, inflation, and policy uncertainty than they did in the easier years of globalization. It is also likely to be a world in which America remains central, but is asked more often to prove that its strength still serves a durable order rather than a narrower impulse. That does not mean retreat. It does mean we should think in terms of resilience, liquidity, diversification, and the possibility that future conflicts will produce broader economic

consequences than many had grown used to assuming.

Power always has a cost. The law of unintended consequences reminds us that the cost is not always paid where leaders expect, when they expect, or in the currency they first imagine. Sometimes it is paid in oil. Sometimes in inflation. Sometimes in troop commitments and strained alliances. And sometimes it is paid more quietly, through the gradual erosion of the moral and strategic advantage that made a nation's power so effective in the first place. The long game is not merely deterring Iran. It is preserving an order in which American power remains both feared by adversaries and trusted by allies. The real challenge before us is not simply whether America and Israel had reasons to act. It is whether, in acting, they are strengthening the long-term order they hope to preserve, or merely winning the short game while making the long game harder.

Custom Indexing: A Smarter Path To Better After-Tax Outcomes

Caleb Rouse

Taxes are almost always top of mind for our clients, and for good reason. What you earn matters, but what you keep matters just as much. That is why tax efficiency remains top of mind for us as well. At Cravens & Company, we are continually looking for ways to improve after-tax outcomes while preserving the discipline, diversification, and long-term perspective that drive sound investment results.

As many of you have heard Wayne say, we do not let the tax tail wag the dog. Investment decisions should not be driven by taxes alone. At the same time, there is wisdom in the old saying that while you must pay taxes, there is no law that says you have to leave a tip. Good planning is often about striking the right balance, being as tax-efficient as possible without compromising a well-built portfolio.

In that spirit, we are pleased to be implementing a strategy known as custom indexing. For investors who are especially sensitive to taxes, custom indexing can be a valuable tool. It is designed to provide broad market exposure while creating more flexibility to manage taxes along the way.

Most investors are familiar with mutual funds and ETFs. These investment vehicles can offer diversification, simplicity, and efficient access to the market. They remain useful tools and often make good sense. However, in taxable accounts, they can also be limiting because the investor owns shares of the fund rather than the individual stocks inside it. As a result, there is less control over how gains and losses are managed.

Custom indexing works differently. Instead of owning one fund, the investor owns many of the individual stocks that make up the index. That direct ownership creates more flexibility. It allows the portfolio to remain broadly invested while giving us more opportunities to make tax-aware decisions along the way.

One of the primary benefits is tax-loss harvesting. In simple terms, if a stock in the portfolio declines in value, it may be sold to realize the loss for tax purposes, while the proceeds are reinvested in a similar holding so the portfolio stays invested. The goal is not to change the long-term plan. The goal is to capture losses when they are available and use them in a thoughtful way.

Here is a simple example. Let's say you own Lowe's stock in the portfolio. If Lowe's drops below what you paid for it, you can sell it and lock in that loss for tax purposes. Then, instead of sitting in cash, you buy Home Depot, so your money stays invested. Later, if it still makes sense, you can move back into Lowe's. This allows you to stay invested while also creating a tax loss that may help offset gains in the future.

Over time, losses like these can build into a pool of realized tax losses. Those losses do not necessarily have to be used immediately. They can often be carried forward and used in future years to offset capital gains. That can be helpful during normal portfolio management, but it may also be valuable when planning for future taxable events.

This is one of the reasons custom indexing can be so appealing for tax-sensitive investors. Even in years when the market is generally positive, there are often individual stocks that are temporarily down. A traditional fund does not give the same ability to selectively realize those losses. Direct ownership does.

Another advantage is customization. Some clients already have significant exposure to a particular

company or stock, whether from a business interest, employer stock, or a legacy holding. In those situations, custom indexing may allow us to build around existing positions more thoughtfully, helping improve diversification without losing sight of tax consequences. It can also provide added flexibility for clients who want their portfolios to reflect certain preferences, including environmental, social, and governance considerations, while still maintaining a disciplined long-term approach.

Custom indexing is generally best suited for large taxable accounts and can also be a good fit for trusts. Put simply, it works best when an account is large enough to hold the number of individual securities needed to build a diversified portfolio and when tax sensitivity is an important consideration.

Like many planning tools, custom indexing is not the right fit for everyone. It is best used in the right type of account, for the right type of investor, and as part of a broader long-term strategy. It is not about chasing performance or adding complexity for its own sake. It is simply another way to invest thoughtfully, with greater awareness of how taxes affect outcomes.

For tax-sensitive investors with large taxable accounts, custom indexing can be a practical and disciplined way to keep more of what they earn while remaining committed to a long-term plan.

Market Review

Caleb Rouse & Ben Doty

Never a dull news cycle! Investors were baraged with a staggering number of events during the quarter. There was no shortage of geopolitical headlines with the year kicking off with the capture and extradition of Venezuela's then-president, Nicolás Maduro. And as the first quarter ends, conflict in the Middle East dominates the market narrative and is roiling energy markets.

In the first quarter, the S&P 500 fell 4.3%. U.S. equities were marginally positive on the year until the conflict with Iran commenced in late February. The bar chart below shows how different asset classes have performed since the onset of the war at the end of February. Foreign equity markets have suffered worse than domestic markets. A stronger U.S. dollar in March contributed to some of the underperformance—another possible explanation is that higher energy prices have more of a negative impact on countries that import much of their energy. The U.S. has become a net exporter of oil in recent years and much less reliant on the Middle East for energy. Other nations, particularly many in Asia, import much of their energy through the Persian Gulf.

Unsurprisingly, energy stocks (up 38.2%) were the top performer within the S&P 500 during the first quarter. More defensive sectors, such as utilities, also outperformed. Mega-cap tech

stocks were the laggards during the first two months of 2026 as fears around elevated AI spend and a growing concern that many software stocks could see their moats weakened by AI agents. The S&P North American Expanded Technology Software Index has already fallen more than 24% this year and is now down in excess of 30% from its high last September.

After delivering another rate cut last December, the Fed held rates steady at their two meetings in 2026. The Fed funds rate remains at 3.5%-3.75%. Since the onset of the war, the market has priced out any additional rate cuts this year. The implied number of cuts for 2026 was about two cuts at the end of February—however, the market is now pricing a Fed that will hold rates at current levels. At one point in March, the market started pricing in Fed rate hikes in 2026, however, we believe this was an overreaction and that central banks around the world are unlikely to hike rates this year (more on that below). U.S. rates have

moved higher on fears of higher inflation stemming the spike in energy prices. After closing below 4% at the end of February, the 10-year Treasury rate has jumped to nearly 4.4% in recent days. The two-year Treasury, which is often cited as a good proxy for the Fed funds rate, has increased nearly 50 basis points to 3.9%.

World Stock Market Performance

MSCI All Country World Index with selected headlines from Q1 2026

Q1 2026

550

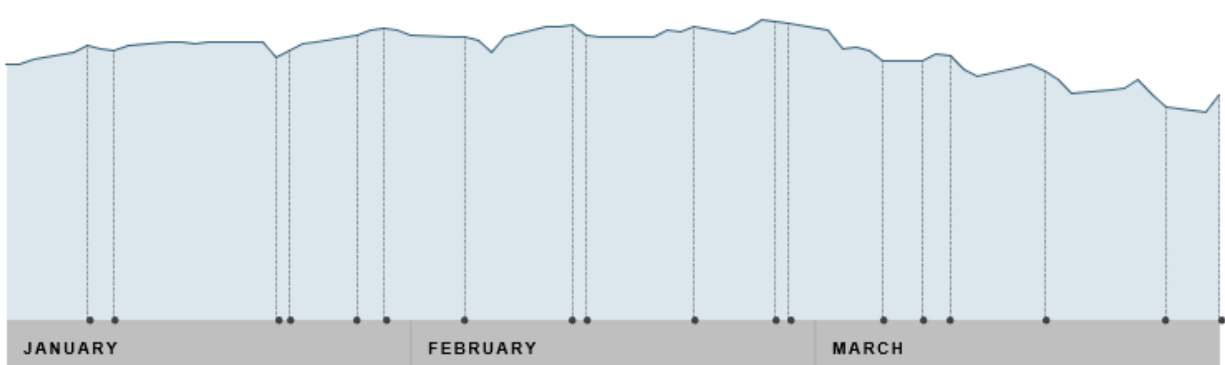
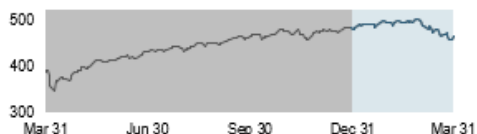
500

450

400

350

1 YEAR (Q2 2025–Q1 2026)



JANUARY

FEBRUARY

MARCH

- 01/06 "Dow Extends Rally, Closing Above 49000 for First Time"
- 01/08 "Trump Calls on Fannie and Freddie to Buy \$200 Billion in Mortgage Bonds"
- 01/20 "Tensions Over Greenland Rattle Wall Street"
- 01/21 "Private-Credit Investors Are Cashing Out in Droves"
- 01/26 "Gold Surges Above \$5,000 on Shutdown Fears, Geopolitical Tensions"
- 01/28 "Fed Holds Rates Steady for First Time Since July"
- 01/28 "S&P 500 Crosses 7000 for First Time"

- 02/03 "House Approves Measure to End Partial Government Shutdown"
- 02/11 "US Added 130,000 Jobs in January, Starting Year Off on Stronger Footing"
- 02/12 "Homes Sales in January Post Biggest Monthly Decline in Nearly Four Years"
- 02/20 "Supreme Court Strikes Down Trump's Global Tariffs"
- 02/26 "Mortgage Rates Fall Below 6% for the First Time Since 2022"
- 02/28 "US and Israel Attack Iran"

- 03/06 "US Lost 92,000 Jobs in February in Unexpected Downturn"
- 03/08 "Oil Tops \$100 a Barrel for First Time Since 2022"
- 03/11 "IEA Will Launch Largest-Ever Oil Release From Global Strategic Reserves"
- 03/18 "Fed Holds Steady and Maintains Rate-Cut Projection"
- 03/27 "Market Dive Points to Wall Street's Growing Alarm Over Iran War"
- 03/31 "US Gas Prices Top \$4 a Gallon"
- 03/31 "Nasdaq Leads Rally Built on Hope the Iran War May End Soon"

These headlines are not offered to explain market returns. Instead, they serve as a reminder that investors should view daily events from a long-term perspective and avoid making investment decisions based solely on the news.

Graph Source: MSCI ACWI Index (net dividends). MSCI data © MSCI 2026, all rights reserved. Index level based at 100 starting January 2000. It is not possible to invest directly in an index. Performance does not reflect the expenses associated with management of an actual portfolio. Past performance is not a guarantee of future results.



Source: Caldara, Dario and Matteo Iacoviello (2022), "Measuring Geopolitical Risk". Data as of 3/23/2026.

Investment Outlook and Portfolio Positioning

Despite all the events of the quarter, the S&P 500 is only 6% off the all-time high it reached in January. Broadly, the global economy is still expanding, and inflation continues to moderate despite all the negative headlines. S&P 500 earnings growth grew at a 14% clip last year and is expected to grow 13.2% year-over-year in the first quarter, according to data from FactSet. For now, corporate profits and the broader economy continue to show resiliency despite all the gloom.

While geopolitical shocks can trigger sharp drawdowns, history suggests the impact is typically short-lived. Markets tend to reprice uncertainty quickly, with most of the reaction happening over days and weeks rather than quarters or years. Unless the event materially changes the path of the economy, inflation, or policy, risk assets can remain supported. The table below from Ned Davis Research shows the market reaction to military events since World War II. The current conflict in Middle East has certainly resulted in negative equity returns, but nothing outside of the historical norm.

The conflict's duration will largely determine the impact on the global economy. With the Strait of Hormuz effectively shut, 20 million barrels of oil that transit the Strait daily are stranded. This accounts for roughly 20% of daily global oil demand. Liquefied natural gas (LNG) is also heavily impacted by events in the Middle East. Qatar is responsible for 20% of global LNG supply and at the moment 100% of this is offline due to the war. It has been reported that Iran targeted and damaged a portion of Qatar's Ras Laffan LNG complex, resulting in roughly 17% of their capacity to be taken out and that it could be years to repair and bring back production to normal levels. Any escalation that results in additional energy infrastructure being damaged will have lasting effects on the energy market.

Oil and gas fields are not like faucets—they cannot just be turned off and on. Once they are shut in, there are engineering and geological risks that don't guarantee their resumption at previous production levels. Restarting these fields will take weeks to months, plus another 3-4 weeks for tankers to transit through the Persian Gulf and to Asia. The longer the Strait of Hormuz remains closed, the worse it will be for the global economy. Recent signs of de-escalation from President

Crisis	Actual Event Date	S&P 500 Returns After Actual Event Date (Market Days Later)					
		5	10	21	63	126	252
Germany invades France	5/10/1940	-14.4%	-24.6%	-23.8%	-18.4%	-11.6%	-15.8%
Pearl Harbor	12/7/1941	-5.4%	-8.1%	-6.8%	-9.1%	-15.3%	-2.0%
Korean War	6/25/1950	-9.0%	-7.8%	-8.8%	1.1%	2.9%	15.8%
Suez Canal Crisis	10/31/1956	1.6%	-0.8%	-2.8%	-3.8%	-0.1%	-11.5%
U.S. Bombs Cambodia	4/30/1970	-2.9%	-6.5%	-8.8%	-4.9%	1.8%	27.6%
U.S.S.R. Invades Afghanistan	12/26/1979	-1.8%	1.3%	5.6%	-7.9%	7.0%	25.7%
Falkland Islands War	4/2/1982	2.1%	2.7%	2.7%	-4.5%	5.8%	34.8%
U.S. Invades Grenada	10/25/1983	-1.5%	-2.5%	0.5%	0.0%	-4.8%	0.8%
U.S. Bombs Libya	4/15/1986	3.1%	2.4%	-0.4%	0.4%	-0.8%	23.3%
Invasion of Panama	12/20/1989	1.9%	3.9%	-1.0%	-0.8%	4.9%	-3.6%
Iraq Invades Kuwait	8/2/1990	-4.8%	-4.4%	-10.4%	-14.5%	-4.1%	9.1%
Gulf War	1/17/1991	4.4%	7.8%	15.2%	23.5%	20.6%	33.1%
War in Afghanistan	10/7/2001	2.6%	-0.1%	1.6%	9.6%	5.2%	-25.2%
Iraq War	3/20/2003	-0.5%	0.8%	2.2%	15.6%	17.4%	28.4%
Russia Invades Georgia	8/8/2008	2.1%	0.9%	0.1%	-24.8%	-31.4%	-20.2%
Israel Invades Gaza	12/27/2008	7.3%	2.6%	-2.6%	-6.0%	5.9%	29.8%
Russia Invades Crimea	3/7/2014	-1.6%	-0.3%	-0.6%	3.4%	6.4%	10.4%
Russia Invades Ukraine	2/9/2022	-1.1%	-6.6%	-5.8%	-11.5%	-6.9%	-9.7%
Israel-Iran 12-Day War	6/24/2025	3.0%	3.3%	5.5%	11.1%	13.4%	N/A
Mean		-0.8%	-1.9%	-2.0%	-2.2%	0.9%	8.4%
Median		-0.5%	-0.1%	-0.6%	-3.8%	2.9%	9.7%

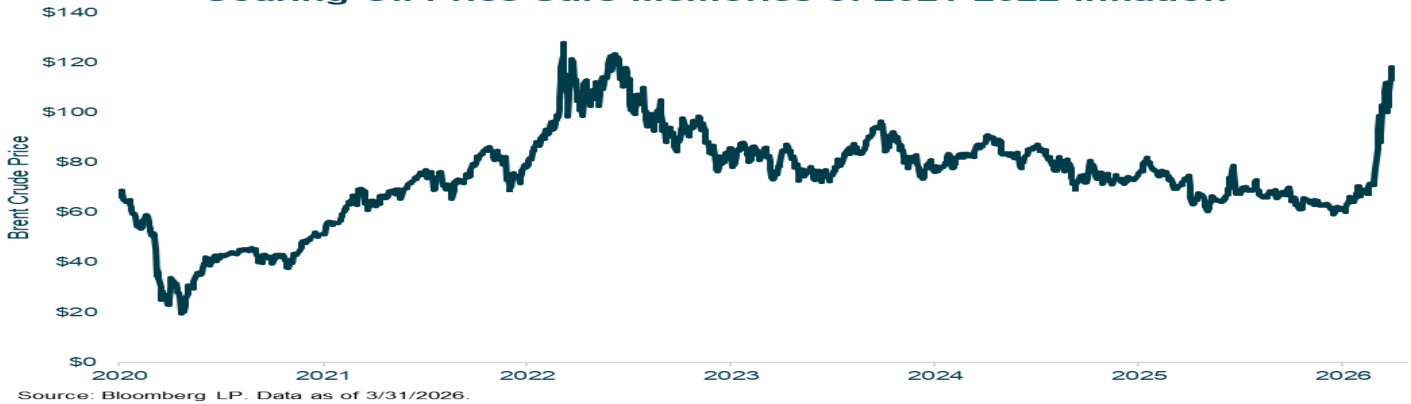
Trump have given markets some hope. And it has been reported that Iran will allow ships from “non-hostile” countries (i.e., countries that aren’t supporting acts of aggression against Iran). However, daily tanker transits through the Strait of Hormuz remains essentially non-existent.

Understandably, the conflict in Iran has sent oil prices higher and is stirring memories of the inflationary spike of 2022 following the start of the Ukraine/Russia war. Broadly speaking, the current facts lead us to believe that today’s environment is different than from a few years ago. Back in 2022, inflation was driven by multiple forces that all came together at the same time—massive fiscal stimulus, ultra-accommodative monetary policy, a surge in money supply, pent-up demand from the pandemic, and disruptions to supply chains. Higher energy costs certainly played a role in the inflation spike; however, it was far from the only factor. Today, many of these factors are not in play. Rates are significantly higher, liquidity is

being pulled from the system, the labor market has cooled down, and wage growth has decelerated. For the moment, any increase in inflation in the coming months or quarters will be driven by supply constraints rather than excess consumer demand.

Research from the Federal Reserve suggests that energy prices accounted for only a portion of the overall inflation increase. The Fed estimates that the oil price spike added roughly half a percentage point to overall inflation during 2022. Inflation has certainly cooled in recent years (see chart below), however, it remains above the Fed’s 2% target. Central Banks tend to focus on core inflation readings, i.e., those that exclude the more volatile food and energy prices. Given this, the Fed is more likely to respond to higher oil prices by holding rates where they are instead of hiking them. We are seeing this in the futures market where further rate cuts this year are being priced out of expectations. For now, our current base case is that the current oil shock is far more

Soaring Oil Price Stirs Memories of 2021-2022 Inflation



likely to produce a temporary bump in headline inflation rather than a repeat of the broad and persistent inflation cycle experienced a few years ago.

Closing Thoughts

The conflict in Iran has introduced a number of unknown variables into the investment outlook. Thus far, markets have largely looked through the clash; however, with each passing day the impact on the global economy becomes greater. Energy prices are rising quickly, with Asian and European economies having more exposure than the U.S. We do not believe central banks will react to an energy price spike, however if the conflict drags on and energy prices remain elevated it is likely that other aspects of inflation will increase, pushing on living standards and potentially forcing the central bank's hand.

Absent the conflict in Iran, our outlook continues to remain constructive, with real GDP growth and supportive consumer spending and ongoing investment in infrastructure, energy and Artificial Intelligence all expected to enhance productivity.

Despite recent weakness, equity market fundamentals remain strong. We have begun to see market leadership broaden away from mega-

capitalization technology stocks to smaller and more value orientated companies, providing crucial breadth for the market. Importantly, corporate earnings expectations continue to expand, with the S&P 500 earnings expected to grow 13.2% in 2026 according to FactSet (up from 12.8% at year-end).

Credit fundamentals continue to remain sound. The market has now discounted lower policy rates; however, it is our belief this will revert with more certainty surrounding the Iranian conflict. Attractive starting yields have resulted in fixed income returns increasingly driven by income rather than price appreciation.

There is no question the tail risks have increased as a result of the Iranian conflict, however with the range of outcomes so wide we do not believe it is prudent to make any large-scale changes as a one size solution does not fit all clients. We remain vigilant to the changing situation and thank you for your continued trust and partnership.

Your Financial Advocate

You have goals you want to achieve... places you hope to go... things you want to do... people you desire to spend time with.

These dreams have motivated you over the years to work hard and to sacrifice.

Fully realizing your dreams also takes planning and execution to get them “over the top”.

Whether you aspire to...

- ...travel the world with your spouse...
- ...spend more time on hobbies like flying, cooking, or wine collecting...
- ...live on a ranch in the country or a cabin in the mountains...
- ...create a legacy for your children and grandchildren...
- ...support the charities and causes that you hold dear...

We can help you create and execute a comprehensive plan for financial success. One that will give you the confidence to spend your free time on the other things that are important to you.

At Cravens & Company Advisors, our mission is to help successful individuals and their families realize and enjoy their life goals. We are an SEC-Registered Investment Advisor that combines holistic planning, personalized investment management, tax and estate strategies, and business planning with a proactive, solutions-oriented mindset. The result is a fiduciary with a plan and a culture centered on your success; however you define it.

Since 1996, we have been serving the specialized needs of family businesses and their owners, professionals, and successful retirees. While prudent investment advice is a foundational component of our service, we believe developing an intimate understanding of your overall financial situation and goals is essential to formulating your strategy. Our holistic approach enables the development of solutions with the highest possibility for success. Because goals cannot be measured by return, we benchmark our progress as a firm in the same way you do as our client; by successful outcomes.

As we discuss your situation, goals, and concerns; we hope you will recognize the benefits that come with our independence and objectivity. As your fiduciary, we are held to the highest standard of transparency, objectivity, and disclosure. Simply put, we have not only an ethical but also a legal requirement to always act in your best interest.

Our goal is to provide each client with the leadership, relationship, and creativity needed to allow them to achieve their life’s goals and, even more importantly, the confidence to enjoy the journey. After all, what is the point of all the work and worry if you do not get the satisfaction of realizing the results?

At Cravens & Company, we have a team that is by design, ready to work for you. If you have complex financial issues and/or desire a relationship of this type, please contact us to arrange an introductory meeting. We can be reached at 931-528-6865 or by email at info@cravensco.com.



Disclosures

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