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THE RALLY HAS STARTED

By Gordon Pape, Editor and Publisher

A few weeks ago, I referred to dividend stocks as a coiled spring, just waiting for the signal to pop.

It appears to have happened. November was the best month we've seen for dividend-paying securities since the early days of the pandemic.

These securities are sometimes called the stock market's equivalent to bonds because they tend to react in the same way to movements in interest rates. When central banks are cutting, bond prices rise as yields fall (the two have an inverse relationship). The same is true for many (but not all) dividend stocks. As bond yields rise, investors demand a better return from higher-risk stocks, putting downward pressure on their prices.

So, it's not surprising that the steady beat of rate increases over the past 18 months by the Bank of Canada and the Federal Reserve Board have taken their toll. Last

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year was the worst for bond investors since the early 1980s. Dividend stocks also were pounded. Conservative portfolios with large positions in "safe" securities like utilities, pipelines, and telecoms saw their market values slashed by 12% or more.

Now the carnage seems to be over. Although both the Fed and the BoC are warning that more rate hikes could come if inflation doesn't return to its target level of 2%, no one seems to believe them. The market thinks that rate hikes are over and expects we'll actually see cuts in 2024.

The 1.1% drop in Canada's GDP in the third quarter, announced last week, only served to reinforce that view.

Here's what all this has meant to the key interest-sensitive sectors.

Utilities. These core infrastructure stocks fell 13.28% over the year to Nov. 30. But in November alone, the S&P/TSX Capped Utilities Index jumped 6.77%. Gainers included Brookfield Infrastructure (TSX: BIP.UN, NYSE: BIP), which added an impressive 13.1% in the month, AltaGas (TSX: ALA), up 7.1%, Hydro One (TSX: H), up 4.9%, Capital Power (TSX: CPX), ahead 4%, and Canadian Utilities (TSX: CU), a gain of 3.6%.

Telecoms. The last 12 months saw the TSX telecom sector decline 12.61%. But in November, it posted a gain of 7.09%, showing the same pattern as utilities. Rogers Communications (TSX: RCI.B) had a huge month, advancing 13.7%. Telus (TSX: T, NYSE: TU) was also impressive, gaining 8.6%. BCE (TSX, NYSE: BCE) was a laggard, with a gain of 3.8%.

REITs. It was the same story: a 12-month loss of 12.5% but a one-month gain of 7.87%. We saw nice November gains from Canadian Apartment Properties REIT (TSX: CAR.UN), which jumped 13.3%, and Granite REIT (TSX: GRT.UN), up 8.8%. However, the REIT gains were uneven across the sector. Apartment REITs did best, while office and retail REITs tended to lag.

As the calendar turned to December, dividend stocks continued to rally, as the TSX jumped almost 217 points on Friday. It appears the coiled spring has sprung.

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BUY AND HOLD POSTS GAIN

By Gordon Pape

Our IWB Buy and Hold Portfolio was launched eleven and a half years ago. It invests in high-quality stocks, with the intention of holding them through bull and bear markets. The core premise is that the long-term trend of the markets is up and if you own good stocks, they'll move with it.

The portfolio consists mainly of Canadian and US blue-chip stocks that offer long-term growth potential. It also has a bond ETF holding. The original weighting was 10% for each stock with the bond ETF starting with a 20% position. That has now been reduced because equity increases have outpaced the bond market.

I used several criteria to choose the stocks. These included a superior long-term growth profile, industry leadership, a good balance sheet, a history of dividend increases, and relative strength in down markets.

The objective is to generate decent cash flow (all the stocks but one pay dividends), minimize downside potential, and provide slow but steady growth. The target rate of return was originally set at 8% annually.

These are the securities we hold with comments on how they performed since my last review in June. Prices are as of the close of trading on Nov. 29.

IWB BUY & HOLD PORTFOLIO

iShares Canadian Universe Bond Index ETF (TSX: XBB).
Finally, the bond market appears to be stabilizing. Although Bank of Canada Chair Tiff Macklem continues to warn of the possibility of more interest rate hikes, the markets don't believe it. The same is true in the US, where investors are actually pricing in rate *cuts* in 2024. The XBB units are off by only a penny since the time of our last review in June and that was more than offset by monthly distributions that totalled $0.432 per unit.

BCE Inc. (TSX, NYSE: BCE). BCE shares continued to be weak, lagging the rebound in the telecom sector. The shares are down $6.88 since the last review, although they have bounced off their 52-week low of $49.57, reached in late October. The company pays a quarterly dividend of $0.9875.

Brookfield Corporation (TSX. NYSE: BN). After falling to a low in the $40 range during the October market slump, Brookfield shares have

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rallied and are up $4.19 since the June review. BN pays a quarterly dividend of US$0.07.

Proctor & Gamble (NYSE: PG). We added a small position in P&G to this portfolio last June. We like the stock because of its steady business profile and long-term growth. The stock gained $2.68 since it was added to the portfolio, and we also received two dividends for a total of $1.882 per share.

CN Rail (TSX: CNR, NYSE: CNI). CN shares held their ground in the latest period, losing only $0.36. We received two dividend payments totalling $1.58 a share.

Enbridge (TSX, NYSE: ENB). Enbridge shares continued to be hit by rising interest rates and weaker energy prices. The shares are down $2.31 since the June update. We received two quarterly dividends for a total of $1.775.

Toronto Dominion Bank (TSX, NYSE: TD). The banks have been under pressure due to fears of a possible recession, but that appears to be easing. The stock has rallied since our June review, gaining $2.72. We received two dividend payments of $0.96 each for a total of $1.92 per share.

Alphabet (NDQ: GOOGL). Tech stocks did well in 2023. Alphabet shares are up by almost $10 since our last review. This is the only stock in the portfolio that does not pay a dividend.

UnitedHealth Group (NYSE: UNH). UNH is the top health insurer in the US, and our top performer. The shares were weak in the early part of the year but staged a huge comeback in the last six months with a gain of $69.05 since our last review. We received two quarterly dividends for a total of $3.76 per share.

Walmart (NYSE: WMT). Walmart shares posted a loss of $1.65 during the review period. Due to timing, we received only one quarterly dividend of $0.57 per share.

Cash. We moved our cash and retained earnings of $3,756.28 to Manulife Bank, which was offering a special rate of 5% on new e savings accounts. We received $93.91 in interest.

Here is the status of the portfolio as of Nov. 29. The Canadian and US dollars are shown at par, but obviously the US holdings are doing better thanks to the strength of the greenback. Trading commissions are not factored in, although in a buy and hold portfolio they are not significant in any event.

IWB Buy and Hold Portfolio (a/o Nov. 29/23)

Symbol	Weight %	Shares	Avg. Price	Book Value	Current Price	Market Value	Retained Earnings	Gain/ Loss %
XBB	9.3	530	$31.29	$16,586.10	$27.37	$14,506.10	$304.43	-10.7
BCE	6.8	200	$47.78	$9,555.29	$53.12	$10,624.00	$647.62	+18.0
BN	11.5	370	$12.75	$4,716.94	$48.36	$17,893.20	$466.89	+289.2
PG	2.9	30	$148.45	$4,453.50	$151.13	$4,533.90	$56.46	+2.9
CNR	11.5	115	$47.64	$5,478.15	$155.53	$17,885.95	$611.56	+237.7
ENB	6.3	210	$42.85	$8,998.45	$46.92	$9,853.20	$745.50	+17.8
TD	10.1	190	$46.42	$8,820.00	$83.30	$15,827.00	$393.30	+83.9
GOOGL	13.9	160	$39.72	$6,355.92	$134.99	$21,598.40	$0	+239.8
UNH	15.5	45	$112.47	$5,061.15	$534.98	$24,074.10	$1,738.55	+410.0
WMT	12.0	120	$109.44	$13,132.40	$156.08	$18,729.60	$473.70	+46.2
Cash	0.2			$199.34		$293.25		
Total	100.0			$83,357.24		$155,818.70	$5,438.01	+93.5
Inception				$49,945.40				+222.9

Comments: The new portfolio value (market price plus retained dividends/ distributions) is $161,256.71. That compares to $154,545.38 at the time of the last review, for a gain of 4.3%.

The gain was mainly due to a huge contribution from UnitedHealth Group. We also had positive contributions from TD Bank, Brookfield, Proctor & Gamble, and Alphabet.

Since inception, we have a total return of 222.9%. That represents an average annual compound growth rate over 11.5 years of 10.73%. That is well ahead of our 8% target.

Changes: We will use some of our retained earnings, as follows.

XBB – We will add ten units at a cost of $273.70. We now own 540 units, and our retained income is reduced to $30.73.

BCE – We'll buy 10 shares for $531.20. Our total position is now 210 shares and we have retained earnings of $116.42.

ENB – We'll purchase another 10 shares at $46.92, for a cost of $469.20. We now own 220 shares and have retained earnings of $276.30.

The portfolio has cash and retained earnings of $4,457.16. Duca Credit Union is currently offering a 5.75% return, so we'll move our money there.

Here is the revised portfolio. I will update it again in June.

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IWB Buy and Hold Portfolio (revised Nov. 29/23)

Symbol	Weight %	Shares	Average Price	Book Value	Current Price	Market Value	Retained Earnings
XBB	9.4	540	$31.22	$16,859.80	$27.37	$14,779.80	$30.73
BCE	7.1	210	$48.03	$10,086.49	$53.12	$11,155.20	$116.42
BN	11.4	370	$12.75	$4,716.94	$48.36	$17,893.20	$466.89
PG	2.9	30	$148.45	$4,453.50	$151.13	$4,533.90	$56.46
CNR	11.4	115	$47.64	$5,478.15	$155.53	$17,885.95	$611.56
ENB	6.6	220	$43.03	$9,467.65	$46.92	$10,322.40	$276.30
TD	10.1	190	$46.42	$8,820.00	$83.30	$15,827.00	$393.30
GOOGL	13.7	160	$39.72	$6,355.92	$134.99	$21,598.40	$0
UNH	15.3	45	$112.47	$5,061.15	$534.98	$24,074.10	$1,738.55
WMT	11.9	120	$109.44	$13,132.40	$156.08	$18,729.60	$473.70
Cash	0.2			$293.25		$293.25	
Total	100.0			$84,725.25		$157,092.80	$4,163.91
Inception				$49,945.40			

THE SYMPHONY OF SHIFTING

By Richard N. Croft, Associate Publisher

Those of us in the financial business spend a lot of our time explaining why things happen. The volatility investors experienced in August and September, and the subsequent rally at the end of October, are fodder for explanation bias. Unfortunately, fixating on seemingly logical ex-post cause and effect relationships can lead to a narrow-minded and distorted understanding of reality. And in the end, does little to reduce the likelihood of making a bad decision based on historical precedence.

The current list of explanations for the two-month trough to peak roller coaster ride is as long as the number of analysts willing to offer an opinion. Take your pick of the rationale we've been offered.

- It happened because of the hawkish tone of central bankers broadcasting the "higher rates for longer" theme against the hold the line reality from the last two US Federal Reserve meetings.
- Stocks reacted to the disconnect between actual earnings versus expectations.

It was due to inflationary implications under the glare of a robust labour market driving outsized wage settlements.

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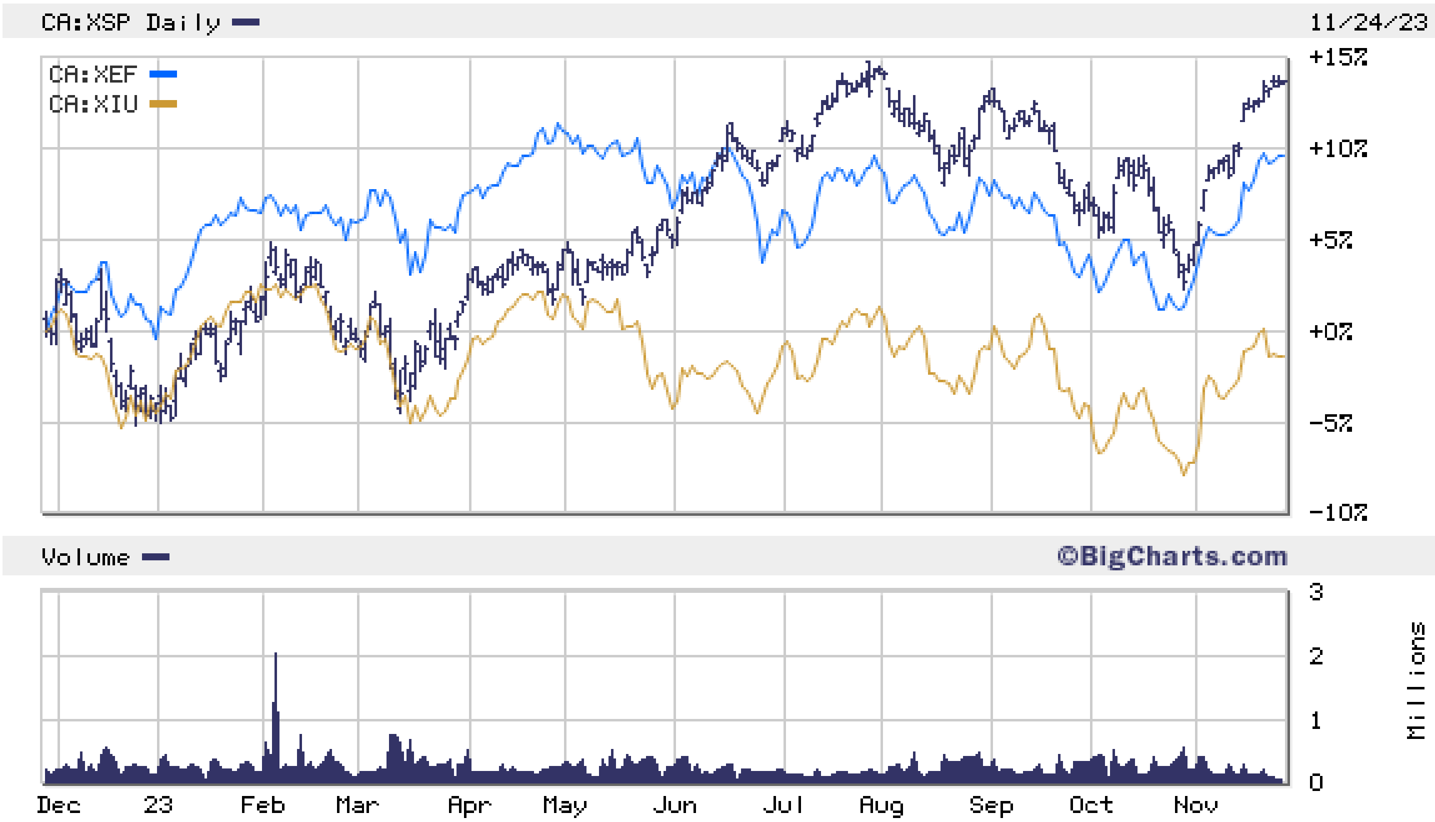

One Year Performance Comparison: Canadian (XIU), EAFE (XEF) and US Equities (XSP)

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- It was caused by unexpected US economic growth despite eighteen months of rising interest rates.

- The ultimate problem was unbridled spending by governments whose endgame seems to be infinity.

Without sounding like a broken record, it is important to emphasize the oft-stated cautionary warning that "past performance is not indicative of future returns." Past performance is just that. It tells us where the markets have been but does little to tell us how long the market's malaise or exuberance will last. And since explanation bias is running rampant, allow me to add another, more simplistic, possibility to explain current market action. It's seasonal trends.

Seasonal trends

Markets tend to underperform in August and September. October can be good or bad (it was bad this year). November and December are typically the best months for equity markets, especially if we see a so-called Santa Claus rally at the end of the year. So far, November has played out as expected.

Seasonal trends help explain the timing of moves but do not help us understand the cause-and-effect relationship. Which is to say, what is causing the untethered price action and how long will it last? Allow me to posit a simplistic explanation that equates the choppy price action in both stocks and bonds being related to a marked shift within institutional investors' asset mix.

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At the institutional level of portfolio management, asset allocation is the beginning, middle, and end game. Like a conductor at the symphony, institutional money managers navigate a delicate balance of instruments (in this case stocks, bonds, cash, and perhaps a touch of alternative investments) to produce the perfect harmony.

With that backdrop, imagine that you manage a large pension fund. Billions of dollars in the investment portfolio. More than $100 million dollars coming into the plan every month that needs to be invested. And that only scratches the surface of this mega institutional market.

The Harvard Endowment Fund, for example, could finance a small country. The Canada Pension Plan, valued at nearly $500 billion, is a medium size player in the North American pension market. And to put a cherry on the top of this sundae, institutional investors account for 70% of the daily trading volume on world equity markets.

Unlike individual investors who struggle to define their objectives, time horizon, and risk tolerances, pension fund managers rely on specificity-based actuarial assumptions. Demographics within the pension plan define the objective, managers assume an infinite time horizon, and risk is quantified by portfolio size and variability. It is a world in which size matters!

Selecting individual stocks that may provide outsized gains for a retail investor would not scratch the performance surface in a large institutional portfolio. In a mega-portfolio stock selection takes a backseat to the plan's asset allocation. It defines the weight that should be applied to stocks, cash, and fixed income within the portfolio.

Now think about the asset mix in terms of fixed income investments. Until eighteen months ago, bonds provided no diversification benefit to the asset mix. Interest rates were at or near zero, which meant that rates had nowhere to go but up. As rates rise, bond prices fall, which hampers investment performance. Given the limited diversification benefits of fixed income assets in early 2022, most institutional portfolios were overweight equities and underweight bonds.

As central banks raised the overnight lending rate, bonds began to re-surface as an important asset class. Institutional investors began nibbling at the short end of the fixed income market (i.e., three-, six- and nine-month US treasury bills) through the remainder of 2022 and into the first two quarters of 2023.

But when the yield on ten-year treasuries (pension plan preferred point along the yield curve) touched 5% - which occurred in October and early November - institutions went all in. Mega-portfolio money managers began to normalize their asset mix by increasing exposure to mid- and longer-term bonds.

We witnessed this intraday shift often during brief periods in October. When the

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yield on ten-year US treasury bonds got above 5%, stocks declined, and bonds went up. As the ten-year yield declined, bond and stock prices stabilized until the yield again moved into the 4.9% to 5.0% range. Because of their size, the impact of this symphony of shifting cannot be understated.

Assuming this is a reasonable assessment of the August through to the latter third of October cause-and-effect thesis, the point at which the impact of this asset mix shift is muted tends to occur when the supply and demand among ten-year treasury bonds normalizes. That should occur when ten-year US treasuries fall back to pre-September levels, where the yield was 4.0%-4.4%, or if rates back up to a level comfortably above the 5% demarcation line. In fact, this normalization process is likely the point at which equity markets began to turn at the end of October. Note global equities began to rally about the time ten-year treasuries fell below 4.8% (see chart).

An additional tailwind came from the Fed's decision to hold rates steady at their November Federal Open Market Committee meeting. Despite Chairman Powell's posturing that further rate hikes will remain data dependent, the prevailing view among equity investors is that the rate hiking cycle has concluded.

Stocks rallied from the late October lows (see equity performance chart) as sentiment shifted away from the view that the runaway inflation experienced in the 1980s was not likely to be what we see in

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CBOE US Ten Year Treasury Yield Index

Shifting—continued from page 9...

2024. That is a marked change from the view that a prolonged period of near-zero interest rates would ultimately lead to a prolonged period of runaway inflation.

The current position edges towards a "new normal" where central banks have become more adept at managing inflationary spikes. That's not to suggest that inflation is vanquished, but rather that price surges are manageable.

What this implies is that equity market returns will pick up steam into 2024. Barring any unexpected inflationary spike, I think 2024 will mark the beginning of a 1990s-type surge in equity valuations.

While I recognize this thesis hangs on a very thin branch, it is important to take a stand when one believes that we have reached an inflection point. I believe we are at that inflection point.

For investors who want to have a safety net below the thin branch, look for dividend paying stocks to play catch-up to the magnificent seven technology behemoths. Bank of Nova Scotia (TSX: BNS, recent price $59.75) would fit that safety net criteria. The stock's dividend yield at the time of writing was 7.1%, which I believe is secure. So, you earn healthy cashflow should the branch break.

BNS has new leadership with the hiring of board member Scott Thompson about a year ago. He will be putting forth a major turnaround plan (expected before year-end) that will focus on its South America and Caribbean business units, which have dragged performance for the past ten years. That geographic exposure should provide outsized growth - notably with their exposure to Mexico and assuming the company exits Colombia - if global economies normalize.

The mega-cap tech names, especially the ones that will garner the greatest benefit from artificial intelligence (notable Microsoft, Meta, Nivida, and Amazon) will continue to lead and deserve an overweight position in growth portfolios.

US money centre banks (notably JP Morgan Chase and Bank of America) should also play a role as I expect them to lead the rest of the market in the catch-up parade.

I would avoid energy and precious metals stocks, with the notable exception of companies that mine lithium (note these are more speculative and under any scenario, should represent only a small percentage of one's growth portfolio), because these sectors tend to follow a different drumbeat.

The trick when hanging from a thin branch is to recognize that you are at the top of the tree line. That said, that is the best place to sharpen one's perspective.

Associate Publisher Richard Croft has been in the investment business for more than 40 years and is the founder of R.N. Croft Financial Group. As a global portfolio manager and option specialist, his focus is helping investors clarify their goals and risk tolerances, leading to an appropriate risk-adjusted portfolio. Contact him at rcroft@croftgroup.com

GORDON PAPE'S UPDATES

Recommendations are colour-coded:
Green indicates Buy
Yellow indicates Hold
Red indicates Sell

The Descartes Systems Group

BUY

TSX: DSG, NDQ: DSGX *Originally recommended on Oct. 30/17 (#21739) at C$37.83, US$29.45. Closed Friday at C$111.14, US$82.34.*

Background: Descartes provides on-demand, software-as-a-service solutions focused on improving the productivity, performance, and security of logistics-intensive businesses. Customers use its services to route, schedule, track, and measure delivery resources; plan, allocate, and execute shipments; rate, audit, and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes. The company's headquarters are in Waterloo, Ontario and Descartes has offices and partners around the world.

Performance: We recommended taking half profits at the time of the last update in mid-March. The shares were trading at $103.27, giving us a gain of 173% to that point. The stock subsequently dropped below $97 before rebounding and reaching an all-time high of $113.32 in mid-November.

Recent developments: Descartes reported a strong second quarter, with revenue of $143.4 million. That was up 17% from $123 million in the same quarter last year. Note that the company reports in US currency.

Income from operations was $36.8 million, up 17% from $31.5 million the year before. Net income was $28.1 million ($0.32 per diluted share), up 23% from $22.9 million ($0.27 a share) in the prior year. Net income as a percentage of revenue was 20%, compared to 19% in 2022. Adjusted EBITDA was $60.6 million, up 12% from $54 million in the prior year.

For the six months to July 31, Descartes reported revenues of $280 million, up 17% year-over-year from $239.4 million. Cash provided by operating activities was $100.9 million, up 11%. Income from operations was $73.4 million, up from $62.1 million in last year's first half. Net income was $57.5 million ($0.66 per share), up from $46 million ($0.53 a share). Adjusted EBITDA in the first half was $118.3 million, up 12% from $105.2 million the year before.

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Brookfield Corporation TSX, NYSE: BN

BUY

Originally recommended on April 6/97 (#9713) at C$2.40 (split-adjusted). Closed Friday at C$48.79, US$36.16.

Background: Brookfield Corporation is a Toronto-based conglomerate with interests in several areas including asset management, real estate, renewable energy, infrastructure, and insurance. The company currently has about $850 billion in assets under management.

Performance: The shares took a dive in October, falling to near $40. That was close to its 52-week low. They have since rallied on the hope the rate hike cycle has run its course.

Recent developments: The company reported third quarter distributable earnings of $1.15 billion ($0.73 a share), down from $1.36 billion ($0.85 a share) in the same period last year. Revenue was $24.4 billion, up about $1 billion from the same quarter last year. Note the company reports in US dollars.

The company noted that its asset management business was especially strong with a 13% increase in fee-related earnings. The insurance segment also reported good results. Brookfield ended the quarter with almost $120 billion available to deploy into new ventures.

Share exchange: The company announced that 32.5 million BN shares were tendered for conversion into shares of Brookfield Reinsurance. The purpose of the deal was to increase share ownership in Reinsurance, which has been thinly traded. The offer had made provision for up to 40 million shares but fell short of that goal. Brookfield Reinsurance trades under the symbol BNRE. BNRE shares can be converted into those of BN, so the two are “paired” in terms of share price. BNRE stock offers a small tax advantage in certain situations.

Dividend: Both BN and BNRE pay a quarterly dividend of US$0.07 per share ($0.28 a year). BN yields 0.8% at the current price.

Outlook: If this is the end of the rate hike cycle, as it appears to be, it will be good news for a company like Brookfield headed into 2024.

Action now: Buy.

DSG—continued from page 11...

The company will announce third quarter results on Dec. 5.

Dividend: The stock does not pay a dividend. The company uses its cash flow for expanding the business.

Outlook: Revenue and profits continue to grow at an impressive rate.

Action now: Buy, if you don’t already have a position. There is no dividend, so this is strictly a long-term capital gains holding.

Canadian Utilities TSX: CU, OTC: CDUAF

BUY

Originally recommended on May 20/19 (#21919) at C$37.06, US$27.48. Closed Friday at C$30.82, US$22.25.

Background: Canadian Utilities is based in Calgary. Its operations include electricity generation, transmission, and distribution and natural gas transmission, distribution, and infrastructure development. It also provides energy storage and industrial water solutions and has been heavily investing in green energy projects for over 20 years.

CU also has natural gas and mining interests in Australia and Mexico. It owns 87,000 km of electrical transmission lines and 64,500 km of pipelines.

The company has approximately 8,000 employees and assets of about $23 billion. It is majority owned by ATCO, which is also Alberta-based.

Performance: Like all interest-sensitive stocks, CU's share price was hit hard by the long string of rate hikes. The price dropped to a 52-week low of $28.13 in October, before staging a modest rally.

Recent developments: Third quarter earnings attributable to shareholders came in at $125 million ($0.39 per share). That compared to $109 million ($0.33 a share) in the same period a year ago.

During the quarter, the company announced a partnership agreement between the Chiniki and Goodstoney First Nations for the Deerfoot and Barlow Solar power projects, the largest solar installation in an urban centre in Western Canada. Under the terms of the agreement, the Chiniki and Goodstoney First Nations have a 51% ownership stake in the facilities.

CU also entered into a 12.5-year virtual power purchase agreement with Lafarge, an industry leader in sustainable building solutions. Under the terms of the agreement, Lafarge's Exshaw cement plant will notionally purchase 100% of the solar power generated from the 38.5MW Empress solar project.

Dividend: The stock pays a quarterly dividend of $0.4486 per share ($1.7944 a year). The yield is 5.8% at the current price.

Outlook: We shouldn't expect much in the way of performance improvements from a utility. But the share price should get a boost in 2024 from interest rate stabilization.

Action now: Buy for yield and possible rate-related capital gains.

Target Inc. NYSE: TGT

Originally recommended on Nov. 25/19 (#21941) at $127.02. Closed Friday at $134.78. (All figures in US dollars.)

BUY

Background: Target is a Minneapolis-based operator of big box stores, with almost 2,000 outlets in all 50 states and the District of Columbia. The company opened its first store in 1962 and now employs 350,000 people. It attempted to establish a presence in Canada a few years ago but the initiative failed miserably, and the company pulled out after incurring heavy losses.

Performance: The stock is in the midst of a strong rally and has gained almost 22% since the end of October.

Recent developments: The company reported a drop in third quarter sales, but a jump in profits, thanks in part to a big cut in inventory.

Comparable sales for the three months to Oct. 28 declined 4.9%. Comparable store sales were off 4.6% and digital sales were down 6%. Total revenue was $25.4 billion, off 4.2% from last year.

Third quarter operating income was $1.3 billion, 28.9% higher than last year, driven by a higher gross margin rate.

Net earnings were $971 million ($2.10 per diluted share), compared to $712 million ($1.54 per share) in the same quarter last year.

CEO Brian Cornell said the company "continued to successfully navigate our business through a very challenging external environment. While third quarter sales were consistent with our expectations, earnings per share came in far ahead of our forecast. This profit performance benefited from our team's commitment to efficiency and disciplined inventory management".

Dividend: The stock pays a quarterly dividend of $1.10 ($4.40 a year), for a yield of 3.3%.

Outlook: After going through a rough patch which saw the shares fall to the $105 range in October, Target seems to have righted the ship.

Action now: Buy.