

KEYNOTE:

Navigating the Stock Market: Insights from the Trading Floor

Jay Woods
Global Market Strategist
Freedom Capital Markets
September, 2025



What We'll Cover

- Introduction - Background & Experience
- Career Path - Navigating Career Shifts & Industry Changes
- Lessons Learned in Volatile Markets - Experiences as a Trader
- Markets Evolution – The Future of Trading
- Technical Analysis - How Traders use Charts, Patterns, and Indicators
- Market Update - Where to From Here
- Closing thoughts / Q&A - Recap of Key Takeaways



Introduction

- Career began at the NYSE in 1992
- Member 1998 as market maker/specialist
- GS 2000-2014, IMC 2014 -2021
- Former NYSE Executive Floor Governor
- CMT Board Member
- Chief Market Strategist, Freedom Capital Markets
- Professor Technical Analysis, Fordham University
- CNBC Contributor





U.S. stocks sink at the start, echoing China-led rout

Major indexes down more than 1 percent, as Wall Street follows a global equities rout led by China



Dow craters 369 as slowdown reality sets in

Top News ▾ 



Don't buy into the safety stock surge: Traders

4 hours ago



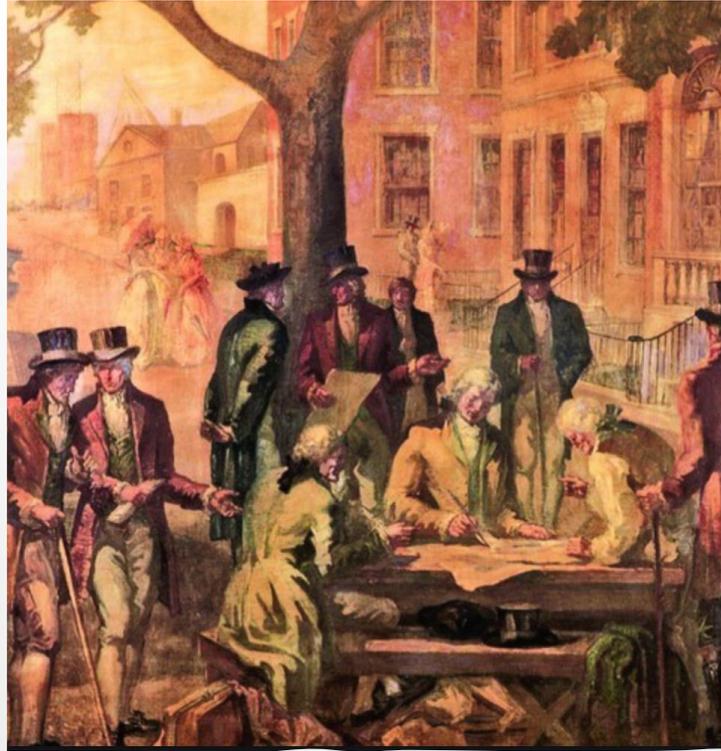
Oil falls, commodities retreat on concern about the Fed removing stimulus



Guess who leads the field for Trump's VP candidate?

Markets Evolution

- How it Started
- 1/8ths - 1/16ths – Pennies
- Remember Paper?
- Remember Making a Decision?
- Biggest Changes – Indexing and VWAP
- Next Up... 23/5 Trading?



As Markets Evolve - One Thing is Constant

Price Action

- Only Price Pays
- Measure Risk v Reward
- If This, Then That
- Chart First, News Later
- Time Frame Matters
- History Repeats Itself
- Charts, Indicators, Patterns
- How traders use these tools



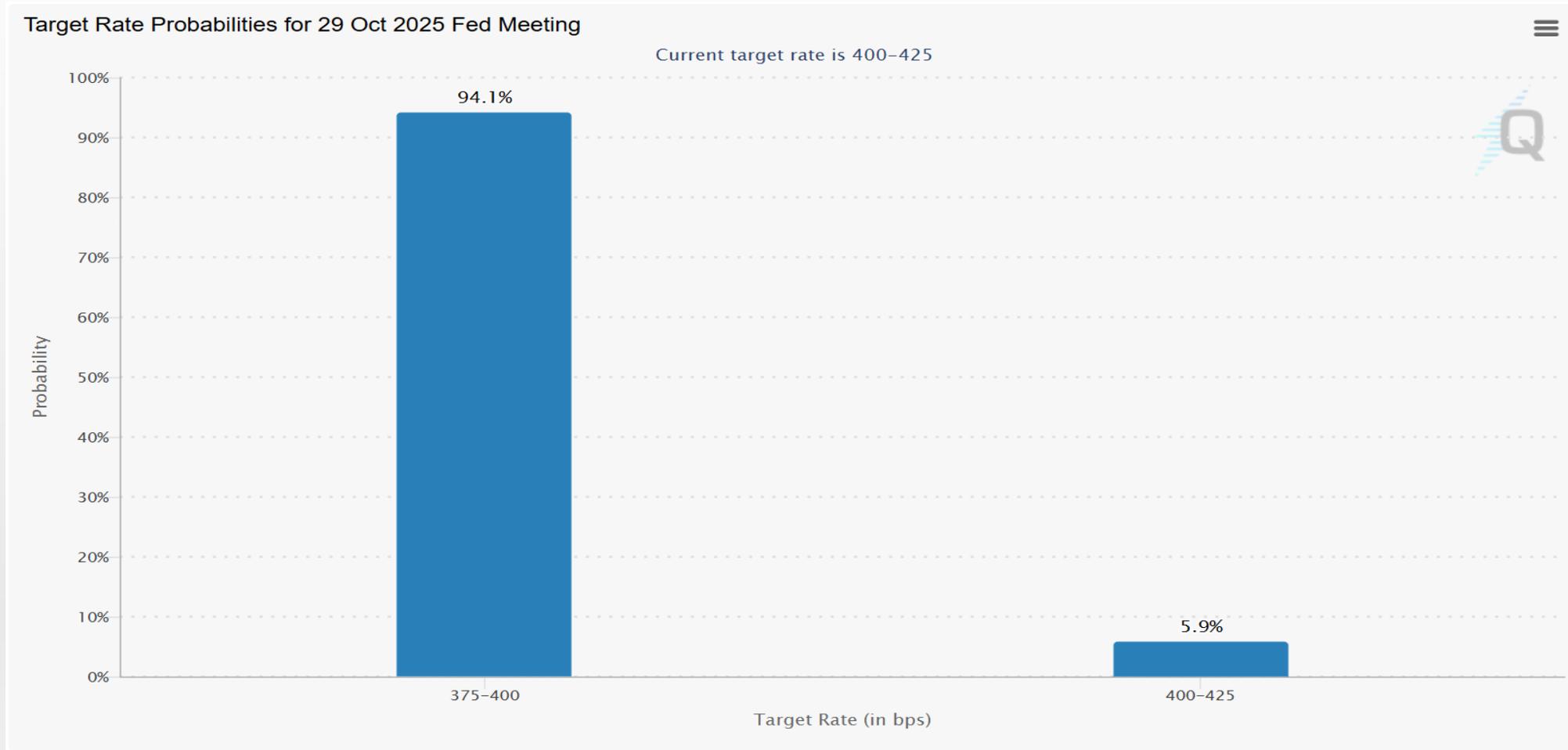
The Fed & Interest Rates

The Drama



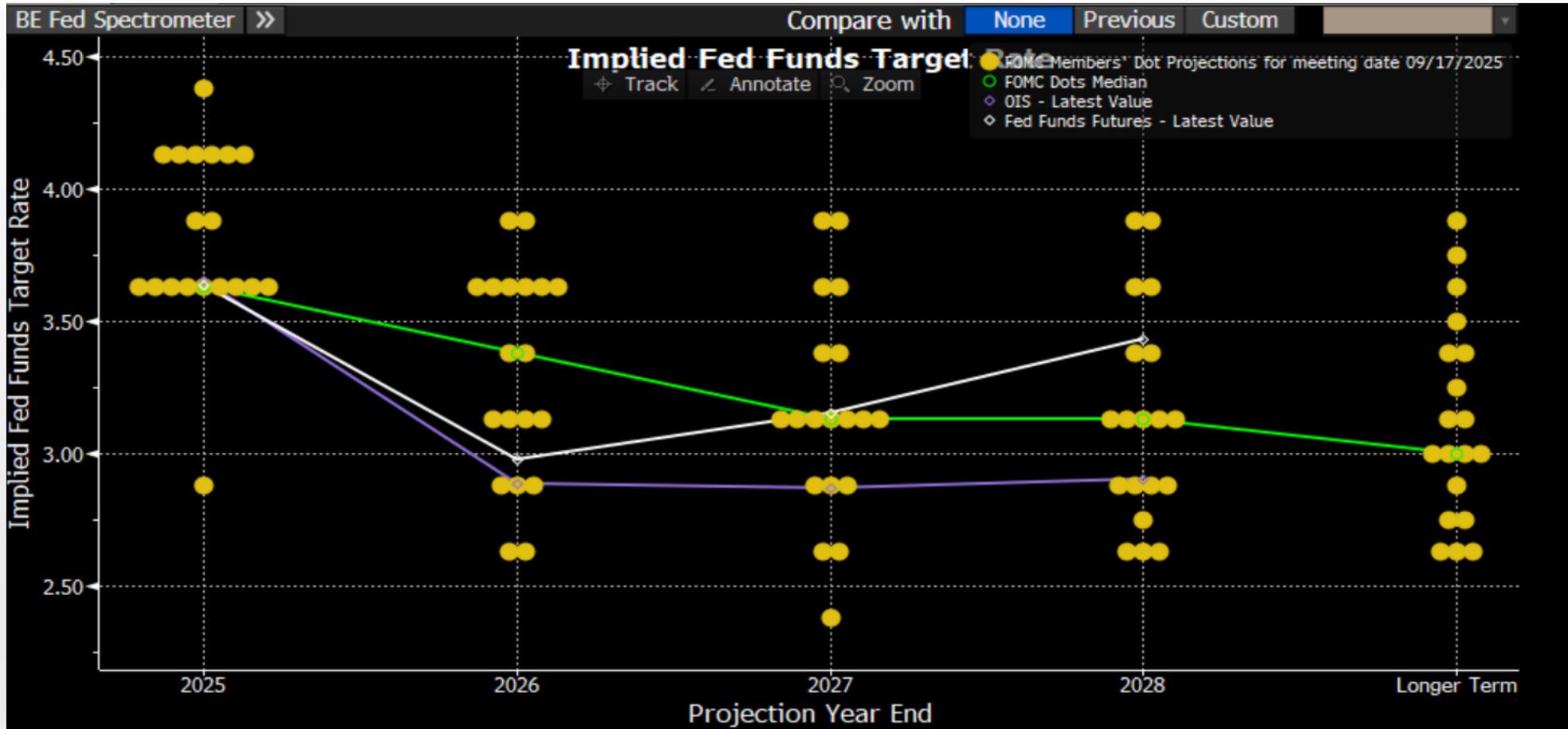
Source: CNN

Rate Cut Probability



Source: CMEGroup.com

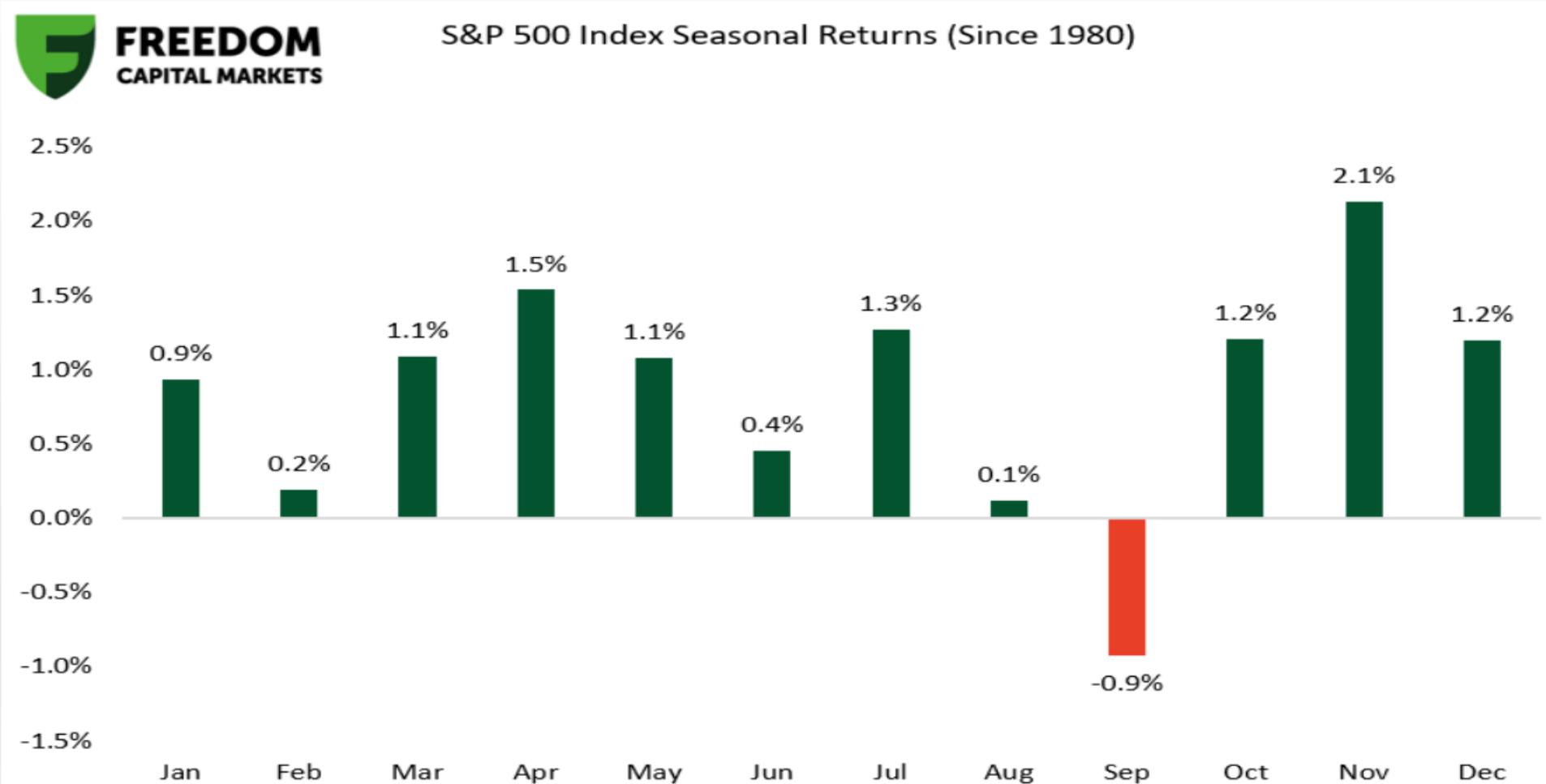
What the Dots Say...



Source: Bloomberg

The Market

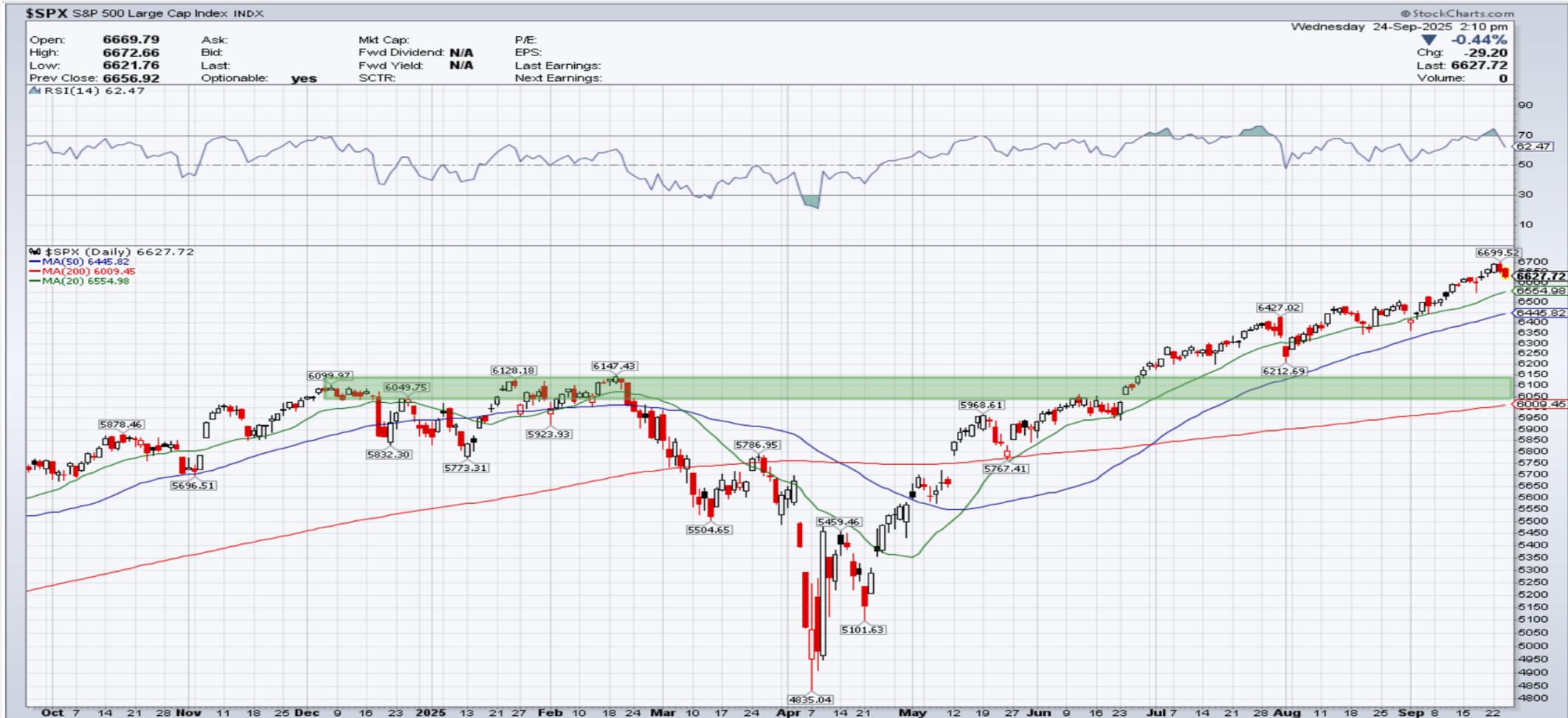
September Swoon



No September Swoon?

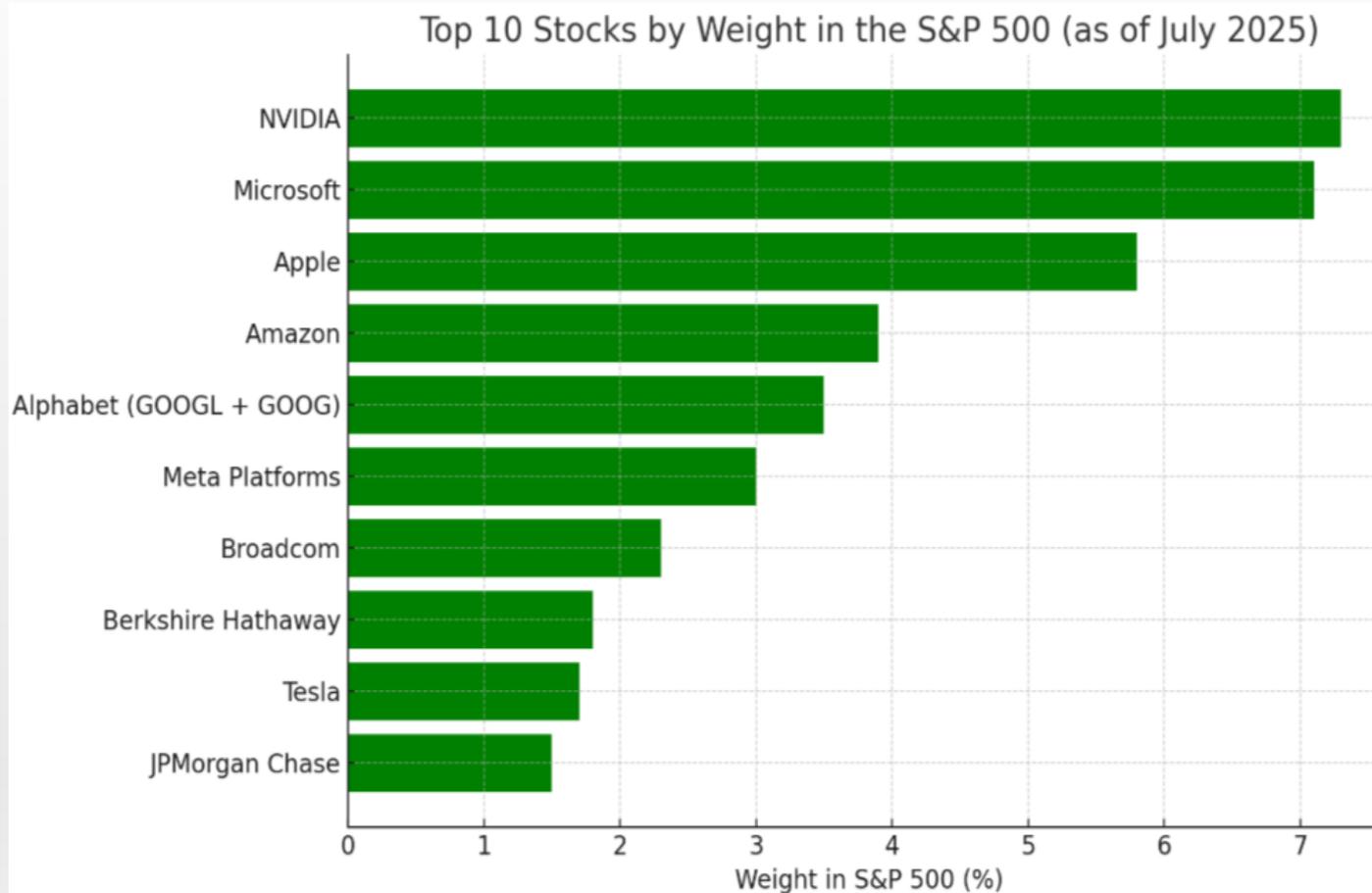
- Q4 Historically best – average gain 3.7%
- When the market makes new highs in Sept. even better
- Has occurred 22 times and higher 20 of those times
- Average gain is 4.7%

Where Are We Now?



Leadership

Market Cap Matters



“Mag 7” + 33% of the S&P 500

Top 10 just over 38%

Source: Reuters/SlickCharts.com

Sector Leadership YTD

SYMBOL	NAME	% CHG YTD	+/-
XLC	Communication Services Sector Fund	+22.36%	
XLK	Technology Sector Fund	+20.30%	
XLI	Industrial Sector Fund	+16.92%	
XLU	Utilities Sector Fund	+16.42%	
XLF	Financial Sector Fund	+12.06%	
XLE	Energy Sector Fund	+8.08%	
XLY	Consumer Discretionary Sector Fund	+7.50%	
XLB	Materials Sector Fund	+7.35%	
XLRE	Real Estate Sector Fund	+4.83%	
XLP	Consumer Staples Sector Fund	+1.76%	
XLV	Health Care Sector Fund	+0.48%	

Source: Stockcharts.com



Sector to Watch: Consumer Discretionary

Amazon.com Inc	22.842%
Tesla Inc	16.706%
Home Depot Inc/The	7.076%
McDonald's Corp	4.273%
Booking Holdings Inc	4.130%
TJX Cos Inc/The	3.729%
Lowe's Cos Inc	3.624%
Starbucks Corp	2.328%
O'Reilly Automotive Inc	2.149%
Royal Caribbean Cruises Ltd	2.111%

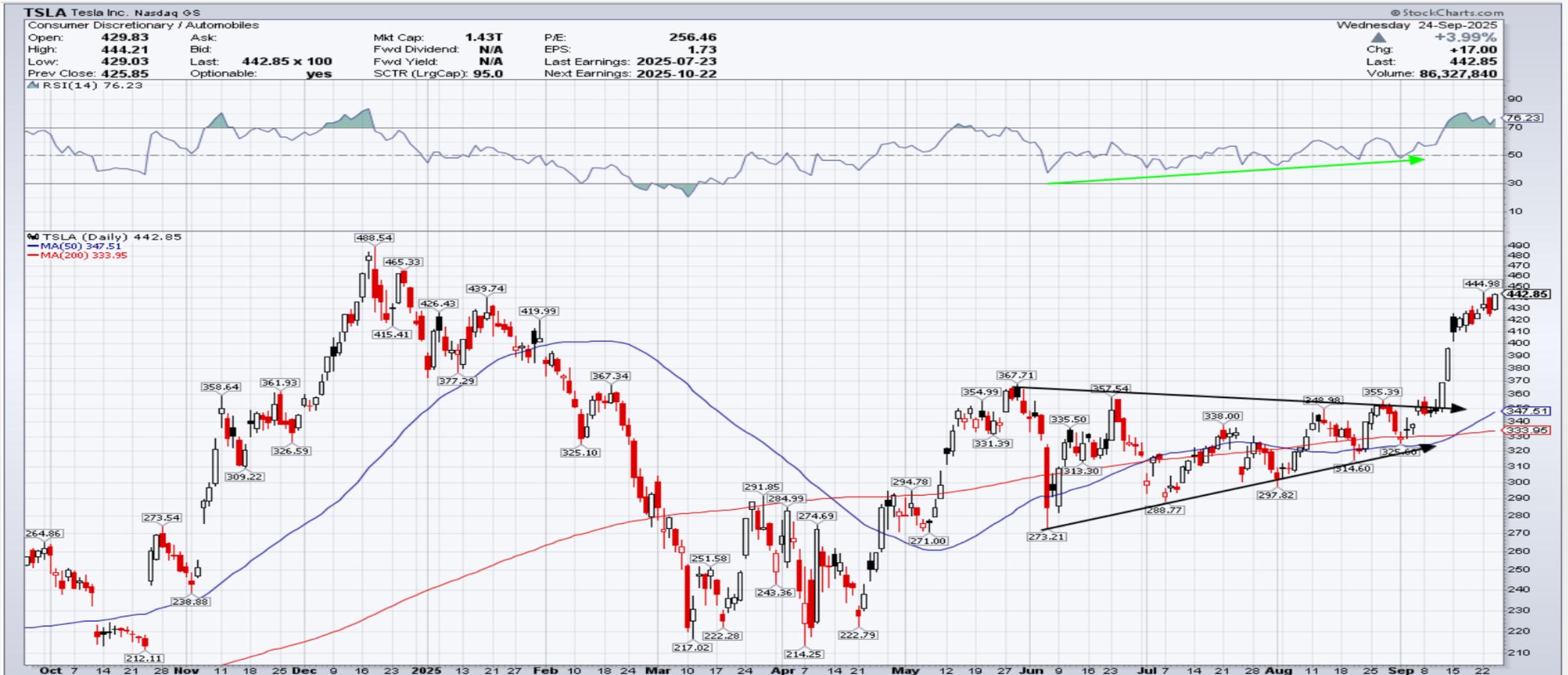
Consumer Discretionary ETF - XLY



Amazon (AMZN) – Daily Chart



Tesla (TSLA) – Daily Chart



Home Depot (HD) – Daily Chart



Home Builders ETF (XHB) – Daily Chart



Closing Thoughts / Questions

Watch the 10-Year



Small Caps ETF (IWM) – 5-year Daily



Rapid Fire Thoughts

- Meme Stocks
- Are We in a Bubble?
- Potential M&A Activity
- IPO Market
- Other Sectors to watch – Financials / Energy
- Next Big Thing – Prediction Markets



SUBSCRIBE NOW

A VIEW FROM THE FLOOR WITH JAY WOODS, CMT

SUBSCRIBE TO OUR WEEKLY
MARKETS NEWSLETTER



DON'T MISS OUT!