

The road to 1600 and beyond

Pullbacks are common, so avoid panic selling if we get one

January (+5.2%) saw the best monthly S&P 500 performance since October 2011 (+10.9%) and the best January performance since 1997. This, along with February's continued rally, puts the S&P 500 12% above the November low and at a new five-year high. Our Global Equity Strategy team's short-term sentiment and flows signals have shifted to a [negative tactical view on global equities](#), while our Technical Strategy team calls for a [3-5% correction in February](#). February has historically had the highest probability of negative returns (48%) and the second-lowest median return (+0.3%) after September (+0.2%). For our part, we recognize that markets do not move in straight lines and that 5%+ pullbacks have occurred an average of five times per year. But [last year's lesson](#) might be boiled down to the simple fact that trying to time pullbacks can lead to underinvestment and underperformance in an up-market.

2013 S&P 500 target remains 1600, driven by EPS growth

Our 2013 year-end target of 1600 implies 5% upside from current levels, entirely attributable to [expected earnings growth of 6%](#), while the bulk of the returns so far this year have come from multiple expansion. Due to our elevated equity risk premium assumption, our BofAML Fair Value Model — the main driver of our S&P target — assumes a trailing *normalized* PE multiple of only 15x, which represents a 12% discount to the historical average of 17x, even *excluding* the Tech Bubble. As such, we see substantial long-term value and continue to recommend that investors take advantage of this by [lengthening their investment time horizons](#) and using pullbacks as buying opportunities.

The end of the downward revision cycle may be in sight

The one input into our S&P 500 target model that remains negative on equities is our [Estimate Revisions model](#), which is still in the Weak/Declining phase (during which historical annual returns have averaged -4%). However, we are encouraged by the fact that the one-month revision ratio is at a four-month high and that the less volatile three-month ratio is above its 2011 and 2012 lows. Moreover, the drop in 2013 bottom-up consensus estimates to \$112 has nearly closed the gap with our \$110 forecast, and reported revenues and EPS have begun to reaccelerate. Thus, we could soon be entering the next phase of the revision cycle as the pace of analyst estimate cuts slows. Historically, this phase has been accompanied by the strongest market returns (Chart 6).

Sentiment has improved, but still far from bullish

Our target incorporates a diverse set of signals, with all but one (see more below) currently positive for equities. In addition to attractive valuations, [depressed equity sentiment](#) is a key driver of our bullish view on equities. Even though the S&P 500 has already risen 10% in the six months since sentiment bottomed, history suggests that rising markets can persist for years after sentiment troughs (see page 3 inside). Some have argued that our measure of sentiment, which is based on sell side strategists' equity allocation recommendations, does not adequately capture today's bullish market sentiment, as evidenced by the recent [surge in equity inflows](#) and rising stock prices. But we would also point out that sell side strategists went into the year forecasting the lowest S&P 500 returns in eight years, and despite the strong January inflows, cumulative flows into long-only equity funds over the last several years remain deeply negative vs. positive inflows for almost every other asset class.



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S&P 500 data

Price	1521
2013 Year-End Target	1600
Date Established	14-Sep-2012
52-Week Range	1,267 - 1,525
Market Value (\$tn)	13.58

S&P 500 Target Models

Model	Category	2013 Target
BofAML Fair Value Model	Fundamental/Valuation	1,573
Sell Side Indicator	Sentiment	1,794
Estimate Revisions	Fundamental/Sentiment	1,437
Long-term Valuation Model	Valuation	1,659
12-Month Price Momentum	Technical	1,599
	Official S&P 500 Target	1,600

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Refer to important disclosures on page 8 to 9. Link to Definitions on page 7.

Fundamentals sometimes take a backseat to sentiment, technicals and macro.

S&P Outlook

Our target framework incorporates diverse signals

Our S&P 500 target of 1600 for 2013 is principally based on our earnings forecasts, but if the last several years have taught us anything, it is that fundamentals sometimes take a backseat to sentiment, technicals and macro. As such, we have explicitly incorporated tactical, technical and sentiment signals into our market forecast.

Table 1: S&P 500 Target Models (2013)

Model	Category	Time Horizon	2013 Target	Expected Return (Annualized)	Current Weight in Forecast
BofAML Fair Value Model	Fundamental/Valuation	Medium Term	1,573	+5.4%	40%
Sell Side Indicator	Sentiment	Medium Term	1,794	+21.8%	20%
Estimate Revisions	Fundamental/Sentiment	Short-term	1,437	-4.4%	20%
Long-term Valuation Model	Valuation	Long-term	1,659	+11.8%	10%
12-Month Price Momentum	Technical	Medium Term	1,599	+7.4%	10%
Official S&P 500 Target			1,600	+7.5%	

Short-term can be interpreted as one to three months, medium-term as one year, and long-term as five or more years.

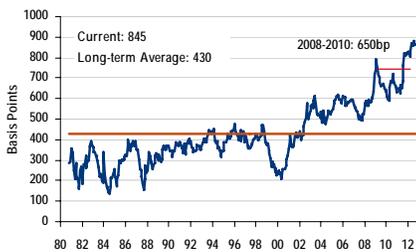
Source: BofA Merrill Lynch US Equity and US Quant Strategy

We expect the equity risk premium to gradually decline

We expect to see a gradual decline in the equity risk premium (ERP) over the next several years, as the memory of the financial crisis fades, corporate profits continue to make new highs and some of the macro risks abate. Our fair value model assumes a 600bp risk premium for the end of 2013, still well above the long-term average of about 400bp. The “wall of worry” may persist as new concerns emerge, but we expect visibility to continue to improve as the year progresses and positive trends emerge:

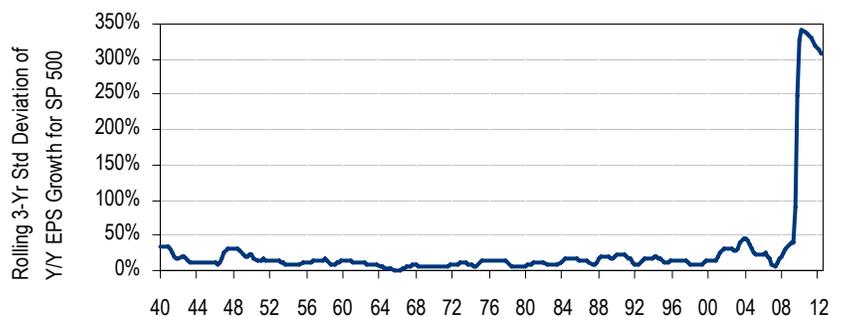
- With the 2012 election and resolution on the key tax expirations behind us, the major remaining US policy issues are the debt ceiling and sequestration, which are likely to be resolved sometime this spring.
- We expect a second half pick-up in GDP growth, and recent capex trends to bode well for capital spending in 2013.
- New home sales and housing starts should continue to hit new post-recovery highs.
- Earnings should continue to grow, with normalizing volatility (Chart 2).

Chart 1: S&P 500 risk premium (DDM expected return less AAA corporate bond rate)



Source: BofA Merrill Lynch US Equity and US Quant Strategy

Chart 2: Rolling 3-Yr Std Deviation of SP500 12-Mth Rep EPS Gth (2Q40-3Q12)



Source: BofA ML US Equity & Quant Strategy

This chart is bullish:

Record earnings volatility that we saw in the last cycle has caused asset allocators to reduce exposure to equities. But as growth begins to trend, as it already has, a decline in earnings volatility should cause the equity risk premium to re-rate lower.

Table 2: 2013 year-end S&P 500 fair value model

Normalized 2013 EPS	\$103
Normalized EPS Growth (Nominal Ke - Div Yld)	7.25%
Normalized 2014 EPS	\$110
Nominal Long-Term Risk-Free Rate	3.0%
- Assumed Long-Term Inflation	2.0%
= Real Long-Term Risk-Free Rate	1.0%
+ Equity Risk Premium	600bp
= Fair Real Cost of Equity Capital (Ke)	7.0%
Fair Forward PE (1 ÷ Fair Ke)	14.3x
2013 Year-End Target (Fair PE × Normalized 2014 EPS)	1,573

Source: BofA Merrill Lynch US Equity and US Quant Strategy

Table 3: S&P 500 total return post-SSI troughs

	3m	6m	12m	24m
1989	12.8%	11.9%	10.6%	30.0%
1990	14.2%	25.6%	33.5%	46.8%
1995	10.1%	21.1%	38.7%	75.2%
1997	2.9%	17.2%	9.0%	39.4%
2004	9.2%	6.9%	12.3%	24.4%
2009	13.8%	20.0%	38.8%	62.8%
2012	3.0%	9.9%	?	?
Avg	9.4%	16.1%	23.8%	46.4%
Min	2.9%	6.9%	9.0%	24.4%
Max	14.2%	25.6%	38.8%	75.2%

Source: BofAML US Equity & Quant Strategy, S&P, Bloomberg

Table 4: Predictive power of selected indicators forecasting 12-month S&P 500 returns

Indicator	R ²
Sell Side Indicator	27%
S&P 500 Dividend Yield	14%
Pro Forma PE	12%
10-Yr Treasury Yield	5%
M2 Growth	4%
Adj. Fed Model (EPS Yield - Real 10-Yr Tsy Yld)	3%
3-Mo T-Bill Rate	2%
Yield Curve (10-Yr - 3-Yr)	1%
BBB to Treasury Spread	1%
GAAP PE	0%
Fed Model (EPS Yield - 10-Yr Treasury)	0%
M1 Growth	0%

Source: BofA Merrill Lynch US Equity and US Quant Strategy, Bloomberg, Haver, Citigroup, Federal Reserve Board, Standard & Poor's

#1: BofAML Fair Value Model

Earnings are volatile over a cycle: focus on normalized EPS

- Earnings are volatile over a cycle, so we adjust earnings by this cyclicity.
- This yields normalized EPS estimates of \$103 for 2013 and \$110 for 2014.
- Normalized 2014 EPS of \$110 combined with a 600bp ERP implies fair value of 1573 at the end of 2013.
- Due to our elevated ERP assumption, this implies a trailing *normalized PE* multiple of 15x, which is nearly a 21% discount to the historical average of 19x (17x excluding the Tech Bubble). This underscores the attractive value offered by stocks to long-term investors (see more in the [Long-term valuation model section](#)).

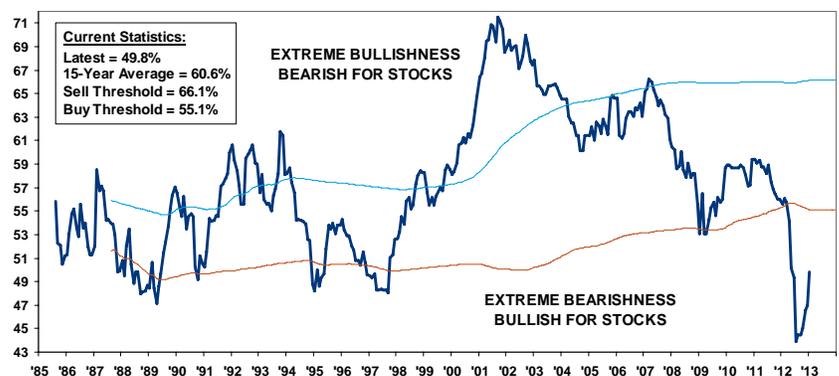
#2: Sell Side Indicator

Wall Street Sentiment: don't follow the crowd

- Wall Street's consensus equity allocation has been a reliable contrary indicator over time. In other words, it has been a bullish signal when Wall Street strategists were extremely bearish, and vice versa.
- Despite the rebound since hitting an all-time low of 43.9 in July (based on our data since 1985), strategists' bearishness on equities remains extremely depressed relative to history. The indicator remains firmly in "Buy" territory.
- Even though the S&P 500 has already risen 10% in the six months since sentiment bottomed, historical returns have also been very robust in the subsequent 12 and 24 months after the indicator troughed, averaging 24% and 46%, respectively (Table 3).
- Historically, when the indicator has been below 50, total returns over the subsequent 12 months have been positive 100% of the time. Current bearish sentiment suggests +22% 12-month price returns.

For further details, please see our most recent monthly [Sell Side Indicator](#) report.

Chart 3: Sell Side Consensus Indicator (as of 31 January 2013)



Source: BofA Merrill Lynch US Equity & Quant Strategy

Note: Buy and Sell signals are based on rolling 15-year +/- 1 standard deviations from the rolling 15-year mean. A reading above the blue line indicates a Sell signal and a reading below the red line indicates a Buy signal.

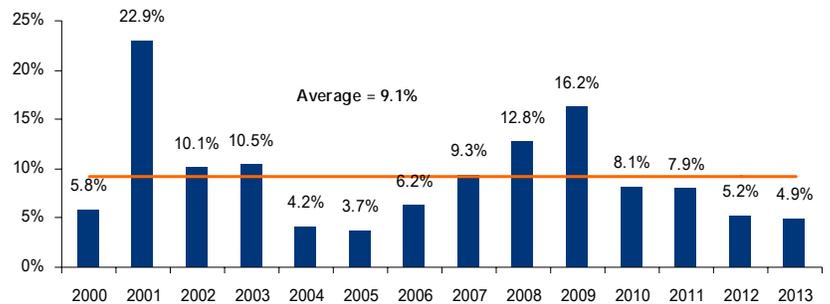
But isn't overall sentiment bullish, and isn't that bearish?

Our Sell Side Indicator is based on the idea that returns are greatest where capital is scarce. Thus weak investor sentiment toward equities would suggest strong risk-adjusted returns relative to other asset classes. Some have argued that our measure of sentiment, which is based on sell side sell strategists' equity allocation recommendations, does not adequately capture today's bullish market sentiment, as evidenced by the recent surge in equity inflows and rising stock prices. We thus point out there is other evidence that equity sentiment remains low relative to history:

Going into 2013, forecasted equity returns were the lowest since 2004

As another gauge of Wall Street sentiment, we took a look at sell side strategists' year-end S&P 500 targets, which still garner significant attention from investors and the general public. And while 13 of the 15 strategists contributing targets to Bloomberg's strategist poll at the start of the year were forecasting that the S&P 500 would end the year higher in 2013, the average implied upside was less than 5%, below the 50-year average price return of 7% and the lowest forecasted upside in eight years. In fact, following the market's recent rally, the forecasted upside for the rest of the year has fallen to only 1%. This corroborates the subdued sentiment reading from the Sell Side Indicator.

Chart 4: Beginning of the year S&P 500 average sell side strategist price return forecasts

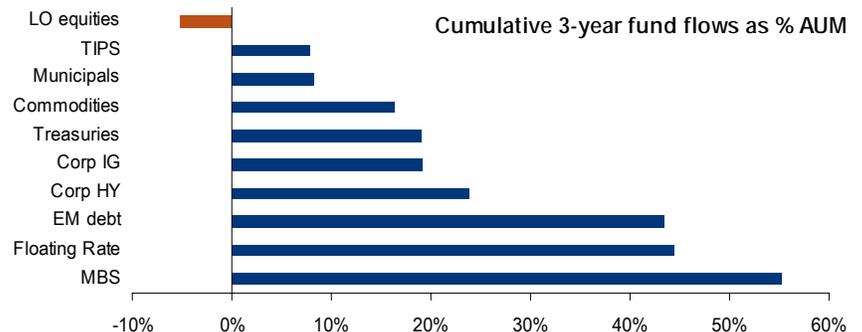


Source: BofAML US Equity & Quant Strategy, Bloomberg, S&P

Strong January equity inflows do not offset years of outflows

These trends have also been echoed by the flow of funds. Despite record inflows into equity long-only funds this year, it has not been enough to offset capital outflows over the past several years. As a result, equity long-only funds remain one of the only asset categories to have negative cumulative inflows over the past three years.

Chart 5: Cumulative 3-year flows by asset type



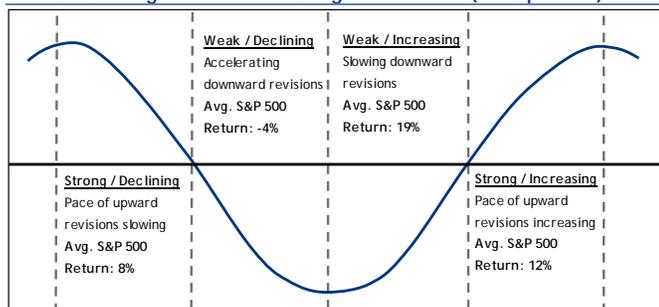
Source: BofAML Global Equity Strategy, EPFR Global

#3: Estimate Revisions Model

Estimate revisions: Weak and declining

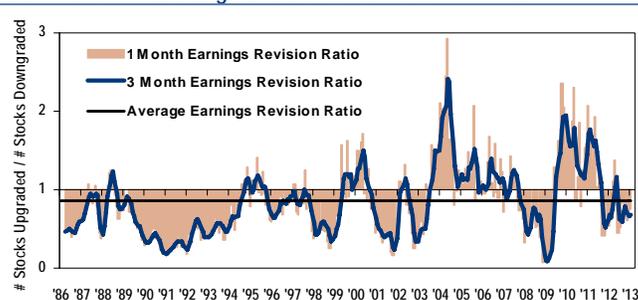
- We track the ratio of upward to downward changes to consensus earnings estimates, and for management, we track the ratio of upward to downward guidance relative to consensus expectations.
- Market returns have displayed predictable patterns based on phases of the sell side community.
- To determine expected return, we assess the current phase of the revision ratio and use the corresponding market returns displayed.
- The estimate revision ratio is weak and declining, suggesting a 4% price decline over the next 12 months.

Chart 6: Earnings revision ratio stages vs returns (1986-present)



Source: BofA Merrill Lynch US Equity & US Quant Strategy

Chart 7: S&P 500 Earnings Estimate Revision Ratio – 01/2013



Source: BofA Merrill Lynch US Quantitative Strategy, I/B/E/S

The end of the downward revision cycle could be in sight

The chopiness of the earnings revision ratio has admittedly made it more difficult to discern what phase of the revisions cycle we are currently in, but we are encouraged by several indications that suggest that we may be close to, or in the early stages of, the next phase (slowing downward revisions), which would be very bullish for stocks. Historically, this has been the strongest phase of the revision cycle for stock returns.

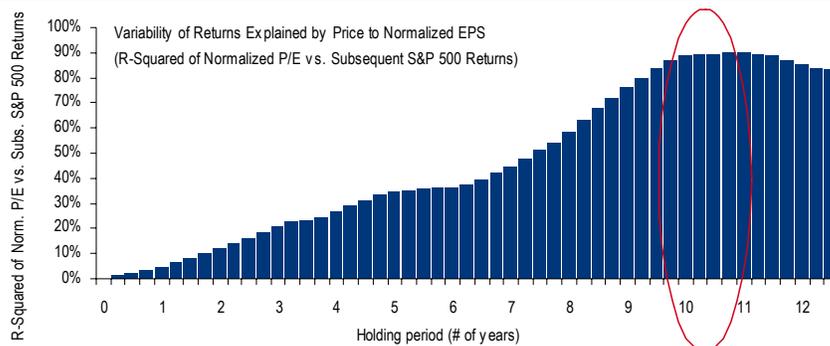
- Although the revision ratio at 0.7 is down from its interim May 2012 peak of 1.2 and below the historical average of 0.8, it is above its 2012 low of 0.6 and 2011 low of 0.5.
- Not only that, but the more volatile one-month revision ratio is at a four-month high.
- The gap between our 2013 EPS forecast and the bottom-up consensus is the smallest since we initiated our 2013 forecast back in April 2012. Back then, consensus was calling for \$119. Now consensus is forecasting \$112 vs. our \$110.
- Sales and EPS growth have started to reaccelerate in 4Q12, after seeing zero sales growth and 1% EPS growth, respectively, in 3Q12.

#4: Long-term valuation model

Valuation: If you've got a while

- Price to normalized earnings has a very strong relationship to subsequent returns over the long haul.
- The strongest relationship between PE and subsequent market returns is that with a 10-year holding period. Based on a simple regression, the PE ratio explains ~90% of the variability of annualized returns for the subsequent 10 years.
- The S&P 500's current trailing normalized PE ratio of 15x suggests a 12-month price return of 12%.

Chart 8: Normalized PE's predictive power on S&P 500 returns



Source: BofA Merrill Lynch US Equity and US Quant Strategy

#5: 12-month Price Momentum Model

Reversion to the mean: suggests average returns

- Our technical model is based on the often cited theory that equity returns ultimately revert to some "normal" level.
- We have found that there is a higher probability of a market correction following a year of outsized equity market returns, and vice versa.
- We simply use the last 12 months' return to calculate the number of standard deviations above or below average to forecast the next 12 month's return.
- The S&P 500 trailing 12-month return was 15% as of month-end August 2012. This is 0.4 standard deviations above average, and the model thus yields a projected 12-month return of 7%.

Table 5: Past returns vs. forward returns: 12m S&P 500 returns z-scores & median subsequent returns

	<-2 Std Dev.	-1 to -2 Std Dev	-1 to 0 Std Dev	0 to +1 Std Dev	+1 to +2 Std Dev	+2 or More Std Dev
Median 12-Month Return	23%	14%	10%	7%	9%	5%
Standard Deviation of 12 Month Returns	19%	19%	16%	15%	14%	13%
Probability of Negative Returns	16%	26%	29%	30%	24%	50%
Percent of observations	3%	14%	34%	36%	12%	1%

Source: BofA Merrill Lynch US Equity and US Quant Strategy

Market overview

S&P 500

The increased visibility and improving economic activity and profits growth should drive the S&P 500 toward our year-end target of 1600 in 2013. Valuation is a key aspect of our investment themes for 2013, and we recommend investors take advantage of attractive valuations via four flavors of growth: 1) Dividend Growth, 2) Cyclical Growth, 3) Global Growth, and 4) Stable Growth/Quality. Our sector preferences also generally reflect these themes, and we are overweight Tech, Industrials and Energy, and underweight Utilities and Telecom.

Link to Definitions

Macro

Click [here](#) for definitions of commonly used terms.

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