NFL STOCK MARKET INDICATOR

by Phil Steele

Metrics, Metrics, Metrics. In 2012, I produced my first Stock Market Indicator article and it has delivered solid results each year. In 2012, Ohio St had a Stock Market Indicator (SMI) of +5.5, which would be a Bull Market. The +5.5 was calculated by taking their average win total from 2009-2010, which was 11.5 (11-2 in '09, 12-1 in '10), then subtracting their wins from '11 (just 6) which produced the +5.5. The Buckeyes clearly under performed in '11 and were poised for a big bounce back the next year (Bull Market). My Stock Market Indicator proved to be spot on as the Buckeyes were the Most Improved Team in the country going 12-0 in '12! In '13, Auburn was coming off a 3-9 season following two years of going a combined 22-5. That earned them a +8 in my Stock Market Indicator and they got to the National Title game! In 2014, TCU was +5 in the Bull Market and went from 4-8 to 12-1 as the Most Improved Team in the country! In 2016, UCF was an amazing +10.5 in the Bull Market and improved from 0-12 to earning a bowl bid. The last eight years 103 teams have made the Bull Market box and 78 (76%) have improved their record!

The Bear Market has also been a very accurate indicator. Over the last 9 years 92 teams have made the Bear Market box and only 19 have managed to improve their record just 21%. ***The last 5 years there were 59 teams in the Bull Market box and 42 improved (71%). There were 54 in the Bear Market and 42 were weaker (78%), going a combined 84-18-11 overall!***

THE BULL MARKET:

If the College breakdown since 1990, there have been a total of 59 teams that have had a +6 Stock Market Indicator, meaning that the previous year's win total was 6 wins less than the average of the 2 years prior. Of those 59 teams, only 5 teams had a weaker record, while 50 improved, and 4 stayed the same. That improvement was dramatic going from a combined 162-515 (23.9%) to 340-382 (47.1%). For the complete breakdown of the college Stock Market Indicator see page 23 of the magazine.

Now I have done a Slipping and Sliding article for the NFL for years and the results have always been good. The Stock Market Indicator uses 66% of the same data with the extra 33.3% of the date being two years ago records so I expected success. I am pleased to report that the SMI (Stock Market Indicator) had great success. Ironically the team at the very top was Houston in 2021 which had seasons of 11-5 and 10-6 in '18 and '19 then went 4-12 under Bill O'Brien in 2020 and let him go. They rated a SMI of +6.5 but went just 4-13 (only worse record because play 1 extra game) in 2021 in what would be David Culley's only season as the head man. Other than that the teams that rated +4 or more on the SMI in the NFL from 2018-2025 (8 years) had 26 teams have a better record, 2 the same and only one other team (Tennessee '23) had a weaker record. Teams that rate a +4 on the SMI have an amazing 93.8% success rate. The best stories were Houston in 2018 which was 4-12 in 2017 to rate a +5 and rebounded to 11-5 in 2018. The LA Rams were 5-12 in 2022 (SMI +6) and went 10-7 in 2023! San Fran was at the top +6.5 last year adn went from 6-11 to 12-5!

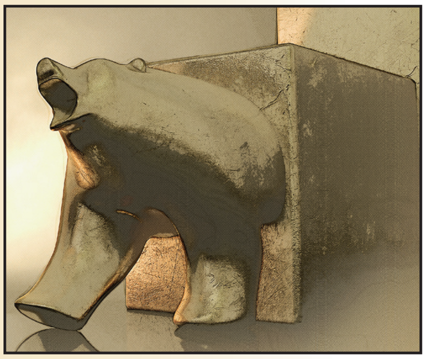
Last year the chart had remarkable success. There were 8 teams listed in the Bull Market Box and only Las Vegas (4-13 to 3-14) had a weaker record. New England was +2 and went from 4-13 to 14-3 with Jacksonville (+5) going from 4-13 to 13-4 and San Fran (+6.5).

RECORDS BY INDIVIDUAL CATEGORIES	Total	Stronger or Same	Stronger or Same %	Stronger	Same	Weaker
+7.5 or more	0	0	0%	0	0	0
+7 games	0	0	0%	0	0	0
+6.5 games	2	1	50.0%	1	0	1
+6 games	3	3	100.0%	3	0	0
+5.5 games	4	4	100.0%	3	1	0
+5 games	7	7	100.0%	6	1	0
+4.5 games	10	9	90.0%	8	1	1
+4 games	6	6	100.0%	5	1	0
+3.5 games	10	7	70.0%	6	1	3
+3 games	11	6	54.5%	6	0	5
+2.5 games	7	6	85.7%	5	1	1
+2 games	16	8	50.0%	7	1	8
+1.5 games	14	9	64.3%	8	1	5
+1 games	17	11	64.7%	10	1	6
+0.5 games	15	9	60.0%	7	2	6

RECORDS BY RUNNING TOTAL	Total	Stronger or Same	Stronger or Same %	Stronger	Same	Weaker
+7.5 or more	0	0	0%	0	0	0
+7 games	0	0	0%	0	0	0
+6.5 games	2	1	50.0%	1	0	1
+6 games	5	4	80.0%	4	0	1
+5.5 games	9	8	88.9%	7	1	1
+5 games	16	15	93.8%	13	2	1
+4.5 games	26	24	92.3%	21	3	2
+4 games	32	30	93.8%	26	4	2
+3.5 games	42	37	88.1%	32	5	5
+3 games	53	43	81.1%	38	5	10
+2.5 games	60	49	81.7%	43	6	11
+2 games	76	57	75.0%	50	7	19
+1.5 games	90	66	73.3%	58	8	24
+1 games	107	77	72.0%	68	9	30
+0.5 games	122	86	70.5%	75	11	36

BULL MARKET TEAMS for 2026

Kansas City	+7.0
Baltimore	+4.5
Detroit	+4.5
Arizona	+3.0
Cincinnati	+3.0
NY Jets	+3.0
Washington	+3.0
Las Vegas	+3.0



THE BEAR MARKET:

Like all of my systems I put in my magazine, there is a two-way street to this Stock Market Indicator (SMI). I also have reviewed the numbers since 1990 on the Bear side of the market, analyzing teams with a negative indicator, indicating that a team had likely overachieved the prior season, and the numbers were similar to the Bull side. In fact, of 76 teams that had a -6.0 SMI or lower since 1990, only 7 managed to improve their record. In 2023 TCU was -6.9 and went from the National Title game to a losing season. In 2021 the top eight Bear Market teams for ALL saw their record worsen from the previous year! Teams with a -6 or more Stock Market rating have had a weaker record 65 of 71 times & only 7 of the 76 teams have managed to improve their record (9%). Check out page 24 of this years magazine for more details on the College.

I was very pleased with the NFL results as well. Teams that rated a Stock Market Indicator of -7.5 or more happened 3 times since 2018 and all 3 times the results were strong. In '24 Philadelphia had gone from 4-11-1 and 9-8 in '20-21 to 14-3 in 2022 and Super Bowl Champs. They rated a -7.5 in '23 and just made the playoffs at 11-6. Chicago was 3-13 and 5-11 in '16-'17 then 12-4 in 2018 but rated a -8 on my SMI and fell to 8-8 the next year. San Fran was 6-10 and 4-12 in '17-'18 then 13-3 in 2019 and rated a SMI of -8 in 2020 and fell back to Earth at 6-10.

Last year the top 4 teams in the Box all had drastic drops with Washington (-6) going from 12-5 to 5-12, Detroit (-4.5) going from 15-2 to 9-8, Minnesota (-4) went from 14-3 to 9-8 and Arizona (-4) went from 8-9 down to 3-14. In 2024 Cleveland 9-3.5) went from 11-6 to 3-14 and Jacksonville (-3) went from 9-8 to 4-13.

I list the chart to the left but as you see teams with a SMI of -3.5 or more have an 78.3% success rate with only 10 of the 46 teams in that range actually having a stronger record the next year! New England is setting a record this year at 10 in the box!

This year seven teams rate -3.5 or more and I list them in the **Going DOWN** box to the right.

RECORDS BY INDIVIDUAL CATEGORIES	Total	Weaker or Same	Weaker or Same %	Weaker	Same	Stronger
-7.5 or lower	3	3	100.0%	3	0	0
-7 games	2	1	50.0%	0	1	1
-6.5 games	3	3	100.0%	1	2	0
-6 games	4	3	75.0%	3	0	1
-5.5 games	3	2	66.7%	2	0	1
-5 games	7	5	71.4%	4	1	2
-4.5 games	6	5	83.3%	5	0	1
-4 games	11	9	81.8%	7	2	2
-3.5 games	7	5	71.4%	4	1	2
-3 games	4	3	75.0%	1	2	1
-2.5 games	16	10	62.5%	10	0	6
-2 games	12	7	58.3%	7	0	5
-1.5 games	14	12	85.7%	7	5	2
-1 games	14	11	78.6%	8	3	3
-0.5 games	13	7	53.8%	6	1	6

RECORDS BY RUNNING TOTAL	Total	Weaker or Same	Weaker or Same %	Weaker	Same	Stronger
-7.5 or less	3	3	100.0%	3	0	0
-7 games	5	4	80.0%	3	1	1
-6.5 games	8	7	87.5%	4	3	1
-6 games	12	10	83.3%	7	3	2
-5.5 games	15	12	80.0%	9	3	3
-5 games	22	17	77.3%	13	4	5
-4.5 games	28	22	78.6%	18	4	6
-4 games	39	31	79.5%	25	6	8
-3.5 games	46	36	78.3%	29	7	10
-3 games	50	39	78.0%	30	9	11
-2.5 games	66	49	74.2%	40	9	17
-2 games	78	56	71.8%	47	9	22
-1.5 games	92	68	73.9%	54	14	24
-1 games	106	79	74.5%	62	17	27
-0.5 games	119	86	72.3%	68	18	33

BEAR MARKET TEAMS for 2026

New England	-10.0
Jacksonville	-6.5
Denver	-5.0
Chicago	-5.0
Seattle	-4.5
Carolina	-4.5
Denver	-3.5