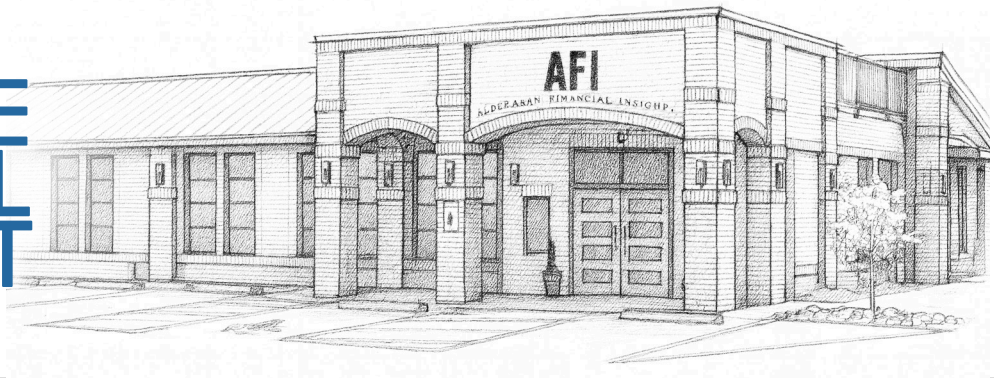
TIME WELL SPENT



AFI

June 2026





This month, a major international event is taking place that will no doubt result in a substantial economic boost across America. While FIFA projects that their series of games will bring in an estimated $17 billion to the US, I am not talking about the World Cup. Amazon Prime Day is taking place June 23-26, and millions of consumers are gearing up to score in the beautiful game of retail.

Adobe Analytics reports that in 2025, the summer sales promotion brought in $24.1 billion in online spending – about a 30.3% increase from Prime Day in 2024. To put this into perspective, Black Friday the previous year drove spending by $10.8 billion, meaning Amazon was able to generate more consumer activity on a random week in the middle of the year than two Black Fridays combined.

According to Adobe, the top three strongest categories for price sensitive shoppers were Appliances (up 112% compared to average daily sales in the previous month), Office Supplies (up 105%), and Electronics (up 95%). A Statista survey revealed that a shocking 37% of Prime users made plans to participate but did not know what they wanted. In other words, Amazon's marketing strategy successfully convinced more than a third of subscribers to open their wallets for no reason other than the fear of missing out on a limited-time deal.

While several storefronts will be offering legitimate price reductions throughout the sale, many of the discounts advertised are not what they seem. Consumer Reports and NBC recommend the following tips for identifying a true buying opportunity in a marketplace full of fake savings.

1. Make a shopping list. Know what you need ahead of time to prevent impulse purchases, like buying that banana slicer literally nobody needs.
2. Set up deal alerts. Once you identify the product you are in the market for, set up a price alert to be notified as discounts hit. This is especially helpful for items participating in the "Lightning Deal" category, where only a limited inventory is available at the discount.
3. Check the price history. Using the Amazon price history tool, or a third-party like CamelCamelCamel, look to see if the seller recently marked up the price only to discount it back to where it sat for weeks. If your search reveals the item has dropped to its lowest in 3 months, chances are it is a reasonable deal.
4. Compare to other retailers. Typically Best Buy, Target, and Walmart will be running similar promotions during Prime Day to remain competitive. Make sure that what you are seeing on Amazon is the best deal available before you commit.

To all of my treasure hunters out there, remember that everything that glitters (or in this case, flashes a big red number) is not gold. But if you reallyyy want that banana slicer, at least make sure you have room in your kitchen drawer first!



HAPPY PRIME DAY AND MAY THE ODDS BE EVER IN YOUR FAVOR!

Kaylee Feathers
JUNIOR PORTFOLIO MANAGER
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KINGSPORT CHAMBER.

THE KOSBEs AWARD WINNER

This material is for informational purposes only and does not constitute specific tax advice. Clients should consult their tax advisor regarding their individual circumstances.

THE AFI IMPACT

COMMUNITY - CONNECTION - COMMITMENT





The Votes Are In. Now We Wait.

A heartfelt thank you to everyone who took a few moments each day to vote for AFI Advisors in the 2026 Best of the Best Awards. Your support means far more to us than any trophy ever could. Voting has officially closed, and we'll be eagerly awaiting the results in July. Thank you for trusting us to be part of your financial journey.



Growing Together Through Leadership

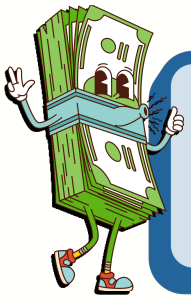
AFI was proud to attend the kickoff of the Hackler Coworking Summer Small Business Lunch & Learn Series featuring Brittney Ezell, CEO of Keller Williams Johnson City. Her insights on leadership, growth, and turning challenges into opportunities were both inspiring and practical. We're grateful to support events that strengthen our local business community and encourage continuous learning.

SPACEX

SpaceX made history in June with the largest IPO ever completed, raising approximately $75 billion at an offering price of $135 per share. The IPO valued the company at roughly $1.77 trillion before trading began, immediately placing it among the most valuable publicly traded companies in the world. Strong investor demand pushed the stock nearly 19% higher on its first day of trading, lifting its market capitalization above $2.1 trillion.

The debut highlighted both investor enthusiasm for SpaceX's leadership in launch services, satellite communications, and artificial intelligence initiatives, as well as ongoing debate regarding its valuation. As with any high-profile IPO, the coming months will likely provide a clearer picture of how public markets ultimately value the business.





Money, In Plain English: IPO

What it is: *The first time a private company offers shares of its stock to the public.*
Why it matters: *It gives everyday investors the chance to own shares in a growing company.*
When it usually comes up: *When a private company decides to raise money by becoming publicly traded.*



The American Dream in 2026: Is It Still Within Reach?

Our latest episode of The Bull's Eye Podcast features Maria Aramburu as we explore what the American Dream looks like in today's world. Maria shares her unique perspective on homeownership, serving the Hispanic community, and building a life through hard work and opportunity. It's an inspiring conversation filled with practical insights and meaningful stories—we hope you'll give it a listen.