SIMPLICITY
MINNEAPOLIS

OUR MISSION

Plan smarter. Live more.

Our goal is to help you build a plan, not to sell a product or collect a fee. We truly believe it's the right thing to do for you. That's why we created a comprehensive process that gives you a holistic view on your financial life.

INTRODUCTION

Dear Referral,

You have probably never heard of XXXXXXXXXXXX, Inc but one of our top clients and a mutual friend suggested that I be introduced to you. This booklet is meant to convey some of the unique services and ideas we have developed for use with colleagues such as yourself.

We have worked with your friends for a while now and built a great relationship of trust with them and their family over time. Our practice is selective, and we work mostly with referrals from existing clients.
I would enjoy a chance to talk with you about some of the things we do at XXXXXXXXXXXX and how those strategies might positively impact your financial and investment needs today or potentially down the road.

Included in this package is a list of upcoming events as an opportunity to get acquainted as well as information about our firm. We look forward to hearing from you to reserve a space or to set up a time to meet in person.

Sincerely,

The XXXXXXXXXXXX Team

OUR SERVICE COMMITMENT

Clients come first.

We put your financial interests above our own. This fiduciary standard is at the core of our beliefs.

Objectivity matters.

Our status as independent advisors gives us the freedom to give our clients in-depth, comprehensive, unbiased investment suggestions from a broad base of resources, and the flexibility to respond to market changes.

It is our privilege to be your advisor.

You are important. Your family is important. Your business is important. Your financial well being is our top priority. We believe it is an honor to serve anyone who wants to engage our service as advisors.

Your needs are unique. Your financial plan should be, too.

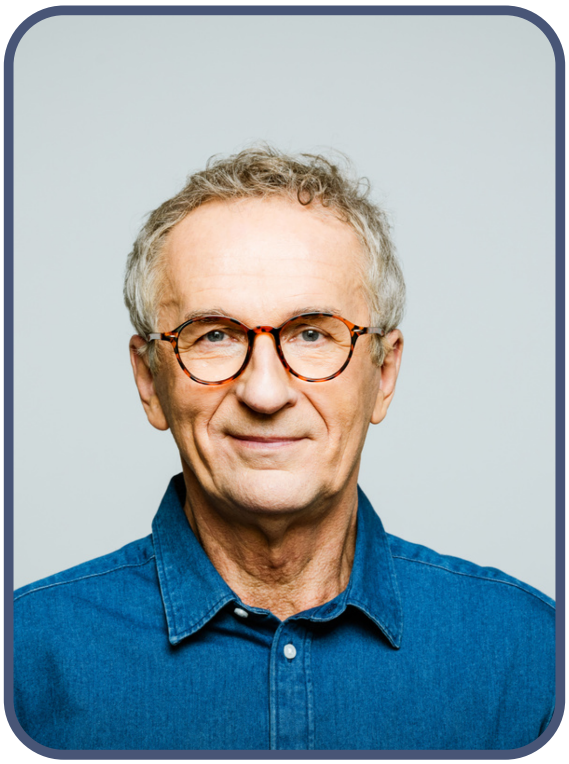
A "one size fits all" solution is not a solution. Your needs and priorities are unique, and they evolve and grow. You have kids. You change jobs or get a promotion. You buy a new home. Your kids go to college. Your business grows. As your needs develop and change, so should your portfolio and planning needs.

Transparency and reporting are not rocket science.

You invest to see your assets grow and to meet your financial goals. You deserve an easy, clear system to track your progress toward that goal, and to fully understand the fees involved with that process.

MEET THE TEAM

Great financial planning requires great financial advisors.



Brad Smith, CEO

INSERT BIO HERE

MEET THE TEAM

INSERT BIO HERE

Director of Operations & Financial Advisor

INSERT BIO HERE

Vice President

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WHAT WE DO

Financial Planning

1

Our experienced team work with you in clearly defining your goals, because we believe a sound financial plan is the foundation to investor's success.

Investment Management

2

We employ an active investment management process designed to maximize each client's returns while minimizing risk.

Retirement Plan

3

We have extensive experience in working with small to medium sized businesses in setting up and managing their corporate retirement plans..

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OUR OFFICES

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THE 5 ESSENTIAL STEPS TO THE RETIREMENT PLANNING PROCESS

1. DETERMINE RETIREMENT LIFESTYLE AND EXPENSES
2. ESTABLISH ACCEPTABLE LONGEVITY ASSUMPTIONS
3. DETERMINE RETIREMENT INCOME STREAMS
4. DETERMINE ASSET AND PRODUCT ALLOCATION
5. MONITOR AND EVALUATE

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TOP 10 RETIREMENT TIPS FOR 2023*

Lists of retirement advice for the year to come generally all sound the same—but that's not the case this year.

Retiring during a bear market is challenging enough. But the 2023 retirement outlook includes a host of other major threats, such as high inflation and rising interest rates. Taken together, these trends have created an uncertain environment that would unnerve even the most careful retirement planners.

"Retiring into a bear market makes it more likely you'll run short of money over the long haul," says Liz Weston, CFP, a financial advice columnist and author of "The 10 Commandments of Money."

Current conditions arguably make 2023 the worst year for retirement since the Great Recession. But a little perspective is in order. While the S&P 500 is down about 17% year to date, it's up about 10% since the end of 2020—and up about 50% over the past five years.

1. UNDERSTAND SEQUENCE OF RETURNS RISK

Sequence of returns risk is a fancy term that financial advisors have been throwing around for years—well since 1994, thanks to a seminal paper by William Bengen.It may sound like an obscure financial theory. But in 2023, it's imperative to understand this unusual category of risk. It has a direct bearing on the wealth of people who plan to retire during the difficult markets we are facing today.

Here's the simple version: At some point during your 25-year retirement journey, there will be at least one bear market. Your finances will be much worse off if the slump occurs at the outset of your retirement rather than in the middle or at the end.

Think of it as a mirror reflection of why you're better off if you start saving for retirement as early as possible. When you start investing early, your cash has more time to benefit from compounding returns—and when you start taking money out of retirement investments in a bear market, it decimates your principal and permanently reduces the basis for enjoying the benefits of compound growth.

2. LOSE YOUR FEAR OF INFLATION

Nothing strikes as much fear into the hearts of retirees as inflation, and for good reason. The best-laid retirement plans can be wrecked by the rapid decline in value of the dollars you've socked away in your golden years.

Americans are acutely aware of the current 40-year highs in the rate of U.S. inflation. According to a recent iteration of the BMO Real Financial Progress Index, a quarter of Americans say high inflation will delay their retirement.

Not all inflation is created equal, however. The consumer price index (CPI), for example, attempts to capture the activity of all U.S. consumers—and that's not exactly you.
For many people, the price of gas, eggs and bread has a big impact on their monthly budget. For others—say you're retired, you don't drive much, and you're no longer feeding a family of five—the whims of rising prices may have far less impact.
Retired Americans should worry more about local property tax rates or the rising cost of health care. It's really important not to let the emotional part of the inflation situation dictate real-world financial choices.

3. DELAY STARTING SOCIAL SECURITY

Any discussion of the two items above should also involve a careful look at your plans for Social Security.

"Social Security is guaranteed income that is adjusted for inflation, which makes it incredibly valuable," says Weston. The cost-of-living adjustment (COLA) for 2023 was a hefty 8.7%, which underscores how the program can help you cope with rising inflation.

According to Weston, a key Social Security rule of thumb is very simple: Delay taking benefits as long as possible, especially in light of high inflation.

Today's retirees have a good shot at living past the break-even point where the larger checks you get when you delay starting benefits make up for the smaller checks you pass up in your early to mid-60s.

4. RETHINK WHERE YOU WANT TO LIVE

Housing costs are undergoing massive changes. With mortgage rates soaring, prices in many once-hot housing markets are dropping.

Still, housing costs in many places remain too expensive for retirees. These changes might outlast the current market downturn, so take another look at where you plan to retire and perhaps reconsider where you want to spend your golden years.

5. WHAT'S YOUR HEALTH CARE GAMEPLAN?

Americans are eligible to enroll in Medicare at age 65—there can even be penalties for failing to enroll on time. Make a plan to sign up in the months leading up to your 65th birthday, giving coverage time to kick in.Medicare enrollment is only the beginning of your retirement health care strategy.Fidelity estimates that a typical American couple will spend $315,000 on other health care costs like copays, additional premiums, and other uncovered medical expenses during their retirement years—that's up from $300,000 last year.If you are forced to retire before age 65, you'll also need to obtain health insurance on your own before Medicare kicks in. Can COBRA provide a bridge? What about the Affordable Care Act (ACA)? Does your company provide any kind of retiree health coverage? Make a plan now, before these choices are forced upon you.

6. BE READY TO RETIRE EARLY

The Employee Benefit Research Institute (EBRI) has consistently found that a significant percentage of American retirees leave the workforce earlier than planned.

In some cases, this isn't a bad thing, and about a third say they can afford to retire early. But another third of respondents in the EBRI's most recent survey said they had to quit because of a health problem, and a quarter said they were forced into early retirement by their companies.A small but significant percentage retire because they have to care for a family member, such as a partner or an adult child, for example. Meanwhile, nearly 30% of the general population said they expect to work until they are 70. In reality, only 7% make it that long.It's important to remember people aren't always realistic about when retirement happens. You should be starting to plan for retirement immediately, even if you aren't planning on retiring in the near term.

7. CONSIDER PART-TIME WORK

Most Americans think they will keep on working well after they eat the cake at their retirement party.The EBRI survey found that seven in 10 workers are planning on keeping some kind of work after they officially retire. But just 27% of retirees report they collected a paycheck in retirement.If possible, it's a good idea to keep that income flowing. Every dollar earned is another dollar of capital preserved in your nest egg, which is essential during a bear market.

8. DO NOT NEGLECT SELF-CARE

Take full advantage of all your benefits while you still have them, and while you are certain you'll be able to visit your current medical providers.

9. DO THE RETIREMENT MATH

It may sound obvious, but you need to sit down and run the numbers on your retirement. According to a study by Northwest Mutual, less than half of Americans know how much money they'll need for retirement.

There are plenty of tools specifically designed to help with this challenging task: The 25x rule, the 4% rule, and the $1 million goal. These rough suggestions can help get you started.
As part of the calculation, it's important to inventory all of your sources of income—Social Security, pensions, annuities, inheritances, IRAs—and tally up all your expenses. The goal is a flexible budget thates, IRAs—and tally up all your expenses. The goal is a flexible budget that

10. GET PROFESSIONAL HELP

Perhaps you count yourself among the self-sufficient crowd who never sought professional assistance during your working years. Maybe you've done just fine that way. But now that you have to deal with retirement math and estate planning, it's time to lean on others.

"I'd encourage everyone to consult a fee-only financial planner or accredited financial counselor if at all possible before retiring, simply because there are so many decisions that have to be made," says Weston. "After all, you've never retired before, but an experienced advisor has guided many, many people through the process."

*Source: https://www.forbes.com/advisor/retirement/top-retirement-tips-2023/

DISCLOSURES


Retire!!