



## Third Quarter 2023

There are a variety of links and SFA updates below for you to dig into. As always, feel free to reach out if you have any questions about your finances.

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### Advisor Desk

The third quarter has brought with it volatility and uncertainty about the future of markets, politics, unions, and global relationships. While that is quite a lot to handle all in one quarter, this is nothing new. The one certainty about markets is that uncertainty is constant. Year after year we see events that rattle markets, but when we zoom out and look at the markets over a longer term, these “big” events are blips on the big picture.

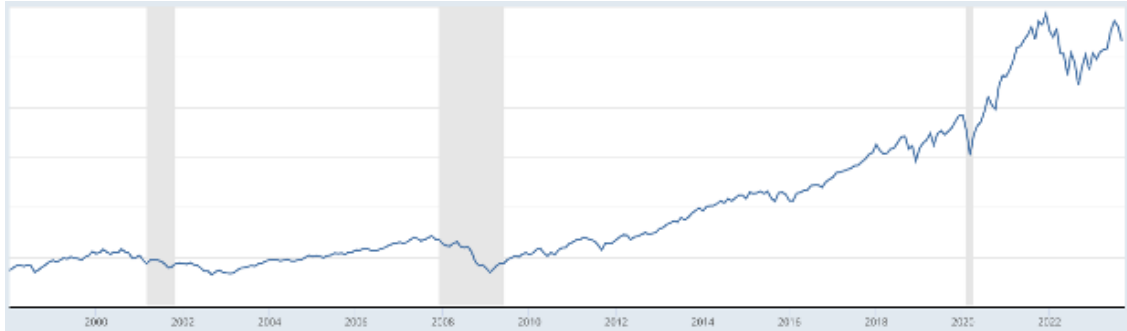
Take, for example, the list of significant events over the past 25 years below. Despite this small sample of significant events, the equity markets have trended higher and continue to bounce up and down day to day and quarter to quarter. The important rule to keep in mind is that *time in the market is better than timing the market*. We don't know what tomorrow brings, but we do know financial history and history shows us that staying the course and sticking to a financial plan is the best course of action.

#### **Selection of Major Market Events 1998-2023**

- 1998 Moscow devalues the Ruble
- 2000 Dot-com bubble
- 2001 9/11 attacks and Enron scandal
- 2008 Housing bubble, Lehman collapse
- 2010 Flash crash

2012 European debt crisis  
2016 Brexit  
2020 Covid  
2022 Inflation at 40-year high

### US Total Stock Market 1998-2023



## SFA Updates



Our **Signature Client Program** was created from a consistent request from clients wanting more ongoing, proactive, and consistent advice without paying an AUM fee or giving up control of their accounts.

**Our solution to this challenging request is a customized approach to becoming your personal CFO.**

As your CFO, we provide ongoing comprehensive financial advice that not only includes being there for you when unexpected events arise, but also being proactive with your finances throughout the year. We perform continuous monitoring of your investments and cash flow, provide trade and rebalancing recommendations throughout the year, coordinate with your CPA, brokers, and attorney, and meet with you regularly throughout the year.

[Reach out](#) to us with any questions and to schedule a time to discuss how this program can work with your financial goals.

[Learn More](#)

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## SFA News

### Team News & Updates



Building strong, long-term relationships with our clients is a core value here at SFA, not a talking point. We truly believe that the more we get to know you, the better prepared we are to provide financial advice that you are able and willing to implement. Every decision made at SFA is centered around strengthening these relationships.

With that in mind, we are introducing two new positions this quarter that further allow us to concentrate on the individual needs of each client while making sure the advisory experience maintains the same level of personalization and excellence our clients have come to expect from our firm each and every year.



**Chris Lawrey, Ph.D.**

This quarter we welcome a new advisor to the team, Chris Lawrey, Ph.D. Chris has extensive academic experience as a tenured professor with excellent teaching credentials winning awards for his teaching of personal finance courses. In addition to his academic experience, Chris is a registered investment advisor representative and has sat on the boards of multiple credit unions.



**Robin Winningham**

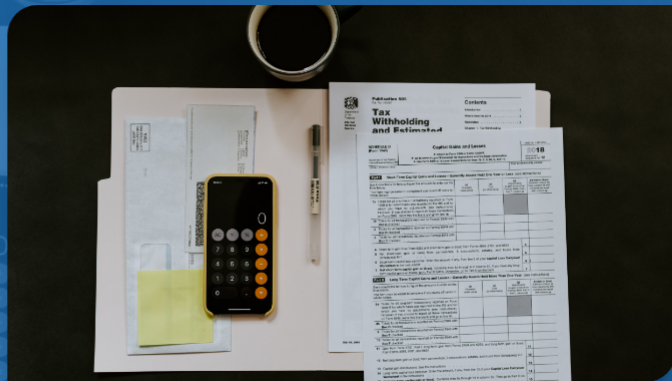
We are excited to announce that Robin Winningham has become our new Director of Client Services. Many of you already know Robin or have seen her name over the past year at the beginning of the onboarding process. Robin has brought much to the table with regard to organization and communication. As we continue to grow, making sure we maintain the close relationships we've built with our clients is paramount. We now have a standalone position created from this same ethos ensuring that all of our clients continue to experience our personalized advising experience. You will be hearing more from Robin as she steps into this role to serve as an available point of contact from onboarding, through implementation, and beyond.

## What We Are Reading

Here's What  
a \$5 Million  
Retirement  
Looks Like



Will Tax  
Cuts Get an  
Extension?



Is a College  
Degree  
Worth the  
Investment?





## Benefits of Roth Conversions Early in Retirement



## Pass on Your Heirlooms, Not Family Drama



## Reminders

### Need more help?

Contact us to inquire about professional recommendations, including CPAs.

### When should you contact us outside of your annual meeting?

Anytime you have a build up of cash, change your job, make or consider a major purchase, relocate, or are concerned about the allocation of your portfolio.

### Reach out anytime with questions or to schedule a meeting.

We look forward to hearing from you!

[Contact Us](#)

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