



A Registered Investment Advisor

Comprehensive Wealth Management Services

Investment Planning

- Determine an appropriate asset allocation strategy based on your goals, objectives, and risk tolerance.
- Develop and implement your diversified, low-cost, and tax-efficient investment strategy.
- Assess your cash flow needs and implement a spending plan.
- Optimize the asset location of your investment accounts to minimize income taxes and estate tax liability.
- Incorporate your outside accounts, including your company retirement plans, into your overall investment strategy.

Retirement and Cash Flow Planning

- Prepare your retirement cash flow strategy, including Monte Carlo projections, to confirm that your investments and other retirement income sources meet your desired retirement spending objectives.
- Analyze distribution strategies for your retirement plan, pension, and Social Security benefits.
- Monitor your ongoing cash flow needs.
- Develop and perform an ongoing review of your savings strategy to confirm it reflects your objectives.
- Create an educational funding strategy for your children and grandchildren.

Income Tax Planning

- Prepare income tax projections to develop and implement appropriate tax-minimization strategies.
- Discuss and implement year-end tax planning strategies to minimize income tax exposure.
- Work with your tax advisor to coordinate income tax preparation.



Insurance Planning

- Review your life, long-term care, disability, health insurance and Medicare options, as well as your employer coverages.
- Review your property and casualty insurance coverage (including home, auto, umbrella, etc.).
- Develop and implement insurance strategies.

Estate Planning

- Coordinate with an estate planning attorney and confirm design and implementation of your estate plan.
- Implement your estate plan by establishing trusts accounts and coordinating beneficiary designations and ownership titling of accounts.
- Monitor estate tax exposure, and review estate tax reduction strategies.
- Explore and implement long-term care strategies and options.

Benefits and Compensation Planning

- Coordinate your company benefits into your personal financial plan.
- Analyze and develop strategies for exercising your company stock or stock options.
- Provide guidance with your company retirement plan investment options.

Progress

- We meet regularly to thoroughly review your progress and update your planning.
- In addition, we address any issues of concern to you throughout the year.
- Your experience is enhanced with powerful technology. You will have 24/7 access to your secure online portal to view your entire financial picture in one place.



Investment Philosophy

❖ I believe that the following factors are essential to long-term success:

- Broad diversification
- Low costs
- Tax-efficiency
- Tuning out noise
- Staying focused

❖ Asset Allocation

We can assume that at least 90% of an investor's personal lifetime return will be driven by three factors: if you have a plan in the first place, if your mix of stocks and bonds in your portfolio is appropriate to achieve your goals, and whether you let emotions get in the way and lose faith in your plan. The single most important decision that an investor will make is the decision that will have the greatest impact on investment results is asset allocation. Simply, this is the mix of asset classes in your portfolio. Growth assets like stocks have higher expected returns and come with greater risk and volatility. At the end of the day, fluctuations and uncertainty are what cause substantially higher returns from equities. No fluctuation, no growth. It is a direct risk/reward relationship.

❖ Diversification

Many investors make big bets, or own redundant investments, which leads to a portfolio lacking adequate diversification. Simply put, diversification is never owning enough of any one idea to make a killing in it, and never owning enough of any one idea to get killed by it. By diversifying properly, I help you avoid this critical mistake and the unnecessary risks that come with it. This is the power of diversification.

❖ Long-term Focus

Attempts to "beat" the market and trying to "time" the market are fool's errands. Investors willing to accept long-term market returns will outperform most investors attempting to better the market and will fully capture the market's solid long-term performance. This is referred to as an "evidence-based" investment approach.

❖ Minimizing Costs

Seemingly small fees can have an enormous effect on long-term returns. Unfortunately, most investment costs are invisible to the average investor. Simply put, the most effective way to minimize investment costs is to own low-cost investments.



❖ Tax Efficiency

It's not what you make, but what you keep. After-tax returns really matter. I employ several strategies to help my clients minimize their tax burden. The first step is to strategically hold specific assets in certain account types. By thoughtfully locating assets in the proper account type, tax-efficiency is significantly improved.

Next, prior to making any portfolio transactions, the potential tax ramifications are carefully considered. Thoroughly understanding your unique circumstances and tax profile is essential to help optimize these decisions.

Lastly, portfolios are monitored for tax loss harvesting opportunities. 'Harvesting' a loss is selling a depreciated investment to lock in a loss. This can be hugely valuable in offsetting realized capital gains, and thereby, reducing capital gains taxes.

❖ Tuning Out Noise

Investors are continuously bombarded with "information" that tests two of our most basic human emotions: fear and greed. The overwhelming majority of this information is "noise," which has no effect on our long-term financial success. If we tune it out, the better off we will be. Indeed, ignoring the noise can be challenging, especially when our emotions get in the way. I will be there to help you tune out the noise and distractions, so you stay focused on what really matters.

❖ Investment Process

As a new client, one of the first steps in the process is moving the accounts we can to an independent, third-party custodian, so your assets are with a large, secure, financial institution. My firm partners with TD Ameritrade Institutional to custody the investment advisory accounts managed for clients of the firm. My clients maintain accounts at TD Ameritrade Institutional in their own name, and grant Benchmark Financial the limited power to manage them. TD Ameritrade Institutional provides comprehensive brokerage and custody services to more than 4,000 independent wealth management firms.

Some accounts may not be able to move to TD Ameritrade Institutional (e.g., workplace 401k plans, children's 529 plans). These accounts are still included in your overall portfolio allocation.

❖ Investment Policy Statement

Before investing your portfolio, we first discuss your overall planning and goals, time horizon, ability to save, general conversations on your investment history, background and willingness and capacity to take risk. Then, based upon our discussions, your Investment Policy Statement (IPS) is created. The IPS provides the foundation for how your portfolio will be managed.





A Registered Investment Advisor

❖ Implementation and Ongoing Investment Management

After your current investments transfer to TD Ameritrade Institutional, your portfolio is invested to match the target asset allocation of your Investment Policy Statement (IPS). Periodically, your portfolio will be evaluated for rebalancing to adjust your overall portfolio back to your target asset allocation. Tax implications are taken into consideration prior to making any investment changes.

❖ Keeping You Informed

You will receive monthly statements from TD Ameritrade Institutional for each of your accounts. You will also have online access to your accounts and account documents provided by TD Ameritrade Institutional.

Your online financial portal offers you an overview of all your investment accounts. It provides an overall, consolidated picture of your net worth, planning, account values, asset allocation and a secure vault for important documents.

I recommend regular reviews to discuss your planning and investments, including evaluation of your underlying portfolio assets, asset allocation, current market conditions, and investment results to ensure your investment strategy and expectations remain aligned with your stated goals and objectives.

