



REBY ADVISORS
WEALTH REDEFINED

President's Letter



As we approach mid-term elections in the U.S., I sense a nervousness by the many people I am fortunate enough to speak to. A nervousness about both Wall Street and our political leaders.

This anxiety, if I am seeing it correctly, is present even though U.S. equity prices are at record highs, corporate profits are soaring, unemployment rates are at 30-year lows, and while interest rates are climbing, they are still competitively low (10-year Treasury at 3.25% today, the highest since 2011).

One way to help navigate through the noise in the press is to focus on facts. I'll grant you that there are no facts about the future. However, there are plenty of facts about the past and the present. I didn't invent the phrase, "this time it's different" but I have heard it throughout my 33-year career. To lend some perspective, consider the following. There have been 12 economic recessions that have taken place over the past 75 years. Throughout all the turmoil, including 14 bear markets, 75 years ago the S&P closed at 12! Yes 12, and the earnings on the S&P 500 were 94 cents. Currently, with much of the year behind us, the S&P 500 is at approximately 2,900, and earnings look like they will come in at about \$162 dollars, not cents. Unbelievable, by anyone's account!

I realize that we have many challenges. For example, our inability, or lack of courage, to address social security and Medicare deficits, as well as rising debt as a percentage of GDP, among other things. I don't have the answers as to how these issues can be solved, but we cannot kick them down the road too much longer.

What I do know is that creating a well thought out financial plan should not be influenced by the things we cannot control. We can control our behavior; how well we diversify our savings and withdrawal strategies and many other things. Let's keep focusing on what we can control.

Wishing you all the best for you and your family,

Bob

Nick Murray Interactive, Oct. 2018.

“Creating a well thought out financial plan should not be influenced by the things we cannot control.”

Retaining Quality of Life, Independence, and Safety as You Age

A common concern we hear from clients approaching retirement age is that they want to avoid becoming a burden to loved ones. If they lose independence, in part or in full, due to a medical condition or deteriorating mental or physical capacity, they want their family to be able to sustain their lifestyle.

We recently interviewed Theresa Santoro, President and CEO of the Ridgefield Visiting Nurse Association (RVNA), to discuss local options for those who require in-home assistance.

Q: What are some reasons behind the increase in demand for non-medical in-home assistance?

A: It's driven by two factors. One is longevity. With the Baby Boomer generation getting older, people age 65 and older are driving population growth, especially locally here in Northwestern Fairfield County. Second, these Boomers want to stay in their homes and live a high-quality life with independence, safety and engagement. And they want to protect their money and make sure they don't outlive it.

Q: Who is a good fit to receive in-home non-medical care?

A: It's not always an elderly person. It could be someone who's recuperating from surgery. Nowadays, hip replacements and knee surgeries are being done at a younger age. You just need some help at home. In these cases, it's interim. It's short term. You may need help with meal prep and doing laundry and picking up someone's prescription.

Q: What's the best way to recommend home care to a loved one?

A: Rarely is it the client themselves who comes to us for home care. Usually it is a family member, or it is brought on by a hospital stay or a rehab stay, and they are not going to be discharged without non-medical home care services.

Even with a willing family member, oftentimes, the job of the caregiver is overwhelming and way too much to handle for the long term. In many cases, the caregiver is the spouse who is elderly themselves. Depending on the medical needs of the person, the burden of 24/7 caregiving prompts a call to RVNA for help. We are just a phone call away.

Q: How can you persuade someone who needs the care but is resisting?

A: One of our employees always says, "Do it for the child..." Some people may not do it for themselves, but will agree to the outside help for the sake of the adult child caring for them. If that adult child says to the parent, "I need to go back to work. I need to pick up my kids from soccer or I can't be here 24/7 and maintain my own life and other responsibilities." Those kinds of honest discussions clearly communicate the needs of the caregiver and drives home the realization that mom

or dad needs someone else with them.

And I think, explaining the long-term benefit of how we can help you stay in your home, safely, for as long as you possibly can goes a long way.

Q: What can a home care provider do for you?

A: It depends on need and the individual. Transportation is a big deal to people. When one loses their ability to drive they can become isolated and unable to attend to the day-to-day activities most of us take for granted.

Some people only need help a few hours a day or even weekly to perform certain chores, but there's also live-in assistance that's 24/7, including bathing and showering, food preparation, running errands, even companionship.

Q: What makes HomeCare by RVNA different from other providers?

A: RVNA has nurses and therapists and a whole fully trained medical staff. HomeCare by RVNA is our non-medical arm, but clients have a safety net with all our other programs. It's truly a seamless transition from one service line to another. And our providers are all employees of RVNA so clients can be assured that we're accountable – and we have a 104 year tradition of quality care.

If you or a family member requires home care and you would like to learn more, go to homecarebyrvna.com or call 203.438.5555. Please also visit the Reby Advisors blog where we'll publish additional parts of the interview.

ASK A FINANCIAL PLANNER

Q How can a college bound student qualify for merit-based aid?

A Merit-based aid comes from the institution and is based on fabulousness of your student: test scores, GPA and extra-curricular activities. Volunteering is also a major factor. And don't discount athletics just because your student is not a Division 1 athlete; sometimes, a D3 coach will help an athlete get merit-based aid.

However, if there's one factor that's most important in qualifying for merit-based aid, it's still SAT and ACT scores. That's really where the merit money is. Many colleges admit by GPA but give merit aid based on these test scores.

Visit the Reby Advisors blog to see Stephanie Mauro's presentation "How to Pay for College Without Going Broke!"

THE MORE YOU KNOW...

How to Avoid Identity Theft

There are numerous scams presented daily to consumers, so you must always exercise caution when it comes to your personal and financial information. The following tips may help prevent you from becoming a fraud victim.

- Be aware of incoming e-mail or text messages that ask you to click on a link because the link may install malware that allows thieves to spy on your computer and gain access to your information;
- Be suspicious of any e-mail or phone requests to update or verify your personal information because a legitimate organization would not solicit updates in an unsecured manner for information it already has;
- Confirm a message is legitimate by contacting the sender (it is best to look up the sender's contact information yourself instead of using contact information in the message);
- Assume any offer that seems too good to be true, is probably a fraud;
- Be on guard against fraudulent checks, cashier's checks, money orders, or electronic fund transfers sent to you with requests for you to wire back part of the money;
- Be wary of unsolicited offers that require you to act fast;
- Check your security settings on social network sites. Make sure they block out people who you don't want to see your page;
- Research any "apps" before downloading and don't assume an "app" is legitimate just because it resembles the name of your bank or other company you are familiar with;
- Be leery of any offers that pressure you to send funds quickly by wire transfer or involve another party who insists on secrecy; and
- Beware of Disaster-Related Financial Scams. Con artists take advantage of people after catastrophic events by claiming to be from legitimate charitable organizations when, in fact, they are attempting to steal money or valuable personal information.

<https://www.fdic.gov/consumers/assistance/protection/idtheft.html>

OUR COMMUNITY

Last quarter, Reby Advisors hosted two complimentary financial planning seminars for the community.

CERTIFIED FINANCIAL PLANNER™ professionals George Koeltl and Patrick Doherty presented Social Security Planning, focusing on strategies to maximize lifetime benefits, enhance the financial security of a married couple, and much more. A password protected video is available at rebyadvisors.com/social-security. The password to watch the video is **socialsecurity** (all lowercase).

To help our community navigate the complex college application process, we asked Stephanie Mauro, Founder of College Planning 101, to present *How*

to Pay for College Without Going Broke! Video coverage of the presentation is available on our blog for those who would like to learn more about qualifying for maximum student aid, scholarships and grants.

NOVEMBER 1ST EVENT AT RIDGEWOOD COUNTRY CLUB

Reby Advisors is excited to announce another educational community event to be hosted at Ridgewood Country Club! November 1st, Cybersecurity specialist Adam Levin, Founder of Cyberscout and author of *Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves* will teach attendees how to protect their finances, identity and privacy. As you know, cybersecurity

is an ever-growing threat and we're here to help you minimize that risk.

THE TRANSITION FROM CAREER TO RETIREMENT: ARE YOU READY?

From October through December, Reby Advisors will also host seven educational retirement income planning seminars here at our office in Danbury. The presentation will cover strategies to generate predictable streams of lifelong income, maximize cashflow without running out of money and avoid costly financial planning mistakes. There will be two lunch-and-learns and five evening workshops.

For the full schedule of events, go to www.rebyadvisors.com/events

Ridgefield Visiting Nurse Association Autumn Dinner

Doug Kuring, Financial Advisor, and his wife Jess, attended the annual Ridgefield Visiting Nurse Association (RVNA) Autumn Dinner on September 15th. The Autumn Dinner is the RVNAs premier event of the year that is hosted to recognize all its donors within the community that support its cause. The night was full of festivity and fun, punctuated by wonderful generosity.

The RVNA is a valuable partner of Reby Advisors, and of the entire Ridgefield and Fairfield County community. Reby Advisors has partnered with their organization on numerous occasions in the past for educational seminars.



Congratulations Mr. and Mrs. Timothy McCoy!

On August 18th, Dawn and Claude Rancourt's daughter Katherine, married Timothy McCoy. The ceremony was held at Poughkeepsie United Methodist Church, with an evening reception following at Preston Barn in Dover Plains, NY. They were joined by family from all around the country to celebrate the nuptials.



Patrick Doherty, CFP® and Laurie Ham COO/CCO were invited guests of Charles Schwab Investment Management for a special event at the New York Stock Exchange (NYSE). The event, which included attending the closing bell ceremony, where Schwab's George Pereira, VP of Operations, rang the bell to mark the end of the trading day. A reception followed the closing bell, which featured a fireside chat with Michael Townsend, Vice President, Legislative and Regulatory Affairs at Charles Schwab & Co., Inc. Michael discussed recent happenings in Congress, regulatory policy issues, mid-term elections, and what it all may mean for investors in the coming months.

We are proud to recognize our employees celebrating anniversaries:



Dawn Rancourt
Senior Revenue Analyst
Oct 21
25 years



Patrick Doherty
CFP®
Nov 20
12 years



Flavio Sampaio
Client Service Manager
Nov 16
3 years



Devone McLeod
CFP®
Nov 27
1 year

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