Wayne's World

Sage Rutty and Company **11/10/2017** Edition 8, Volume 11

Around the Year

with Nick Murray continued....

The Awesome Power of Why? Occasionally there'll be moments when the prospects' question/statement seems particularly off base, and/or you just get distracted. At such times, you may find yourself momentarily unable to come up with a sufficiently incisive question, or a thought provoking non-answer that you're happy with. When that happens, simply default to the all-purpose, always correct response: "Why?" Prospect: "We want to have at least 10% of our retirement assets in gold."

Advisor: "Why?"

With our new process of qualifying people rather than permitting them to qualify us, qualifying couples can be challenging.

The great beauty and power in a profession of lifelong learning is that we always have the capacity to get better. If the price we pay is having to make every mistake there is, then make them as quickly as you can – but just that one time each-and go on improving.

An unspoken assumption in our imagined conversations with prospects to date is that we have treated couples as being unitary, literally speaking to us with one voice. Often, that will in fact be the case, a prospect couple will come to us with a shared paradigm. But sometimes the two parties will have different agendas. If the two agendas are different enough, that is, not

Cornell Trip

As I had mentioned several times, Trevor, Connor and I attended a Family Business Conference at Cornell University this past month. I thought it would be helpful as I begin to plan for an orderly transition from a third generation Holly Leadership to what I hope will be a fourth. We attended workshops on family dynamics and communication. There were interactive portions of these workshops that brought about great conversation between the three of us on varying topics. I found that getting out of the office with a two hour drive each way provided us more opportunity for dialog than scraping together a little time here and there between meetings and appointments at the office. It was time well spent with more to come on this in early 2018.

merely differ but actively conflict, the couple must be disqualified. Next.

We Don't Need Another Hero. Most of us who've been in the investment advisory business for any length of time were trained in the timing and selection paradigm- that is, in the fruitless search for consistent outperformance. And, until reality taught us that our job isn't alpha but outcomes, we weren't able to get off that drug.

Reminder: I maintain that you will secure over time a real-life outcome superior to that achieved by the vast preponderance of your peers. And I say that your ability to appreciate the difference is both the beginning of wisdom and the key to a complete understanding of what I do. **The tortoise wins!**

We are lifelong and even multi-generational equity investors on behalf of our clients and their heirs. But within that asset class, we are patient, disciplined **diversified** equity investors. We will never own enough of any one equity idea to be able to make a killing in it. We will never own enough one equity idea to get killed by it. (The link is unbreakable).

The Genius of Equities, Now and Forever. It is important that we never in the slightest way seem to be apologizing for equities. Volatility, even as he cultures mistakenly characterizes it, is not to be endured, but embraced: it is setting up the next important run of above-trendline returns. Always be passionately advocating in thought, word, and deed for the genius of equities: **They are the only asset class that fully captures human ingenuity, which is the most valuable asset on earth.** Everything that isn't equities gives up some, most or all that priceless bounty.

If you have been enjoying this ongoing summary of Nick Murray's book and would like one of your own, please let me know. I gave out my last one this past week but will gladly purchase additional copies.

We continue to look at several different clearing firms and have dug a little deeper with one. There is really none that stood so far above the rest that a decision to move to a different Clearing Partner was a slam dunk. But as I stated above, there is potentially enough differentiation that we continue to invest our time in considering them further. I have had conversations with other members in my SIFMA Roundtable group that clear their business with several of the candidate firms. Their opinions are important to know. We have received somewhat final pricing from First Clearing and at the very least, you will find that attractive should we say with them. My goal would be to have a final decision made near year end. It could be the most important decision we will make and not to be rushed or taken lightly. I will share more as we head further down the road on this.

I am struggling with something and would appreciate your feedback. You have not heard anything about the Zone Team in a while. As we wound down the Strategic Planning work for the time being and instituted the 10MM Committee, much of what I would bring to the Zone Team now comes to this committee. The initial purpose of the Zone Team was to keep open lines of communication moving in both direction between myself and the firm's largest producers. It changed somewhat over time. While I believe deeply in the importance of operating in the "Zone", and that will not change, should I fold the Zone Team work completely into the $10MM Committee. I would appreciate your thoughts on this. Please share them with me either by email or in person. Thank you.

I am preparing to set the dates for the next series of Town Hall Meetings and by the calendar, they should be held in December. It seems like we just finished up the third quarter meetings and with December such a busy month both from a year end business stand point for everyone, but all the personal commitments too, I am going to send you dates for the first week of January. I want them to be at a time when most everyone can attend one of the two meetings. You can start sending me questions now and I will capture and begin to work on the answers as we grow closer.

I want to close the loop on a suggestion that was made at the most recent Town Hall Meeting. It had to do with the new Overnight Mail Policy and whether we could not make a change to it with Platinum Level clients and not having to get permission for this level of client. Having thought about it, the current policy will remain the same. In my opinion, it should not be about the level of client that determines if Overnight mail is used. There could be an incredibly important reason to use that level of mail service for a Bronze client. (Making up for a mistake made on the account and wanting to show the client we care.) We did report a decline of 33% in overnight mail charges which tells me the use of overnight mail had become a bit of a default. By the way, we are also seeing increased use of our new technology, RightSignature for paperwork and electronic client signatures.

We celebrated two big Anniversaries this past month. First, we celebrated Kris Dowejko's 20-year anniversary with Sage Rutty. Kris and Dee will be traveling in December to Aruba to celebrate their first wedding anniversary. I was excited to give Kris three different gift certificates for fun things to do on their trip. They will go on a snorkeling outing, take windsurfing lessons as well as a 4-wheeler trip on the beaches and in the jungle. I hope these activities will bring them great memories and that they will think of Sage Rutty fondly.
We also celebrated Randy's 20-year anniversary in October too. Randy has been working hard and enjoying how to play guitar with private lessons over the last 3 or more years. Having picked up the habits of smashing his guitars at the end of a concert like Peter Townsend, of the who, Randy needed a new guitar to continue his musical journey. With Trevor's help, we found a beautiful Taylor acoustic guitar to present to Randy. My hope is that each time he picks up this instrument to practice and to play, he will think of Sage Rutty and his years here and appreciate it.

The Midnight Smok'n BBQ truck came by in October and supplied all of us with an incredibly tasty BBQ lunch. I have had my share of BBQ before and this was right up there near the top. It was a way to thank everyone and celebrate a record month at Sage Rutty. It was awesome and thanks to Trevor for putting it together.

We had our annual Chili Cookoff, in conjunction with Breast Cancer Awareness Month and our goal to raise money for Breast Cancer Research and supporting services. Alas, I had to hand over the trophy to this year's winner, Connor. At least it stayed in the family! Matt came in second with Helene finishing in a close race for 3rd.
Let me re-cap some of the events we held to raise $ for Breast Cancer Awareness Month. We had several Jeans Days, we held 50/50 raffles on Fridays, Margie returned cans for the 5 cent deposits, Michael Landon sold his famous Chocolate Chip Cookies, the Chili Cookoff tickets, sold a few hair ties and finally, my 15-year-old son, Shane, donated $11.00 of his grass cutting earnings when he heard me talking about the walk and other events. I was proud of him for doing so. We supported two organizations, one local and one national. With the firm pitching some dollars to even out what was raised, we sent a check to Making Strides for $1,500 and one to Breast

Cancer Coalition for $1,500 too. Thank you to EVERYONE because I do not think there was anyone who did not participate one way or another. Another example of how we live our Core Values every day! Well done team Sage Rutty, well done!

Sage Rutty will be participating again in the SBC (Small Business Council)) Cares Thanksgiving Dinner Gift Basket drive. We will put together 10 Baskets and at the time of this publication, most, if not all, of the items needed were spoken for. Thank you! Feel free to bring in some extra things to help fill the baskets. The firm will be picking up the $25 Gift Cards to Wegmans or Tops. There will be 10 fewer hungry families this Thanksgiving because of you!

Get your Holiday Hams here! Sage Rutty will again fill your holiday table with a wonderful spiral cut ham for the holidays. We will have them delivered to the office the same day of the in-office party, Thursday December 21st. If you have not had one yet, they are incredible!

We will start the same day, December 21st, with another Pancake breakfast. A great way to finish out a great year and to say thank you.

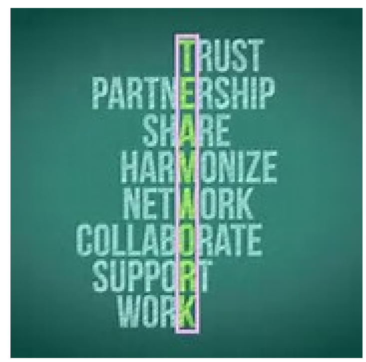
Be sure to mark your calendars for our formal **Sage Rutty Holiday Party** that will be held **January 20th** at the Monroe Golf Club. We will have music, dancing, Annual Awards presentation, incredible food, a few drinks and most importantly time outside of the office with our Sage Rutty colleagues and friends. I sure hope you can join us.

ANOTHER RECORD REVENUE MONTH FOR SAGE RUTTY! RECORD PRODUCTION MONTH FOR MANY AND NEW R12 HIGH-WATER MARKS ACHIEVED!!!!!!!!!!!!!!!!!!!!

There is not much I can say that I have not said already. All your hard work over the preceding years has come together and is producing extraordinary results. Investments we have made in practices are making a difference. No one is left out of this. It takes Advisors, Jr. Advisors, FSA's, Operations, Planners, Managers, Interns, have I left anyone out? Your dedication to the clients you serve is incredible and your success has been both earned and deserved.
Congratulations one and all.

Katrina	1,804,000#
Doug	1,269,000*#
Jim	1,269,000*#
Curt	997,000#
Randy	821,000*#
Sandy	781,000*#
Kim	653,000#
Kris	645,000#
Chris	553,000#
Neil	516,000*
Laura F.	516,000*
Zach	507,000*#
Steve	455,000*
Joe	415,000*#
Pina	375,000#
Winsome	293,000
Laura P.	240,000*#
Dave	237,000*
Craig	231,000#
Jim C.	211,000
Connor	191,000*#

*Record Production Month
#R12 Highwater mark



I believe this speaks for itself!

Again, Congratulations and have a great month.

Wayne

Sage Rutty Core Values
Do the right thing, always
Encourage individual ability and creativity
Build a positive team and family spirit

Strengthen and enrich our community

Sage Rutty Core Purpose

Sage Rutty is the partner of choice for Financial Professionals seeking supported independence, an engaging peer network, extraordinary client relationships, and the opportunity to shape the company's future.