

Wayne's World

Sage Rutty and Co.

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Nick Murray

Around the Year continued.....

Their Needs, Your Solution. Practice summarizing their needs and your conceptual solution, together with your compensation method, as succinctly as you can. Don't let it degenerate into a "pitch". Remember the paradigm of

is that the prospect owns it. You did not prescribe and equity heavy portfolio; they did, by establishing their number, their chosen retirement date, and how much money they can put away in the interim. All you

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medicine, and say, in effect:

These are your symptoms (or the extent of your injuries). In my experience, the most effective treatment in such cases is fill in the blank. This is how we restore you to health. This is the cost.

Their Plan, Their Asset Mix. The beauty of making a plan that dictates a given asset mix

did was facilitate the math.

You then mildly point out that they could lower their self-prescribed equity allocation at will. All they'd have to do is save a heck of a lot more money and or defer their retirement date and or retire on less income. The message: shunning equities is no sort of flight to safety,

Town Hall Meetings

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We held another round of our quarterly Town Hall Meetings. The second meeting was particularly good with a lot of free flowing dialog around some additional questions. The minutes of the meetings have been released. We had the opportunity to garner some feedback and a few suggestions have been made to perhaps improve future meetings. It was suggested that we video tape all future T.H. Meetings so individuals who cannot make a meeting or read something in the minutes that they want to see a replay of can in fact do so. We will start videotaping them next time around. There were suggestions on limiting questions not previously furnished to keep the meeting to an hour. Great feedback! Thank You!

and in fact for most investors it will have serious and long-lasting negative consequences for their retirement lifestyle.

When Financial Needs Collide With Emotional Wants.

Given your own very intelligent statement of your needs (or fondest desires) for retirement, this is the asset mix you historically will need to own. You are not selling anything; you are just prescribing the correct treatment for the prospects symptoms. And because we define money as purchasing power, risk as the extinction of purchasing power, and safety as an income that rises more than one's living costs do, advisors counsel that such prospects NEED the constantly rising dividends and capital values of Great Companies in America and the World.

A total fixed income investment strategy in three decades of rising living costs is suicide....An income that rises on at least the same trajectory as living costs rise is not an imperative in retirement investing; it's the imperative.

The Income Question. The average couple your age can expect that at least one of you

will need retirement income for thirty years. Do you have any sense of how much living cost rise in this county in an average thirty year period?

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The Great Companies: Not and Asset Class but a Solution.

Note that we never present the Great Companies as an asset class, nor even as a superior investment. We present them as what they are; the most reliable solution to the challenge of creating an income stream that rises at least on the same trajectory as living costs.

Remember that it is psychologically critical to this process that the prospects take full ownership of the problem. You may have identified it for them but you did not create the problem nor are you responsible for its solution. By the same token,

the prospects must be made to understand that, should they turn aside your passionate advocacy for the Great Companies, they are in all probability dooming them to run out of money in retirement as their fixed income falls farther and farther behind their cost of living.

Other Conversation Stoppers. Pointed questions about your "track record". Indications that the prospects primary requirement is consistently superior investment performance. Perseveration about your fee particularly before you've even had a chance to elucidate your value. Extended questioning around the issue of your ethics and or trustworthiness.....NEXT!

Our goal is to draw the prospect closer to the warmth of our sincerity and confidence. Can we believe and trust this advisor.

We raised a little bit of money this past month.....no wait.....we raised a lot of money this past month. Early in the month, we had a Jeans Day to help support the Verona Street Animal Society, which two of our colleagues are involved with. With the Jeans Day money, throw in

some bottle return funds and a Sage Ruttly match, we raised \$270 for the pups!

Given the incredible damage done to Houston, Texas from hurricane Harvey and the desperate need of help for those displaced, the generosity engines of our people and of the company kicked in. The Houston Food Bank was the recipient of a check in the amount of \$18,000. As I stated in my letter to them, "We are with you"! Thank you for your generous support at a time of great need!

Oh those Pancakes!!! A great way to start a day and end a week! Wayne cooked up a batch or two of pancakes. The chocolate chip version was again the most requested! Add sausage, donuts and juices and you have a fun morning. Next time around, I will add blueberry pancakes and see if they can give the chocolate chip pancakes a run for their money! Let's try and get another one in sometime in December!

Flu shot time again and we had 34, now flu resistant, Sage Ruttly and Sage Ruttly family members roll up their sleeves. I hope offering this service

does help keep us healthier. Flu season.....bring it on!!!

I was pleased to finally be able to present Craig with his United Way Emerging Leader Champion Award to proudly display in his office. Craig continually finds way to help this organization and its connection to the generation of leaders. He represents Sage Ruttly and each of us well. Congratulations once again!

Team Parker Burke was again named as one of the top Retirement Advisory Practices in the country by the Financial Times. While Doug's name appears in the listing, he was quick to point out that it is very much a team award and recognition of hard work from each team member. Well done team Parker Burke and congratulations.

In an effort to "reboot" our Sage Ruttly Intranet, we are continuing to look for workable solutions. Thank you to those who responded to our request for input on important functionality you believe to be imperative. We will keep you posted as we whittle down to few best software candidates and be sure to see Trevor if you think of any further important

functions that come to mind now.

We rolled up our sleeves in September for Flu Shots; some of us will roll up our sleeves to give blood in November. Margie has graciously worked with the Red Cross again and has set up a Sage Ruttly Blood Drive on November 10th from 8 to 1pm. Please see Margie to add your name to the list.

In an effort to find solutions for small IRA accounts that may be tough to service from a financial perspective due to the DOL rules, as well as larger non active accounts, we will be trying to develop a relationship with Fidelity. Dave Palumbo, the local branch manager visited us for a breakfast meeting. He explained that with technology, they have the ability to service any level of account. As advisors make decisions on their book going forward, this will be one alternative to consider when streamlining your practice. Always be sure to consider younger advisors at Sage Ruttly first, but there are just some accounts that would be better served being moved elsewhere.

Three quarters down and one to go. We are approaching

the end of a year when all cylinders are firing. Markets are up. Net New Assets are cranking. We have a new advisor coming on line, strong. It would be difficult for us not to finish out the year in record form. Congratulations to all as we make it happen, together.

produce half results. Work, continuous work and hard work is the only way to accomplish results that last."

Have a great month!

Sincerely,

Wayne

Katrina	1,480,000
Doug	1,052,000
Jim	1,052,000
Curt	844,000*
Sandy	647,000
Randy	644,000
Kris	518,000
Kim	493,000
Christine	414,000
Neil	386,000
Laura F.	386,000
Steve	367,000
Zach	331,000
Pina	311,000*
Joe	310,000*
Winsome	226,000
Dave	192,000
Laura P.	188,000
Jim C.	174,000
Connor	150,000*

Sage Ruddy 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 Ruddy Core Purpose

Sage Ruddy 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.

*Indicates a R12 high-water mark

As we move closer to the end of 2017, and hit some pretty good milestones, I think about all of the hard work that goes into it from everyone. The work that you all do is both significant and worthwhile. "Nothing worthwhile comes easily. Half effort does not