

Around the Year

....with Nick Murray

Sage Katty and Company

12/11/2017

Onboarding, A Methodical Approach. Onboarding is a process, one with a detailed checklist of its own that must be followed methodically. Onboarding marks the first real day of the real relationship. It is the beginning of the bond between us and our new clients. It is also the LAST day in our process of

leave the port and sail off without a course. It is either voyaging somewhere or it is rudderless. An investment policy statement has three essential elements. The Goal of the Portfolio, a general description of the preponderant asset class historically to achieve that goal, and an unequivocal statement of the historic

"You earn the premium returns of equities- the ones that can make your financial goals a reality- in bear markets. "

qualifying them. The best way to get the crazies off the ark is never to let them on in the first place.

Get it in Writing. It is inconceivable that we would enter an advisory relationship, particularly one whose centerpiece is equity investing, with out a clear, written statement of the goals and the methods we and the client have agreed to pursue. This is the Investment Policy Statement. No written statement, no client; over and out. The Ark is not going to

VOLITILITY o of such a portfolio and a clear statement that both parties ACCEPT this as a condition of achieving the goal.

Get Them to Bolt Now. Draw their attention to the last statement. Don't just stick it under their noses. Do not fear that it will scare them away. That's exactly what it is for.

The Communication Protocol. It is always the interaction between two people working together on

Clearing Firm Update

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We have continued to consider Clearing Firm alternatives to First Clearing. This has turned out to be a more lengthy and complicated process. IT is not so much that the business models are that different, the problem is finding the common denominator, so we can compare apples to apples and not apples to oranges. I can tell you one thing, First Clearing's "simple" pricing approach looks better every day. The other candidates have very complicated pricing where there are charges for everything. As an example: charges for client statements even if they are electronic. I am certain we will have some news on this near year end. It has will continue to be a valuable exercise.

a common goal. It should be a productive experience for both. Its frequency is NEVER the issue. **(What matters is how meaningful the communication is- the extent to which it serves to reinforce the plan.)** And it must always be carried out in the context of an agreed-upon protocol that was set out at the beginning of the relationship.

Bear Markets....How They Will Come At Us. They will lose faith in the permanent uptrend, or just that it will resume in their lifetime. They will go back to thinking it is essential that their portfolio outperform. They will go back thinking that our compensation is earned ONLY through outperformance. The best defense to this is a good offense. Pepper them with six or eight or ten other little "booster shots" randomly throughout the year so they never go too long without some positive reinforcement of one or more of your key messages.

It has been a quiet month, this November 2018. It will speed up dramatically in December.

I had the pleasure of delivering 10, very full, food baskets to the Rochester Cares

initiative. The food, along with \$25 Gift Cards to Wegmans helped 10 families have a better Thanksgiving. Thank you!

Margie set up the Red Cross Blood drive at Sage Ruttly. We had a few first-time donors, which is always a good thing. The collected 14 units of blood which Margie explains, helps 42 recipients, well above a one to one benefit! (Talk about leverage!)

Aaron asked for help in supporting a Pancreatic Cancer walk that he and his family are participating in. It is an organization that he is near and dear to because it has hit close to home with his mom. Aaron was able to raise nearly \$1,000 and was in the top 5 fund raisers for Rochester's walk. He told me he is finding ways to become more involved in the organization and that he was so grateful for the many donations from his Sage Ruttly family.

Some dates and things to remember that are coming up soon!

We have a full day planned for Thursday December 21st. First up, Pancake and sausage breakfast. Serving from 8:15

to 9:15. This time around, Blueberry pancakes available!

Later in the day, anytime after 3:00, you can pick up your Christmas ham from Sage Ruttly. Please be sure to check your name off the list and be sure to let me know if you cannot pick it up that day so I can store them for pick up another day. Finally, we will have our "in office" Holiday gather at 4:00. We will have food, drinks, and Holiday music to help get you in the Christmas spirit. I hope you can join us.

We have our annual Holiday Party in January, on Saturday the 20th. Please be sure to keep that night open so we can break bread together outside the office. It is always a wonderful evening.

We have two Town Hall Meetings scheduled in January. The first on January 3rd from 4 to 5 pm. The second on January 10th from 8:30 to 9:30. I am collecting questions now so be sure to send them to me via email. Thank you! I have already sent out invites so please be sure to respond.

My nose is bleeding from the market levels !!! But we will take the help it gives us just as

we live with it when the markets hurt us. We have 11 teams/advisors that have hit a new R12 Highwater Mark. (*) Congratulations to everyone for accomplishing so much. Here are what things looked like thru November.

Katrina S.	1,890,000*
Doug P.	1,286,000*
Jim B.	1,286,000*
Curt E.	1,072,000*
Randy O.	823,000*
Sandy W.	814,000*
Kris D.	679,000*
Kim N.	659,000*
Chris P.	559,000*
Neil F.	530,000*
Laura F.	530,000*
Zach A.	509,000*
Steve T.	466,000
Joe N.	424,000*
Pina F.	392,000
Winsome C.	299,000
Dave D.	249,000
Craig G.	249,000*
Laura P.	248,000*
Jim C.	224,000
Connor	200,000

Sage Ruttly 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 Ruttly Core Purpose

Sage Ruttly 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.

So, as we approach the close of another year, I will gratefully pause to wish you a Happy Holiday Season and a New Year filled with Peace and Prosperity.

Sincerely,

Wayne