

Wayne's World

Sage Rutty and Company

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Nick Murray

Around the Year Continued.....

CHOOSE! Excellence, by definition, is very rare. And it feels wonderful. Mediocrity, also by definition, is quite common. And it feels awful. Know that both are choices, and always yours to re-make

management or the largest income in your office is not the choice of excellence. IT may be a goal of sorts, but it says nothing about the kind of person you will be when and if you achieve it, and

Excellence, therefore, is the process of becoming the very best advisor (and person) we can be. There is no scorekeeper, other than yourself.

at will, should you discover that you've made- or just defaulted to- the wrong choice.

EXCELLENCE IS WITHIN. Wealth is freedom. It isn't a thing nor is it any accumulation of things. Above all, it isn't any number of dollars of net worth.

To become the advisor with the most assets under

even less about how well the clients under your stewardship will be doing.

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FACING THE ESSENTIAL ISSUE.

Some Things to Celebrate!

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While it is not the most scientific or prestigious recognition available, it still is meaningful and is wonderful PR for the firm, for our people and most importantly the great work you do for your clients. Sage Rutty was ranked the best Wealth Management firm in Rochester by the readers of the Rochester Business Journal and the Daily Record. In recognition of this ranking, a record production month ever and welcoming Brennan and Lauren, we had a great afternoon cocktail reception at Delmonico's, breakfast and lunch the following day. The wealth management model we have chosen never sleeps. We are on 24/7, thinking about client's needs. I am glad we took the time to be together. Thank you.

We decided that our great value to our countrymen is three fold. First, in bringing rational long-term planning to people who do not know how to plan their own. Second, by crafting a portfolio strategy suited to a multi-decade investing time horizon, rather than in vain attempting to time the next correction, and the next, and the one after that. Third, by coaching clients not to blow up the plan, the portfolio and/or themselves.

Successful investing is counter intuitive.

QUESTIONS
COMMUNICATE
CONFIDENCE.

When we interact with a perspective client, we tend to make statements: these are the things I can do for you, why my approach is better for you, how sophisticated my process is, and similar assertions.

Unconsciously we are letting the prospect qualify us, in a sense, auditioning. We're trying to induce a particular outcome, which is always a mistake.

Questions bespeak our confidence. The undertone of our most effective questioning must thus always be ...please help me help you.

HELP FIRST; ONLY THEN
ADVICE.

People don't primarily want to be advised, as such; they want first and foremost to be helped. And the offer to help- indeed, even your simple expression of the desire to help is the first thing you will wish to communicate. It may also become, in an instant, the key to the relationship

Help is different from advice, and superior to it. It isn't instruction or education; it has nothing whatsoever to do with method. It is, above all, the offer of surcease from worry. It's the first intimation- if the prospects will take it- that they may finally have found the advisor who will help them shoulder the burden of their financial needs and obligations, perhaps for the rest of their lives. **Thus it has to be the first thing we communicate.**

THE OFFER OF HELP IS
ALSO A DISQUALIFIER.

Far too often, the people you will encounter won't really want to be helped. Or more accurately, they'll want to be helped to do the things they want to do, which turn out to

be the things that have already doomed them.

The time to call that question is at the very outset of the interview. Will they let you help them?

The things that seem most important to you, a portfolio without a plan, high returns with low risk, being out of down markets....are simply not things I've ever known how to accomplish consistently. I think you would be better advised to try to find someone whose practice focuses on those skills, as mine does not.

You can't help people who aren't really asking to be helped. Save your strength. Next.

QUESTIONS.

Please start by telling me about yourselves, and what you are trying to accomplish financially?

Who are you?

Where does it hurt?

What is/was it about your current/previous advisor relationship that dissatisfied you to the point you became interested in talking with me?

What are the most important things you want and expect from a financial advisor?

What do you most hope will happen financially, over the balance of your lives, and what do you most fear might happen?

You've just stepped into retirement. Everything you've worked for and saved for begins tomorrow morning. What are you going to be doing?

Slow down. Speak less. Question? Answer questions with another question. Listen.

I gave away another two books. If you are interested in your own, please let me know.

There was a little bit of "People" news this past month to recap. Craig G., our company head cheerleader, was advanced to an advisor role within the Parker Burke group and Colin will be overseeing the 401K Plan product. Clearly, there are some exciting opportunities ahead.

Team Katrina Smith announced the engagement of their very own Kaylee to her

longtime suitor, Scott. I have offered to have the wedding at our Holiday Party, to save them some money but I have not heard back from her at the time of publication.

Congratulations Kaylee and Scott.

Finally, we are just weeks or days away from Sara and Justin bringing their first baby into this world. We had a really nice baby shower with great food and many gifts to help with the new arrival. Sara, we all wish you and Justin the very best as you begin this new and wonderful trip they call "parenthood"!!!

Sage Ruddy donated another TV as a silent auction item for another organization that one of our own support at the Board level. Trevor and Jess have been very active in the Prevention First organization. Their annual event will take place this month and the TV will hopefully help them reach their financial goal. This will be the 3rd TV we will have donated this year.

We can't forget Hot Dog Day Part Deux. And this time there were White Hot Dogs too. Everyone came together and shared some great picnic fare, dogs, salads, chips and cookies. The chili dogs were

again the favorite. A little time together in the lunch room goes a long way to keeping our family spirit alive.

This past month we rolled out the new Client Holiday Gift process whereby the teams have taken control of this client "Thank You" program. I think we have fielded any questions and have given each team the amount available for reimbursement. If you have any questions about it, please see me soon as the end of the year will be upon us before you know it.

This past month, we also rolled out the new reporting format for Net New Assets Under Management. This process has long been troublesome for those collecting the data reporting it, namely the FSA's. They have been asking for a better way, more automated. It is not an easy solution as some may like more detail. But as we weighed the time/benefit, we felt freeing up more time for client facing work for our FSA's was the best decision.

Now let's move onto this month's numbers. We are rounding the bend and coming into the final stretch.

Katrina 1,395,000*

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|-----------|----------|
| Curt | 779,000* |
| Doug | 692,000* |
| Jim | 692,000* |
| Jill | 692,000 |
| Randy | 642,000 |
| Sandy | 605,000 |
| Kim | 493,000* |
| Kris | 491,000 |
| Christine | 397,000 |
| Neil | 379,000 |
| Laura F. | 379,000 |
| Steve | 343,000 |
| Zach | 328,000 |
| Joe | 301,000* |
| Pina | 284,000 |
| Winsome | 222,000 |
| Dave | 181,000 |
| Laura P. | 178,000* |
| Jim C. | 163,000 |
| Connor | 143,000* |

*Denotes a Rolling 12 Month High-water Mark.

There are so many good things going on here at Sage and in each of your practices. The opportunities for each of you regardless of your role, advisor or professional staff, are endless. We have some good conversations happening on the recruiting front so I can't be anything but excited. Trevor, Connor and I are heading to Cornell University at the end of October for a two day Family Business Succession Planning symposium. I am excited about what we can learn to have the best opportunity to keep Sage Ruddy relevant for another 100 years.

I hope you have a terrific month of September. The fall

is one of my favorite times of the year; sweaters and jeans!

Thank you all for applying your craft at Sage Ruddy.

Sincerely,

Wayne

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.