

# Wayne's World

Sage Rutty and Company Inc.

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*What a month it was!*

Sage Rutty released its Olympics commercial to the entire firm along with having lunch brought in to help celebrate. The work you all do parallels that of an Olympic Coach and with what we can bring to the clients; discipline, commitment, a plan, encouragement when things are not working so well. This message was received by the perfect demographic audience of prospects. We will look for additional opportunities with this theme going forward.

We announced that Aaron Young will help to start expanding our Financial Planning Department by taking on a junior planning role acting as Victoria's understudy. I am excited that Aaron finds this opportunity the path that fits him best to continue to grow his expertise in our industry. Planning is

going to play such an expanded role in your practices as time goes on. As investment management becomes more commoditized and difficult to use as a differentiator, planning advice will grow in importance.

The fleece order was placed and at the time of this writing, they had arrived and have been distributed. These are thank you gifts to everyone for their efforts in helping to make January the firm's biggest production month ever. Thank you, again.

It was that time again for our annual Souper-Bowl. The amazing assortment of different soups is always incredible. They are all so good! It also gives us a chance to raise some money for a good cause, picked by the winner. My Bacon

*Welcome Ryan Miller*

I am happy to welcome Ryan Miller as the newest member of our Sage Rutty Family. Ryan has accepted a role in the Parker Burke 401K Plan area, working closely with Craig, taking over his enrollment and 401K Plan liaison role. Ryan joins Sage Rutty after spending the previous three years working in asset management at Manning and Napier. Originally from Fairport, Ryan attended the University at Buffalo where he earned a degree in Business Administration – Finance before moving back to Rochester. Outside of work you can find Ryan participating in intramural sports, enjoying the outdoors, spending time family, as well as socializing with friends. Please help me in welcoming Ryan.

Cheeseburger Soup took home first place but very, very, very closely followed by Neil's Potato and Dawn's Toscano Soups. We raised \$427 from ticket sales and Jeans Day and Wayne rounded it up to \$500 that was sent to the Bivona Child Advocacy Center, the charity of his choice. Not only were there soups, but the desserts were unbelievable, and recipes were collected and sent out to the office for the soups and desserts. Thank you all for enjoying lunch together that day.

Spring came early this year with some unseasonably warm weather. To help celebrate the coming spring, we ended the month with another hot dog day with all of the traditional picnic foods and the comradery that comes along with sharing a lunchtime together. I hope you enjoyed it as much as I enjoy putting it together and cooking up the dogs.

Just in case you missed this news, Dawn and Tim are expecting their first child! And talk about planning.....the baby is due on both her 10 Year Anniversary with Sage Ruttly and on LABOR day!! What

are the odds? Dawn and Tim have found out that their first is a boy and they could not be happier! Congratulations to them both as the adventure begins!!!

This past month also brought us a new grandma! Christine's son and daughter in law brought home their new baby son, Dalton (are you thinking Roadhouse like I immediately did) on February 25<sup>th</sup>. Dalton weighed 6 pounds 10 ounces and was a strapping 20 inches tall!! Nothing like being a grandparent! All the fun none of the work!

Sage Ruttly will be testing the effectiveness of its BCP Plan at the end of March, on Saturday the 24<sup>th</sup>. We test our ability to operate remotely should we not be able to work from 100 Corporate Woods or if our connectivity was lost or even a failure with our servers. This will all be tested on the 24<sup>th</sup>. You will be receiving emails/text messages about the outages, but they will be marked as a test. The phones will be switched to send the calls to my home number where we will be running the test from and where we would run the company from in the event of

a real emergency. More communication around this test will be forthcoming. We will also inform you of how the test went and any issues that need corrective action.

Rob needs help...with insurance licensing, that is. Part of our overall plan to help alleviate the amount of work that Rob is processing through compliance, was to look at where he was spending time that could be done differently. Insurance licensing was one of them. We have contracted with a company to take a lot of that off Rob's plate. This will be the first step in providing Rob the help he needs to keep our compliance department running smoothly. The next step will be to determine what functions an assistant, under his watchful eye, could help him with. I suspect that help will be in place by mid-year.

Trevor and I attended his first SIFMA Group F Roundtable meeting. A meeting where firms like ours, all over the country, meet to share information and help each other with their businesses. Sage Ruttly usually stacks up well, from a comparative standpoint. Trevor presented our SRU program, as well as

sharing the results. Here are a few of the Financial Metrics of the 14 Firms and how we compared: Average % of Revenue from Recurring Sources, 63% vs 82% Sage. Average Advisor Payout, 55% Sage 57%. Average Total Revenue, \$13,500,000 Sage \$15,323,000. Average Advisor Production, \$381,000 Sage \$586,000. Average Annual Revenue Growth 2016 to 2017, 9.2% Sage 10%. The challenges remain with recruiting, regulations and profit margins. While everything changes, much stays the same. Happy to talk to anyone who wants to discuss any further.

Now on to the numbers. Through the first two months of 2018, I am fortunate to report the following production from our teams.

Katrina	511,000
Doug	251,000
Jim	251,000
Craig	251,000
Curt	248,000
Randy	186,000
Zach	186,000
Kim	173,000
Kris	171,000
Sandy	166,000
Neil	165,000
Laura	165,000
Christine	141,000
Joe	130,000
Steve	93,000

Brennan	92,000
Pina	92,000
Winsome	79,000
Laura P.	69,000
Jimmy	57,000
Dave	56,000
Connor	51,000

We had 9 teams/advisors that hit a Rolling 12 Month Highwater mark this month. Congratulations to Curt and Dawn, Neil Laura and Nancy, Laura P. and Catherine, Sandy and Teresa, Kim, Amy and Aaron, Christine, Amy and Aaron, Randy, Zach Kathy and Maggie, Katrina, Sue, Kaylee and Ryleigh, and Kris and Helene.

I hope you have a great month ahead. It won't be long, and we will be working together on the Habitat for Humanity house. There should be some great stories that come out of that time together.

Thanks for listening 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.