

Wayne's World

Sage, Rutty and Company

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Around the Year

by Nick Murray....Continued

There comes a point in deteriorating relationships when we need, for our own piece of mind, to end them. As a general statement; the sooner the better, once you've

is, the less likely we will be to cling t toxic clients because we "can't afford" to lose them. There is no hard and fast rules for drawing the line. But there is

The one and only thing that will determine which door they ultimately pass through will be the presence in their lives of a formal, written, date-specific, dollar-specific retirement accumulation plan. YOU ARE THAT PLAN. YOU ARE THE KEY TO OUTCOME #1.

concluded that the situation is irreparable.

This is yet another reason why we never leave off working on our client acquisition discipline. We are not just seeking more clients and increasing AUM, we're fueling our courage to pull the trigger on people who stop deserving us! The more robust our prospect pipeline

probably no better general guideline than: three strikes and you're out. He comes at us carping over something we made piercingly clear during onboarding; we respond appropriately. He comes at us again with a different issue, equally put to rest long ago; ditto. And then the day we've known was coming: "I just don't see

What a Year!

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In the 38 years that I have been at Sage Rutty, I have never experienced what we experienced in 2017. It was the "Perfect Storm", but in all good ways and the culmination of hard work and dedication over the preceding years. We have advisors and teams who have been working diligently on growing their AUM model practices and delivering incredible client value. The seeds of investments the firm has made to help teams grow had been planted, watered and are growing nicely, and let's not forget a roaring bull market that has pushed account values to record levels. Clients have a choice and vote with their feet. You draw them here and keep them. Congratulations on the incredible job you have all done on the important work you do!

why were paying you one percent of our assets to underperform the S & P 500." And when they begin to back-pedal "You just said something we've been over before, and that candidly, I should never hear. We've come to a parting of the ways. There is nothing more to be said."

Don't Wait to be Told, Ask. The good news is that consistent practitioners of this philosophy know that they are doing a great and even world class job for their clients. The not so good news is that we can never be absolutely sure each and every one of them agrees. So, in the simplest terms, we can sit around waiting to see if a grenade comes through the window or we can just go ahead and ask everybody how we are doing. (*Nick Provides a great letter to use and send to every client. See me if you are interested.*)

Retirement's only two outcomes. Outcome #1: The money outlives the people, preserving their dignity and independence. Outcome #2: The people outlive their money with the gradual extinction of dignity and independence. Don't even

consider softening this language. These are the hard truths and only by facing them can anyone begin to make the right decisions. The one and only thing that will determine which door they ultimately pass through will be the presence in their lives of a formal, written, date-specific, dollar-specific retirement accumulation plan. **YOU ARE THAT PLAN. YOU ARE THE KEY TO OUTCOME #1.**

The Magic Age Fifty. There is simply nothing that galvanizes people- blasts them suddenly out of keeping up with the Joneses and into actively worrying about retirement as does The Big Five O. That's when we want them! Why? Most if not all of the serious money they're going to save over the next five, ten or fifteen years is going to be vectored into retirement accumulation; this may well become the most money they've ever accumulated in their lives. They know they are way behind the eight ball on retirement accumulation. They realize they have no plan and they need to get one right quick. *That, dear friend, is a description of Prospecting Heaven: large and ever-*

increasing accumulations of money, the fear that time is running out, and the resulting conscious need for somebody they can believe in to tell them exactly what the need to do.

Something Priceless for Nothing. * The presence in a couple's life of a formal, written, date-specific, dollar specific retirement accumulation plan is not, in and of itself, a guarantee that they will get Outcome #1, but the absence of such a plan is the closest thing possible to a guarantee that they will get Outcome #2.

They don't have a plan. They have a portfolio. Someone who thinks like us is their only hope. With you, some genuine hope of Outcome # 1. Without you, Outcome #2.

The Script for Something Priceless or Nothing. **Do you know exactly how much money it's going to take for you to be able to retire comfortably and to remain comfortably retire? Would you like me to sit with you and help you figure it out understanding that there'll be no cost to you in my doing that nor any obligation?**

The Elevator Speech. After a pause when asked, and it cannot feel rehearsed: “Well, I guess the short answer is, I’m a retirement income planner. After another brief pause: “What that means in plain English is, I work to make sure my clients never run out of money in retirement.”

We will finish up with the last chapter next month. It has been an interesting read for me.

If you are finding these excerpts from Nick’s book valuable and would like a copy of your own, please let me know and I will get more to give away having given some away already.

In December we welcomed Sara back from maternity leave. I cannot imagine how difficult it is to return to work after becoming a mother. We are happy to have Sara back and know how much she is missing Warren. Sara, we appreciate all you do!

Emily Scribner joined the Sage Rutty family as our newest FSA. She previously worked for an independent advisor as well as at Manning and Napier as a Client Services Representative. She has also spent several years bartending

and managing bars in the area including Black Button Distilling and Nosh. She currently lives downtown and loves exploring new restaurants and all that the city has to offer. Not a huge fan of this weather, Emily looks forward to the warmer months when she can get back to running at Cobbs Hill. She hopes to one day have a pug that can join her! Emily grew up in Fairport then studied Business Administration with concentrations in Management and Marketing at Ithaca College and graduated in 2013. Please help me welcome Emily to Sage Rutty and be sure to stop by and say hello.

Congratulations to Trevor for the successful attainment of his Series 7 license. As I said at the office holiday gathering as we announced it, he is now “One of Us”!!! He is now onto his Series 24, the General Principle’s license, another piece of the puzzle of our long-term plan.

We celebrated two Anniversaries in December. Glenn, 5 years and Steve 15. Glenn was presented with a new piece of wood working equipment for his shop. Glenn has always wanted a

wood planer, who doesn’t. Glenn now has one to work on the many projects and furniture builds that he loves so much. Thank you to Matt for working with Glenn’s wife, Anne, to find the right gift. 15 years for Steve, where does the time go. What do you get for a man that has everything...travel to his favorite place. Steve grew up spending time in Palm Springs, California. His parents had a place there and he has been spending more time in that area. Sage Rutty presented Steve with a Gift Certificate, good for \$2,500 of travel, hopefully to that special place in CA. Congratulations Steve and thank you for the many years of dedication to your clients and to Sage Rutty.

We had a lot going on in December, always a very busy month. In no particular order: Doug lead a hardy group of individuals for a Salvation Army Bell Ringing event at Eastview Mall.

Santa visited the office for a Breakfast with Santa morning with arts and crafts and Christmas music to get everyone in Holiday spirit. (Mrs. Clause joined him!)

If you like Christmas Cookies, you had the Christmas Cookie Exchange.

We never seem to run out of eating options! There was a pancake breakfast followed later in the day with our annual, in office Holiday Gathering. Always a wonderful time to spend with colleagues.

For the first time, gift wrapping was made available to help busy shoppers and raise money for Wounded Warriors. The firm donated the supplies and when the wrapping was done, 73 gifts had been wrapped and \$292 had been raised for a great cause.

Sage Ruttly sponsored an Ugly Sweater contest at Nosh, to benefit Cure Childhood Cancer as well as our own, in office version. We were well represented, and I can attest to it as I paid the \$450 bar tab!! It was great fun and we raised \$500 for another wonderful cause.

We once again participated in adopting a family and adopted 2 families this year. WOW!!! I hope you saw the pictures of all the nice presents we collected for these two families. They had to

come with a rented van to fit them all! It was a short lead time and the generosity of all of you is amazing. Thank you for helping to make two families have a better Christmas.

As another little thank you gift to everyone for a terrific year, we all get to pick out a new Sage Ruttly Fleece! It will help keep us warm this cold, cold winter. Color and Size selection form as well as some samples will be displayed shortly!

And to finish up on some of the biggest news of December, the Board of Directors authorized a Profit Sharing Plan contribution of \$410,000.

It is certainly the largest contribution in the firm's history. Hurray and congratulations to all. I did go back and did some quick math. In the last 15 years, the Profit Sharing Plan contributions have totaled more than \$3,700,000 with \$2,000,000 in just the last 6 years. The account balances should look pretty healthy and we should all be proud of that accomplishment. **Tax Free compounding is a wonderful thing!**

Now onto both individual and team accomplishments

for the year. There were some substantial increases from the previous year, very exciting. We had 7 advisors/teams that hit a new Rolling Twelve Month Highwater Mark in December with Curt and Dawn breaking \$1,000,000 for the first time and Trina and her team breaking \$2,000,000.

Now that Brennan has settled in, I will begin to post his numbers. His reported numbers will not accurately reflect the success he and Lauren have achieved. A better measure would be the \$50,000,000 in assets that they have onboarded. 2018 will be a great year for them. New Asset additions were incredible too. We will be able to share and acknowledge them shortly as Matt if putting the finishing touches on the data.

2017 Full Year Production and year over year increases included.

Katrina	2,015,000	16%*
Doug	1,300,000	+12%
Jim B.	1,300,000	+12%
Curt	1,140,000	+21%*
Sandy	878,000	+10%*
Randy	824,000	+16%
Kris	704,000	+ 9%
Kim	662,000	+25%
Chris	560,000	+16%*
Neil	558,000	+16%*
Laura F.	558,000	+16%*

Zach	510,000 +16%
Steve	483,000
Joe	430,000 + 13%
Pina	393,000 +78%
Winsome	302,000 + 2%
Craig	263,000 + 12%
Dave	262,000 + 3%
Laura P	256,000 +27%
Jim C.	253,000 +10%
Connor	206,000 +28%*
Brennan	148,000

*Practice hitting a new Rolling
12 Month Highwater Mark

While we have posted the numbers for the advisors, I always want to acknowledge that they do not do it alone. They are surrounded by incredibly talented and professional support, whether that be Jr. Advisors, FSA's, Operations, Planners, Managers or interns. This kind of success can only be achieved by building practices in an environment where all talents are recognized for the role they play in our collective success.

So, thank you to every one of you! Let's celebrate our success again next Saturday the 20th!

Wayne

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.

Sage Ruddy Core Values

Do the right thing, always
Encourage individual ability and creativity