

A Plan For The Season

DATES TO REMEMBER

July 1: Parents and students might want to make note of deadlines for scholarship applications and paid internships in July.

Aug. 5: Observe Information Security Day – keep your personal information secure by updating your operating system; visit ready.gov/cybersecurity for more tips.

Sept. 15: Third quarter estimated tax payments are due.



THINGS TO DO

- ◆ **Create an account with SSA.gov:** Check your earnings history for accuracy and review your expected benefits. Doing this regularly should ward off error. If you're close to retirement age, discuss with our team when and how you should file to maximize household benefits.
- ◆ **Freshen up your estate plan:** Check the beneficiaries of your IRAs, insurance policies, trusts and other accounts, and update information that's no longer relevant. Ensure your plan protects you and your family in the case of an unexpected event.
- ◆ **Pencil in a family meeting:** Legacy planning is more than sharing wealth, but it's also about passing down family values and history to the next generation. Host a family meeting to spark dialogue about traditions and building the future you want to see.
- ◆ **Share big news with your financial team:** Speak with our team about major life changes you've experienced and how your financial plan could be affected. These changes include marriages, births, deaths, divorces, a sudden windfall and more.
- ◆ **Check for college deadlines:** Many colleges and universities have registration and tuition payment deadlines in the summer months. If you have a 529 plan, make sure to discuss qualified expenses and payment plans with our team.
- ◆ **Assess insurance needs:** Periodically review coverage to ensure proper protection, especially if you've recently experienced major life events.

Over Time, Good Returns Have Outweighed the Bad

Looking at one-year periods from the previous 96 years, equities had an overall average return of over 12%, with good returns significantly outweighing the bad. Positive returns occurred 74% of the time.

Totals returns for the S&P 500 Index, December 31, 1926 - 2021: One-year periods															
Negative Total Returns						Positive Total Returns									
-21% or less		-20% to -11%		-10% to -6%		-5% to 0%		0% to 5%		6% to 10%		11% to 20%		21% or greater	
25 Years of Negative Returns		Average Negative Return: -13.2%		Average Return: 12.4%		71 Years of Positive Returns		Average Positive Return: 21.4%				2021	28.7%		
												2019	31.5%		
												2017	21.8%		
												2013	32.4%		
												2009	26.5%		
												2003	28.7%		
												1999	21.0%		
												1998	28.6%		
												1997	33.4%		
												1996	23.0%		
												1995	37.6%		
												1991	30.5%		
												1989	31.7%		
												1985	31.7%		
												1983	22.6%		
												2020	18.4%		
												1982	21.6%		
												2016	12.0%		
												1980	32.5%		
												2014	13.7%		
												1976	23.9%		
												2012	16.0%		
												1975	37.2%		
												2010	15.1%		
												1967	24.0%		
												2006	15.8%		
												1963	22.8%		
												1988	16.6%		
												1961	26.9%		
												1986	18.7%		
												1958	43.4%		
												1979	18.6%		
												1955	31.6%		
												1972	19.0%		
												1954	52.6%		
												1971	14.3%		
												1951	24.0%		
												1968	11.1%		
												1950	31.7%		
												1965	12.5%		
												1945	36.4%		
												1964	16.5%		
												1943	25.9%		
												1959	12.0%		
												1938	31.1%		
												1952	18.4%		
												1936	33.9%		
												1949	18.8%		
												1935	47.7%		
												1944	19.8%		
												1933	54.0%		
												1942	20.3%		
												1928	43.6%		
												1926	11.6%		
												1927	37.5%		
6 Years		3 Years		10 Years		6 Years		10 Years		6 Years		20 Years		35 Years	

Returns are represented by the Standard & Poor's 500 Index, which is a capitalization-weighted index that is generally considered representative of the U.S. large capitalization market. Index returns include the reinvestment of dividends but do not include adjustments for brokerage, custodian, and advisory fees. Indices are unmanaged and are not available for direct investment. The above is for illustrative purposes only and does not reflect actual performance of any particular investment. Past performance is no guarantee of future results. Investing involves risk and you may incur profit or loss regardless of strategy selected.

Market Volatility



Volatility is never comfortable, and this latest round is no exception. Panicked headlines may have investors feeling apprehensive

and uncertain. Due to the recent market fluctuations, several of our clients have reached out for perspective, often wondering if they should get out of the market.

This has been the worst start to a year for the S&P 500 in the last 25 years. However, in our experience, we've seen this happen time and again. Market pullbacks and corrections are necessary to sustain a healthy market and that, over time, the market has experienced positive growth.

"The first two years of a bull market tend to lead to investor complacency as returns are robust and broad-based," said Raymond James Chief Investment Officer Larry Adam. "The third year tends to be different and defined by more volatility, muted returns and the need to be more selective. While this downside volatility may seem extreme, it is worth noting that it really is an 'average' pullback."

Having concerns when volatility affects your portfolio is normal. This is why we emphasize the importance of a tailored financial plan focused on long-term financial goals. Over time, dips such as these should feel like mere bumps in the road.

"We encourage investors not to focus on daily headlines and certainly not to make investment decisions based on those headlines," Adam said.

Here are some key facts investors can bear in mind amid volatility:

1. Fundamentals continue to support a move higher for equities
2. Bond yields have created opportunities for income oriented investors
3. Downside volatility may seem extreme, but in perspective is actually average

We're here to provide you not only with insight but with advice on how we can help manage the effects of, and capitalize upon, the markets' movements. Please feel free to get in touch if you'd like additional perspective or guidance.

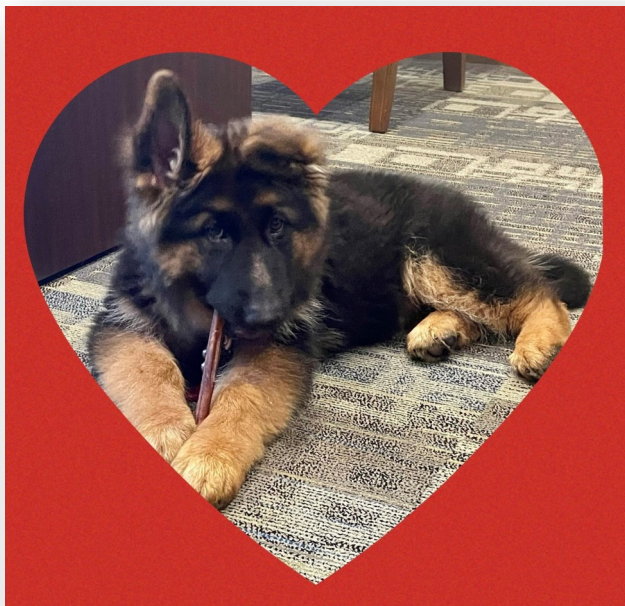
How to Handle a Bear Market

If you are confronting a bear market, there are a few key things to keep in mind.

- **Maintain Your Composure** - It's important that you don't panic when things start to take a downward turn.
- **Ask Our Team For Advice** - Don't leave yourself alone with your own fear and anxiety.
- **Think About The Long Term** - Think about what the long-term outcomes will be if you choose to ride out the market rather than pulling out your investments when things start to dip.
- **Diversify Your Portfolio** - When the market returns to normal, evaluate your portfolio and add diversified investments.
- **Take Advantage of Buying Opportunities** - You should not respond emotionally, but with so many large companies taking a hit during a bear market, you can buy stocks at a low price that are more than likely to spring right back up when market conditions improve.
- **Assess Your Risk Tolerance** - If you find yourself losing sleep over the potential losses you might sustain during a bear market, it is possible that your portfolio is not balanced in a way that's appropriate for your needs and circumstances. We are here to determine whether the current risk level of your portfolio is suitable for your situation.

This Place Has Really Gone To The Dogs!

Inspired by Amanda and Chrissie's rewarding experiences of dog ownership, Richard and Heather felt they could also benefit physically and emotionally by following in their footsteps. Please welcome Willie Nelson to the ZK Financial Group team! He is 3 months old in this photo and is a long-coat German Shepherd. He is a handful at this stage! With proper training and socialization we hope he will become a great fit for our lifestyle. It just goes to show that often times the boss can learn the most by listening to their staff.



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ZK Financial is on Facebook and LinkedIn. We use these social media channels to post informational articles and to keep you up to date on the industry and events happening at our office.



ZK Financial Group—Raymond James
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Heather Karcz



Upcoming Holiday Schedule

In recognition of the upcoming holiday, our office is closed:
Mon. Sept. 5 - Closed



Green Bay Football Schedule

It's hard to believe that football season is almost upon us, but it's time to start cheering on the Green and Gold. Please enjoy the complementary Green Bay and Wisconsin football schedule we've enclosed.

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