

Planning an Education Savings

A 529 savings plan is a flexible, state-sponsored savings account that can be used to qualified primary, secondary, and college/postsecondary expenses in the United States and some foreign locations. These plans typically invest in portfolios of mutual funds. In addition, fixed income options may also be available, depending on the plan provider. Earnings in 529 plans are not subject to federal tax and in most cases state tax, as long as you use withdrawals for eligible education expenses, such as tuition and room and board. However, if you withdraw money from a 529 plan and do not use it on an eligible education expense, you generally will be subject to income tax and an additional 10% federal tax penalty on earnings.

As with other investments, there are generally fees and expenses associated with participation in a 529 plan. There is also a risk that these plans may lose money or not perform well enough to cover education costs as anticipated. Most states offer their own 529 programs, which may provide advantages and benefits exclusively for their residents

Contributions

- No limit on income to contribute
- No age limitation to contribute

Deductions:

- No federal deduction for contributions (state deductions vary by plan and account owner's state of residence)

Withdrawals:

- Account owner controls withdrawals
- Proceeds must be used to cover expenses for primary, secondary, and college/postsecondary programs in the U.S. and qualifying foreign programs

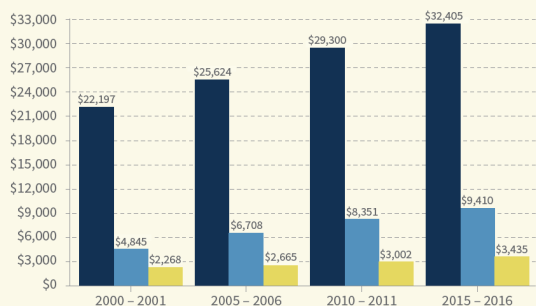
Taxation:

- Account earnings are tax-deferred
- Qualified withdrawals vary by the account owner's state of residence
- Non-qualified withdrawals are taxed on the federal and state levels at the account owner's or beneficiary's rate, depending on to whom the 529 plan provider directs and reports the distribution
- 10% penalty on earnings for non-qualified withdrawals

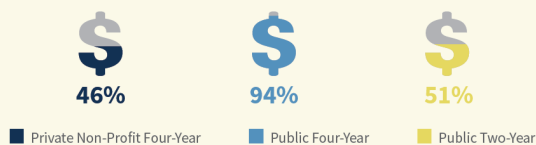
Other:

- Plans are assets of the account owner
- Reduces federal aid by 2.6% to 5.6% of the 529 plan's value
- Plan beneficiaries can be changed
- 529 plan funds are removed from the donor's estate

AVERAGE TUITION AND FEES, 2000-2001 TO 2015-2016 (2015 DOLLARS)



15-YEAR GROWTH



Source: College Board Trends in College Pricing 2015

10 Commons Scams and How to Avoid Them

**SCHEMING
CRAFTY
AGGRESSIVE
MALICIOUS**
DON'T LET THEM CON YOU

As we age, we may become more susceptible to fraudsters who make a living preying on retirees. This can be especially true for widows and widowers who are making decisions alone and may be particularly trusting of friendly strangers. In order to protect ourselves and those we love, it's important to be aware of the most common scams older Americans fall for.

1. Lottery Scam

You get an unsolicited phone call or email saying you've won a large prize. All you need to do is send money to pay for shipping, taxes or some ancillary fee. You send the money, but the fictional prize never arrives.

2. Grandchild Scam

Your grandchild calls to confess her troubles. Or so you think. It's not uncommon for someone posing as your grandchild to call and, preying on your compassion, claim to be in a crisis situation and need money urgently.

3. Charity Scam

You donate to one charity and end up being on every charity list. That's because they sell your name, phone number and email to other nonprofit and commercial organizations. These could include companies with similar names to charities you support – but they exist solely to scam donations.

4. Computer Scam

Someone calls pretending to be from a major company, such as Microsoft, and says he can see that your computer has a virus. He offers to help you get rid of it by asking you to log into a website that lets him control your computer – then steals your ID information.

5. Timeshare Scam

If you own a timeshare, you may get a call from someone claiming they're authorized to sell it for you, for a fee. After paying, however, you never hear from them again.

6. Homeowner Scams

A man comes to your door and offers to clean your gutters or trim your trees, which sounds like a good idea. Until he asks for prepayment and never completes the job.

7. Medical Scam

You get an unsolicited call about a discounted price for some kind of medical equipment (i.e., heart monitor, wheelchair or bathtub bench). He asks for a deposit and your personal information or Medicaid number to send the equipment, which never arrives.

8. Foreclosure Scam

You're approached by a "professional" who claims your home is under threat of foreclosure and offers to pay off your mortgage or taxes if you sign over the deed to the property. With your deed, the fraudster can then refinance the mortgage for the full value of your home and take the money. Keep in mind, even if you sign over a deed to someone, you are still liable for your mortgage obligations.

9. Caregiver and Sweetheart Scams

These predators claim to care deeply for you or your well-being, but after winning your trust, they gain access to your accounts to steal money or identity information.

10. Title Company Scam

Before purchasing or closing on a new property, a scammer intercepts an email from your realtor or title company. You're then sent fraudulent payment instructions to complete the transaction. Red flags include last minute changes to instructions, a change in tone or word choice from prior emails, a new sender address and multiple payment requests

These scams are common and widespread. But speaking with trusted loved ones or your financial professional before making decisions can help you avoid these traps. Additionally, keep in mind these tips for staying safe:

- Don't pay for things you don't remember ordering.
- Don't give your personal information to unknown third parties.
- Work with financial institutions that use fraud protection to safeguard your credit card and banking information.
- Don't click links in the body of suspicious emails, especially if they claim to come from your bank, credit card company, realtor or title company. Instead, log in to the company's official website or call them directly to verify.
- Don't let strangers into your house. Instead, ask for a business card and say your spouse, kids or lawyer will be in touch.
- Be wary of caregivers and suitors, especially if you notice signs of substance abuse or other red flags.
- Limit the purchases and donations you make by check, which may list your home address or other key data.

Advisor Access Online

Investor Access requires to use Enhanced Authentication, also known as two-factor authentication. A common requirement of client websites for banks, healthcare services, email providers and others. Enhanced Authentication helps protect clients by adding another layer of security at login. It uses a one-time text message code or voice call to replace the challenge question. Login activities that would normally trigger a challenge question (for example, a different device or IP address) will prompt the client to enter a code sent to their phone via text or voice call.

Enhanced Authentication is one of the most important features clients can use to keep their information safe. Although clients who had logins before May 19, 2018 will not yet be required to use Enhanced Authentication, they are strongly encouraged to enable it for their protection through investor access.



The Importance of Being a Trustee

Being selected as a trustee is a tribute to your good judgment – a show of confidence that comes with potentially time-consuming responsibilities and a certain amount of liability. Raymond James Trust can help you meet the challenge.

POTENTIAL LIABILITIES FOR A TRUSTEE

Trustees are faced with a number fiduciary duties and decisions that come with a number of potential liabilities:

- Hiring investment agents under the suitability standard
- Failure to provide principal and income trust accounting as required by law
- Breach of duty to be impartial to all beneficiaries under the trust document
- Failure to correctly calculate unitrust distributions
- Improper administration and lack of procedures and policies that govern the trust
- Breach of loyalty due to self-dealing transactions
- Failure to identify conflicts of interest leading to breach of loyalty
- Failure to keep all beneficiaries informed of the trust and its administration

RESPONSIBILITIES OF A TRUSTEE

In addition to making fiduciary decisions on behalf of the trust, a trustee has several administrative responsibilities:

- Invest trust assets
- Principal and income trust accounting
- Collect income and dividends
- Maintain records of all transactions
- Defend the trust against challenges
- Issue regular statements of account to the grantor and/or beneficiaries
- Disburse income and/or principal to beneficiaries
- Pay bills and expenses of grantor and/or beneficiaries
- File trust's income tax return
- Issue tax reports to beneficiaries

“Our favorite holding period is forever.”

Warren Buffet

In May 2018, both Richard & Heather were excited to attend the Raymond James' annual conference in Maryland. Every year, Raymond James offers advisors the opportunity to network and share experiences with over



3000 of their colleagues. They attended educational seminars, including a presentation by former Secretary of Defense, Robert Gates. They utilized the time to bring our business to the next level and elevate

your experience with us.

After the conference, they took time to tour monuments, museums, & memorials around Washington DC. It was over 90

degrees when Richard walked the National Mall. Heather found refuge in the air conditioned Capitol building next to Ronald Reagan. He was the only President that Heather ever wrote a letter to (back in the second grade). She did receive a response from him so she found it appropriate to take a photo next to him.



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.



Upcoming Holiday Schedule

Our office, along with the financial markets, will be closed on the following days:

Monday, Sept. 3, closed



1277 W. Mason St. ~ Green Bay, WI 54303

Office Hours: Mon. – Thurs. 8:00 a.m. to 4:30 p.m. /
Fri. 8:00 a.m. to 3:30 p.m.

Phone: 920-498-2720

Toll Free: 855-338-9922

Fax: 920-498-2723

Website: ZKFinancial.com

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



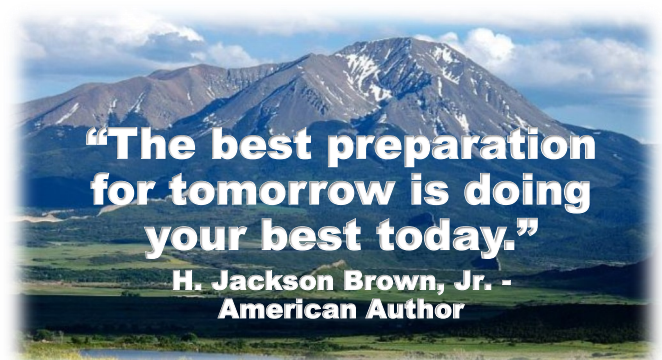
ZK Financial Group—Raymond James
Financial Services



Richard Zuehlke



Heather Karcz



**“The best preparation
for tomorrow is doing
your best today.”**

**H. Jackson Brown, Jr. -
American Author**