

Golden Gate Wealth Management Insider

A Semi-Annual Publication for our Golden Gate Wealth Management Family

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MARKET UPDATE

EVERSAFE

A PLAN FOR ALL SEASONS

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THE CONNECTED CLIENT



TWEETS & TARIFFS

“He rocks in the treetops all day long
Hoppin' and a-boppin' and singing his song
All the little birds on **Wall Street**
Love to hear **POTUS** go tweet-tweet-tweet

Rockin' **POTUS**, (tweet-tweet-tweet)
Rock-rock-rockin' **POTUS** (tweet-tweedilly-tweet)
Go rockin' **POTUS** 'cause we're really gonna rock tonight (tweet-tweedilly-tweet) “

Original Lyrics by Jimmie Thomas and updated in blue by Misty Farukh

We kick off this edition with a lighthearted tune that you hopefully recognize—even with the altered lyrics. With recent market volatility, this tune quietly plays in our heads to keep us in good spirits.

As we wrote about earlier this year, the wall of worry continues to mount. In the most recent quarter, global manufacturing slowdown got worse, tariffs increased between U.S. and China, oil prices were volatile following the attack on Saudi Arabia, and threats of impeachment all gained traction. However, the S&P 500 was able to produce a total return of 1.7% during the quarter and through the first 9 months of the year is up 20.55% (total return) as housing data turned more positive and the consumer in the U.S. remains resilient.

While we are acutely aware that any tweet or headline can drastically impact market trading over the short-term, we continue to believe the positives outweigh the negatives and take an optimistically guarded outlook into year end. From a seasonality perspective, returns in October tend to be slightly negative, but November and December get into a more seasonal

positive period for equities. Given this backdrop, while short-term trading could be choppy, we still believe equities can move to new highs by year end.

While the market may stall in the near-term as it sorts out some of the current issues, we also believe the positives outweigh the negatives for U.S. equities longer-term. Despite the yield curve remaining inverted, earnings are expected to reaccelerate and continue to grow nicely looking ahead to 2020. Moreover, the Fed and other central banks around the globe have signaled a willingness to use monetary policy as support if the economic outlook does not improve.

With the Presidential elections coming up in 2020, it is important to review equity returns during years of a presidential term. Year 3 post elections tends to have the best returns with the median return of nearly 17%. Looking forward to next year, the median return in year 4 post election has historically been 9.5%. While returns have been strong during the first and third year of President Trump's administration, we will see how the President stacks up on a return basis to prior Presidents during their 1st term in office. While historically median returns have been lower in the second term of a President than during the first term, it would be hard to draw a conclusion on how equities will react if President Trump is re-elected or not. An administration change to a less pro-business leader could be a headwind for equities. In the lead up to the election, we will be mindful of sectors that may be impacted as the potential front-runner from the Democratic party remains fluid and potential candidates set their political initiatives¹. Lastly, we are guessing by the time you receive this newsletter — another tweet probably has us humming that classic song...

EXTRA SET OF EYES...

We recently watched *The Great Hack* on Netflix and it made us think long and hard about privacy issues in today's world. You might even be seeing more and more headlines about the responsibilities technology companies have to protect users' data. These headlines will continue to be at the forefront and we hope you take a moment to consider how protecting your privacy might impact you in your daily life.

We believe it's going to become more important to safeguard not only yourself, but your kids and grandkids from identity theft, scams and financial fraud. You may already rely on a service like LifeLock® to protect you. Even if you employ a service to monitor and protect your financial life, we urge you to consider EverSafe®. Designed to simplify financial monitoring and protect you and your family, EverSafe® guards against fraud, scams and financial exploitation, and provides personalized referrals and expert remediation assistance. One easy-to-navigate, consolidated family dashboard conveys progress regarding analysis of financial behavior, identification of anomalies and the resolution of issues. Another valuable feature of this service is the "trusted advocate". This feature enables clients to designate family or other trusted individuals to receive alerts and assist in monitoring as well.



IDENTITY THEFT PROTECTION



FINANCIAL ACTIVITY MONITORING



FAMILY/ADVOCATE SUPPORT



PERSONALIZED ALERTS



SPECIALIZED PROTECTION FOR SENIORS



FRAUD RESOLUTION/ IDENTITY RESTORATION

Raymond James has negotiated this valuable resource for our clients for \$18.40 a month. We believe this service and the benefits have exceeded our clients' expectations. At Golden Gate Wealth Management we believe our approach to a life well planned goes beyond your financial well-being. To learn more, please contact our team.



PLANNING TO-DO'S

- ❑ **MEDICARE OPEN ENROLLMENT:** Open enrollment starts October 15th and ends December 7th. If you're happy with your coverage, you don't have to do anything. But, open enrollment presents a great opportunity to make sure you're getting the most out of Medicare. Connect with us to learn about the no cost HealthPlanOne services to aid in the process.
- ❑ **PLAN A FAMILY MEETING:** With the holidays around the corner, consider planning a family meeting. Connect with our team to help you create a successful meeting focused on your family legacy.
- ❑ **GET IN SYNC:** Connect with your tax advisor and attorney to check if there are any year-end financial and tax planning items you should communicate with our team.
- ❑ **OPTIMIZE HEALTH SPENDING:** If you participate in a flexible spending account (FSA) or health savings account (HSA), review your contribution levels to take full advantage. If you have an FSA, utilize funds before your plan's use-it-or-lose-it deadline.



CONVERSATION STARTERS Timely to-dos for pursuing a life well planned.

LIVING WELL

Are you spending increasingly more time staring at a screen? Consider limiting your device use. Try no screens and unplug after 8p.m or on Sunday.

RETIRING WELL

Confirm you're taking advantage of any available retirement plan employer match. Don't forget to maximize IRA contributions.

PLANNING WELL

Look back on your to-do list progress for 2019. Make the most of the rest of the year by checking off one or two items that haven't been completed yet.

WELCOME JULIE UGALE!



And just like that, we are celebrating an anniversary! This October marks the 1 year anniversary of our invaluable Sales Associate, Julie Ugale. Julie spent 21 years in the financial services industry before joining our team. Her expertise, dedication, and enthusiasm when working with clients is best-in-class. We are grateful for her contribution to our Golden Gate Wealth Management family and look forward to her continued success with us for years to come. We hope you've had the chance to interact with Julie, but just in case you haven't—here are some fun facts about Julie!

TELL US A LITTLE ABOUT YOU.

I was born in the Philippines and came to America in 1983 after living in Sweden for 3 years. I'm a Military Veterans Mom

and part of the Blue Star Mothers organization. I have 2 grandkids that I love to spoil as often as possible.

WHAT IS YOUR FAVORITE PLACE TO VISIT?

I have been to 50+ countries and love to travel. My favorite people to visit are my grandkids, but my favorite place to visit is Florence. I'm always available for trip advice!

WHAT IS YOUR FAVORITE LIFE QUOTE?

"Help others achieve their dreams and you will achieve yours" - Les Brown

HOW DO YOU LIKE TO UNWIND AFTER A PARTICULARLY LONG WORK WEEK?

I love to attend live music shows and festivals around the Bay Area.

WHAT IS SOMETHING NOT MANY PEOPLE KNOW ABOUT YOU?

I speak fluent Tagalog and some Swedish.

IF EVERYBODY HAD A THEME SONG, WHAT WOULD YOURS BE?

"New Kid in Town" - Eagles

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

I love getting to know our clients! It's been rewarding to exceed their service expectations and everyone is so gracious.

WHAT IS YOUR FAVORITE FAMILY RECIPE?

My Grandmas Picadillo recipe. It is a crowd pleaser!

WE'VE GOT YOU COVERED

In an effort to stay on top of new trends, strategies and solutions — as well as the outlook for the market — we will continue our education and exercise due diligence on your behalf. Here are some of the ways we've got you covered.

LONGEVITY PLANNING SUMMIT

Misty attended the invitation only Longevity Planning Summit in Denver. Misty was also asked to join the exclusive Raymond James Longevity Advisory Board consisting of 40 Financial Advisors from the firm. This summit focused on expanding her knowledge on longevity planning concepts. Educational presentations included: Social Security, Medicare, senior care management, end of life and estate planning, intergenerational planning, health and wealth, elder fraud, and more.

RAYMOND JAMES REGIONAL RETIREMENT PLAN WORKSHOP

Abu & Misty were invited to attend the annual Raymond James Retirement Plan Workshop in Seattle. The event focused on developing skills and knowledge in the 401(k) and qualified plans market. The workshop also expanded on issues clients face regarding their readiness for retirement. We came away from the meeting with actionable strategies to help guide clients' planning for retirement and specific ways to help them recreate their paychecks during retirement.

RAYMOND JAMES CASH & LENDING INSTITUTE

Abu and Misty attended the invitation only conference in Las Vegas. This educational summit was designed to help us deepen our client relationships through the integration of cash and lending strategies. Highlights included sessions reviewing cash solutions for clients and different lending strategies used to provide clients with liquidity.

BRANCH ASSOCIATES FOUNDATIONS WORKSHOP

Julie attended a two-day Raymond James conference at our headquarters in St. Petersburg, Florida. This educational conference was designed to help her learn best practices and processes to prepare her for success in supporting our clients. She had the opportunity to interact with key home office departments and networked with peers.

FESTIVAL OF GLOBE



LtoR: Dr. Romesh Japra (Founder of FOG), Rajesh Verma (FOG Pres.), Abu, Vivek Oberoi (Bollywood Actor and Grand Marshal), Misty

Our team and Raymond James sponsored and participated in the Festival of Globe in Fremont. FOG is the Bay Area's premier multi-ethnic cross-cultural festival. Each year the festival raises funds in support of various social issues faced by diverse communities.

