

Ten Things Your Financial Advisor Should Be Doing for You, aka Ten Ways to Protect and Build Your Wealth

PRESENTED BY: DEBRA TAYLOR, CPA/PFS, JD, CDFA, WEALTH
MANAGER



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For specific professional assistance, the services of an appropriate professional should be sought.

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Investors cannot invest directly in indexes. The performance of any index is not indicative of the performance of any investment and does not take into account the effects of inflation and the fees and expenses associated with investing.

What happens after this webinar?

By the time we are done, you will know 50% of what you need to know.

1. We will set up a complimentary 20-minute phone consultation for you and Debra Taylor to discuss how we can better prepare for your future. **You can use this Calendly link to schedule your call:**

<https://calendly.com/debbietaylorfinancialgroup>

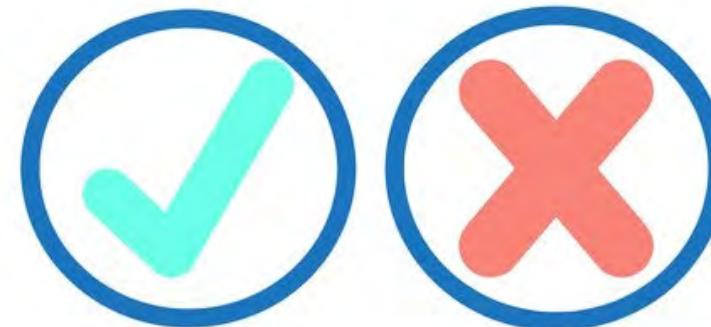
Times are available on Monday from 2pm – 3pm and Thursday from 10:30am – 11:30am.

2. We will be emailing you a short survey after the webinar. Please fill out the survey as we appreciate your feedback!
3. This is not a sales presentation and we will not discuss products.

What will I learn from this Webinar?

You may be in isolation, but that doesn't mean you're alone. Your team of professionals— from your advisor, to your insurance providers, to your bank – should be working for you. But how do you know if you're receiving the value you should from your financial advisor?

Answer these 10 questions throughout the webinar to find out.



Horsesmouth: Weekly Coronavirus Project

Why Can't We Move On?

In order to “move on” from this crisis we need these things...

Widespread and accurate testing

Effective and accessible treatment

A vaccine that is widely available and trusted and that can lead to a decrease in cases and deaths

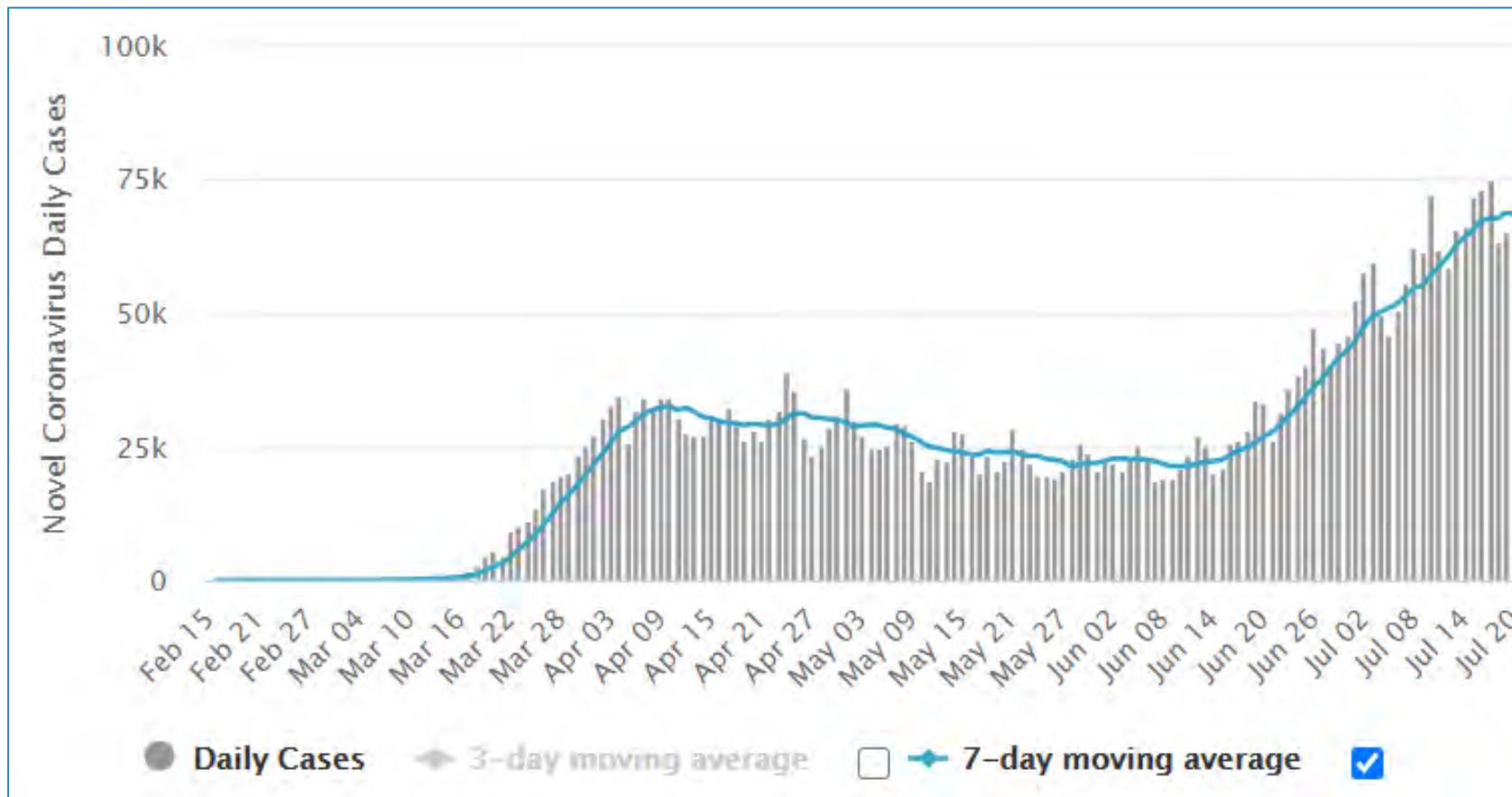
Until we get a meaningful combination of these things, confidence will not return and we will not be able to move on from COVID-19 - expect a “start and stall” economy

Covid-19 Index

COVID-19 Index		Topic	Current Status	Score	OVERALL
COVID-19 Index	July 20, 2020	Vaccine Testing Treatment	Consensus for a vaccine by mid-2021. The availability and accuracy of tests remain a controversy. The Trump administration has said they aim to have a vaccine by January 2021 as part of Operation Warp Speed. Moderna's vaccine trial looks promising and is expected to be the first in the U.S. to begin Phase 3 trials on July 27.	Yellow	
Health		New Cases	Global confirmed cases are 13,895,303 as of July 17, 2020 according to JHU. Number of cases in US is 3,612,045. 77,300 new cases reported in the U.S. on Wednesday, July 16. Dr. Fauci said that states with severe Covid-19 outbreaks are going to "seriously look at shutting down." Cases have spiked significantly in the Sunbelt states, and Florida now has over 300,000 cases.	Red	
		Deaths	According to JHU: Global deaths at 592,806 and US deaths at 138,840 as of July 17, 2020. Per the WHO, the Covid-19 crisis is "far from over" and "the worst has yet to come."	Red	
Economy		US GDP	Fed forecasts US economy will shrink -6.5% this year. JPM and Goldman estimated -35-40% Q2 GDP. It was -4.8% in Q1. Biggest drop in quarterly economic output since Q4 2008.	Red	
		ECRI	ECRI's U.S. Weekly Leading Index (WLI) stands at -7.2% as of July 10, 2020. The ECRI has trended positive for the past eight weeks, partially due to market rebound. The market tends not to rebound until the ECRI trends positive. It is not as low as 2009 levels anymore.	Yellow	
Markets		Unemployment	June unemployment rate fell to 11.1% from 13.3%. Filings for initial jobless claims totaled 1.3 million for the week ending July 11, down only 10,000 from the prior week and above Bloomberg's consensus forecast of 1.25 million. This was the 16th straight week in which initial claims remained above 1 million. Continuing claims fell to 17.3 million. Underemployment (U-6) stands at 18%, above the highs from 2009.	Yellow	
		Federal Reserve	Fed Chair Powell warned Congress of the risks to the economy if lawmakers do not pass additional fiscal aid. "The path forward for the economy is extraordinarily uncertain and will depend in large part on our success in containing the virus," says Powell.	Yellow	
		China's Recovery	China became the first major economy to return to growth since the pandemic, posting +3.2% GDP growth in the second quarter of 2020 amid an aggressive push to combat the virus.	Green	
		Global	The eurozone economy will fall into a deeper recession this year than initially thought, and the recovery in 2021 will be less robust. The European Commission expects a downturn of -8.3% expected for 2020 before growing by +5.8% in 2021. According to the World Bank, about 93% of countries are in a recessionary state right now.	Red	
		S&P 500	-0.19% YTD – not as bad as one would think. However, most everyone agrees that our economy is more than 0.19% "messed up" right now. Goldman predicts the S&P 500 will close the year at 3,000-3,200 and recommends income producing investments. Tech mega caps continue to lead the rally. FAANGM accounts for over a quarter (26%) of the S&P 500 market cap share.	Yellow	
		Earnings	S&P 500 Forward P/E Ratio currently 22.29x, a level not seen since Tech Bubble. According to FactSet, earnings in the second quarter are estimated to plummet -43.8%. A market of haves versus have nots.	Red	

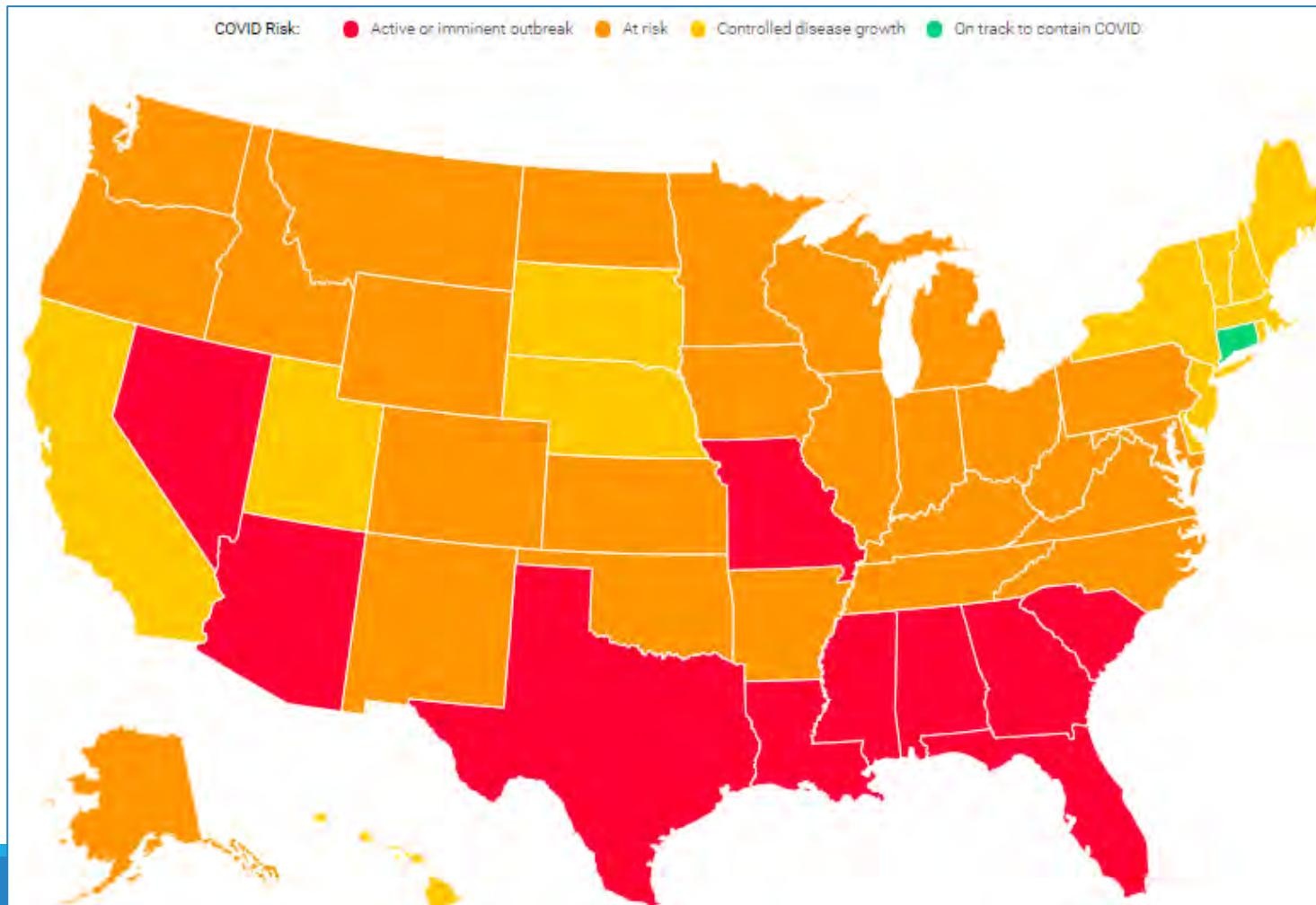
Progress will be slow; hope for no 2nd wave; consensus for a "swoosh" recovery if we are lucky.

Daily New Covid-19 Cases in the U.S.



The United States continues to report well over 60,000 new cases per day, a major increase from the lows of 20,000.

State of the States



As of July 21, 2020, only one (1) state is on track to contain Covid-19.

There are active or imminent outbreaks in ten (10) states.

27 states remain at risk of this deadly virus.

Investment Themes to Consider

BASKET 1: BIG FIRMS WITH DEEP POCKETS

The first basket of equities includes firms that are “big enough and deep pocketed enough” to weather the economic impact of the coronavirus crisis, according to Jim Cramer.

The companies are investible through an economic downturn for their healthy balance sheets during an economic downturn.

“Big businesses with good balance sheets are investible because we know eventually, they’ll be just fine,” Cramer said.

Could include technology (cloud based and 5G), some international firms.



BASKET 2: ADAPTABLE COMPANIES THAT MAINTAIN BUSINESS THROUGH COVID-19

In the second basket are companies that have been able to adapt, maintain business and benefit from the coronavirus pandemic and efforts to slow the spread of the deadly disease, Cramer said.

“These are companies that were made for this moment, the ones that thrive in this new stay-at-home economy,” said Cramer.

Could include pantry plays, consumer goods, stay at home, streaming services, some biotech or pharma, some retail.



JP Morgan Recommends Investing with Three Sleeves

For investments, JPM recommends you consider three sleeves consisting of: 1. risk (equities), 2. protection and guaranteed income (bonds, Social Security, pensions, annuities), and 3. non-correlated assets:

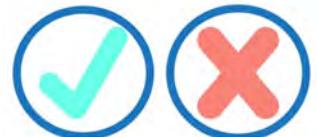
- ❖ High quality companies with strong balance sheets that are “immune” to recessionary forces
- ❖ Consumer staples (things we can’t live without) and Technology
- ❖ Be careful of bonds due to their very low yields
- ❖ International markets, when using active managers, still present opportunities
- ❖ Consider a “non-correlated” sleeve, such as hedged equity, distressed debt or gold (gold hasn’t been this high in almost 10 years and implied volatility continues to ease)
- ❖ Active managers can really earn their keep in this environment
- ❖ The PE ratio for emerging markets has not been this low in almost 40 years



1. Has your advisor helped you update your will, trusts, beneficiaries or health care power of attorney in 2020?

In a recent article, Debbie explored “7 Estate Planning Things You Must Do in the Time of Coronavirus”:

1. Get your documents in order and make sure they are current
2. Everyone needs a durable power of attorney
3. Consider a revocable trust
4. Have an advanced health care directive and living will
5. Don’t forget to review and fund health care accounts (HSA’s)
6. Update your beneficiaries and include contingent beneficiaries
7. Communicate clearly and get it done now!



1. Has your advisor helped you update your will, trusts, beneficiaries or health care power of attorney in 2020?

The SECURE Act Passed at the end of 2019 drastically changed the rules for inherited retirement accounts (IRA's), requiring many accounts to be reviewed in light of the legislative changes.

- The SECURE Act did away with Stretch IRAs if a non-spouse beneficiary, limiting Inherited IRAs to a 10-year withdrawal period.
- The SECURE Act created a new class of beneficiaries called “Eligible Designated Beneficiaries” who are exempt from the new 10-year rule.
- Individuals who qualify as Eligible Designated Beneficiary include:
 - Surviving spouses,
 - Disabled or chronically ill individuals,
 - Individuals not more than 10 years younger than the IRA owner, and
 - A minor child of the IRA owner (not a grandchild)
- If you leave your IRA to someone who is not an Eligible Designated Beneficiary, then they will be subject to the 10-year rule.



2. Has your advisor discussed your long-term care funding strategy?

Long-term care is roughly \$100,000 per year for nursing home costs in retirement, which can be a large unfunded risk for many retirees without a plan in place.

- TFG has a conversation about long-term care funding with every client.
- We discuss insurance options when possible and build different plans when we decide against insurance or when it is not an option.

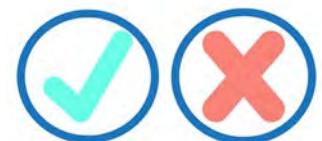
Why is Long-Term Care Important?

- The U.S. Department of Health and Services says that if you turn 65 today, you have an almost 70% chance of needing some type of long-term care services.
- 20% of today's 65-year-olds will need long-term care support for longer than 5 years.
- The average length of time people will use long-term care service of any kind is 3 years.

3. Has your advisor discussed the new tax planning and small business owner planning provisions from the CARES Act, which provides relief in light of COVID-19?

The government opened up trillions of dollars in relief with the CARES Act in 2020, but many provisions require proactive planning.

- TFG has been in constant communication with our clients and community members about the evolving coronavirus situation.
- We included CARES Act information in our Monthly Client email, in several Announcements, and discussed the impacts in several webinars.
- We also distributed checklists and How-To Guides to clients addressing different aspects of the stimulus.



Taylor Financial Group, LLC

Monthly Announcement

MAY 2020

The Client Connection

Running out of things to pass the time in quarantine?

Visit the Louvre museum's exhibition rooms and galleries virtually!

Click on the photo on your right to go on a virtual tour of the Petite Galerie and take a close look at the artists of the Renaissance.



This is our COVID-19 Index that uses stoplights to indicate the financial stress on our health, economy and markets. It reviews the critical data points and addresses where we are and then provides an Overall Assessment.

COVID-19 Index		Current Status	Score
May 13, 2020			
Health	Vaccine Coming Treatment	Most reasonable timeline for a vaccine is 12-18 months. The availability and accuracy of tests remains a controversy. According to Dr. Fauci, a second wave of Covid-19 is "inevitable".	
	New Cases	Peak cases worldwide 93,645 on May 9. 82,356 on May 12. Numbers have tapered off since the peak thanks to social distancing. But, once economies reopen, those numbers are likely to go back up again.	
	US Deaths	According to JHU, 82,356 deaths as of May 12, could reach 3,000 per day.	
	US GDP	JP Morgan foresees a -40% Q2 GDP. It was -4.8% in Q1. Biggest drop in quarterly economic output since Q4 of 2008.	
Economy	ECRI	Tracks initial jobless claims, mortgage applications, and high yield bond spreads, among other things. It is at 2000 levels, and is the lowest reading in history. The index is currently at 100,000, just above the 1930s low.	
	Unemployment	April unemployment rate: 14.7%. The number of job losses is the biggest on record dating back to 1930. Fed Chair Powell expects peak in May.	
	Federal Reserve	Dramatic measures: cut benchmark interest rate to nearly zero, engaged in open ended bond buying, and rolled out emergency lending programs.	
	Consumer Spending	Extraordinary monetary stimulus of \$3 trillion. According to Powell, the "path ahead is both highly uncertain and subject to significant downside risks."	
	Global	US consumer spending -7.5% month-over-month. Lowest since 1959.	
	S&P 500	Europe is facing its worst recession ever as its economy is estimated to be -7.4% this year. China's GDP contracted by -6.8% in Q1 for first time ever.	
	Market Winners Are Few	-12% YTD - not as bad as one would think. However, most everyone agrees that our economy is more than 12% "messed up" right now.	
	Earnings	S&P 500 is up 10% by stocks like Facebook, Google, Apple, Microsoft, and Amazon. The few companies that are down in 2020 in the S&P and have fared well during the pandemic: Nasdaq is 3% year-to-date.	
EPS growth year-over-year projection for Q2 2020 is -40%. Largest quarterly decline since Q3 of 2009. Healthy economy requires a healthy consumer.			

Click on the photo above to download your own copy!

Find out how the CARES Act impacts you!

Are you worried about your plan? Confused about the market? Read

Find out how the CARES Act impacts you!

Are you worried about your plan?

We have created an extensive checklist to help you answer your financial questions

Written By Debra Taylor

May 1, 2020

Confused about the market? Read Debbie's letter below as to why we anticipate a market pullback

Written By Debra Taylor

May 11, 2020

On Friday, March 27th, the President signed into law the CARES Act, a \$2 Trillion stimulus package intended to combat the severe economic damage caused by the coronavirus pandemic. The CARES Act includes provisions intended to help individuals and small businesses but have you seen the planning opportunities you may have missed... [Click here for our checklist](#)

We are pleased to be able to reach out to you with better market news around the COVID-19 pandemic than in previous communications. New cases of the virus seem to be moderating, and since its 34% decline, the S&P 500 has quickly rebounded 25%. While it is our priority to focus on the financial markets and the economy, we sincerely hope you, your family, and loved ones are staying safe. [Read More](#)

Your Retirement plans are going to change with the SECURE Act! Click on the link below to download the "New Retirement Rules" card



The "New Retirement Rules" card breaks down how the SECURE Act directly impacts certain areas of retirement. This is important in understanding what steps to take and how to adjust your retirement strategy going forward.

[Download your guide here.](#)

Are you aware of the tax deadline extension?

The filing and tax payment deadlines have been extended from **April 15 to July 15, 2020**. If you have already filed your 2019 returns, [click here](#) for information on how to send them to us.

Don't miss our upcoming virtual workshop (and invite a friend!)

You are invited!

On Thursday, June 4th at 4:15pm, Debbie and Rob Taylor will be hosting another Virtual Workshop:

20 Tips for 2020 - With Market and COVID-19 Updates

Reasons To Attend Our Webinar:

1. Learn 20 tax and planning tips for 2020
2. Find out new updates on the government stimulus
3. Learn what to do with a large IRA
4. Debra Taylor, CPA/PFS, JD, CDA and Rob Taylor, MBA, have over 20 years experience in the field of finance
5. Pass the time during quarantine and learn something too!

Don't forget to send the registration link below to your Friends and Family! The only way to attend is to register in advance!

Click here to register: <https://attendee.gotowebinar.com/register/4655315046418949899>

Do you need a roadmap to economic recovery in this social distancing world?

Article Provided by Taylor Financial Group

When we wondered if the 2020s would be deserving of the rebirth of the "Roaring Twenties" moniker, we certainly didn't consider all the ways this decade might roar—or bite. Just 10 weeks into the decade, the

World Health Organization (WHO) declared the COVID-19

More

Have you made your

Monies from a Roth IRA growth can be withdrawn tax-free (for Roth IRAs do not have required minimum distributions) during retirement. Roth IRAs can be effective tool during your retirement if your income lower, thus lowering tax on Medicare surcharge.

Do you have

Client Connection
from
May 2020



April 2, 2020

Taylor Financial Group, LLC.

Addressing The CARES Act and How it Effects You!

Good Afternoon,

On Friday, March 27th, the President signed into law the CARES Act, a \$2 Trillion stimulus package intended to combat the severe economic damage caused by the coronavirus pandemic.

The CARES Act includes provisions intended to help individuals and small businesses.

The following resources are intended to provide general information to you about the main programs for individuals and small businesses.

As we continue to review the CARES Act and as more information is provided by the Small Business Administration and other sources, we will continue to update you.

Webinars

Today at 4pm EST, Jamie Hopkins from The Carson Group will be addressing the CARES Act and how it will effect everyone in a webinar. If you would like more information or would like to attend this webinar, please [click here](#) for the invitation.

Next Thursday, April 9th at 4:15pm, Debbie and Rob Taylor will be hosting a Coffee Chat 2.0 to discuss the CARES Act in depth, the markets, the economy and your portfolios. If you haven't already registered, please [click here](#) for the invitation...You would not want to miss this.

Resources

For Individuals:

Our partners at Carson released a free guide to help you understand how the CARES Act impacts you – and how it's shaped to help the overall economy, including:

- How the cash payment to individual Americans will work
- The new programs aimed at helping small businesses

Resources

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Our partners at Carson released a free guide to help you understand how the CARES Act impacts you – and how it's shaped to help the overall economy, including:

- How the cash payment to individual Americans will work
- The new programs aimed at helping small businesses
- The opportunities introduced for retirement planning
- The pause on payments for federal student loans
- And more!

You can get your copy of the guide by [clicking here](#).

If you would like to learn more about the benefits you have as an individual, [click here to view your benefits as an individual](#).

Watch Jamie Hopkins discuss how the CARES Act can affect you in a short video [here](#).

For Small Businesses:

Many of our clients are small business owners who may need help deciphering some of the CARES Act provisions. It's important that we help you be proactive to get ahead on the applications. [click here for more information](#).

In case you missed it, the U.S. Chamber of Commerce released a small business guide and checklist for business owners. This resource will answer many of your questions on the CARES Act and how to move forward as a small business owner. If you would like a copy of this guide and checklist please [click here](#) to view the document.

If you would like to learn more about the benefits you have as a small business owner, [click here to view your benefits as a business owner](#).

Watch Jamie Hopkins discuss how the CARES Act can affect you as a small business owner in a short video [here](#).

As always, we are here to help you and your families. Please reach out to us if you have any questions and **we hope to hear from you on next Thursday's Coffee Chat 2.0!**

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As always, we are here to help you and your families. Please reach out to us if you have any questions and **we hope to hear from you on next Thursday's Coffee Chat 2.0!**

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Regards,

Debra Taylor

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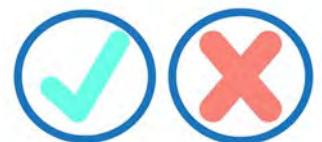
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dissemination, distribution
please immediately delete.*

April 2, 2020
How the CARES Act
Effects You

4. Has your advisor stress tested your investments in 2020 to make sure you are taking on the right amount of risk for your situation?

Risk capacity can change over time, so your investments need to be reevaluated to make sure you are not taking on more risk than you need to achieve your desired results.

- We perform a Risk Analysis for portfolios as one of our first steps with potential clients.
- We use an online tool called Riskalyze that measures risk, and we discuss the results with every client.
- Prospective clients complete the risk tolerance questionnaire and the accompanying report helps guide investment making decisions.
- These risk scores and the riskiness of a client's portfolio are frequently reviewed in client meetings.



Riskalyze Reports

Risk Tolerance

You completed a risk questionnaire using advanced quantitative risk technology on October 25, 2018. The results were as follows.

On a scale of 1 to 99, with higher numbers indicating higher risk tolerance, your answers to the risk questionnaire resulted in a score of 95.



This means that over the next six months, you are comfortable risking a loss of -36% or -\$1,071,948, in exchange for the chance of making a gain of +51% or +\$1,529,748.

This range describes the "comfort zone" for your investments. Over the next six months, it represents a hypothetical target that you would prefer to keep your investments within. There is no guarantee any investments would perform within the range.

While Taylor Financial Group, LLC will target the customized investment strategy and specific portfolio allocation illustrated below, the financial representative retains the flexibility to modify security selection and weighting within the respective sub asset classes and/or move to different managers and/or different securities to take advantage of and respond to risks associated with market and economic conditions as well as relative performance data.

Client Personal Risk Number from taking Risk Tolerance Questionnaire

Current Asset Allocation (Current Portfolio)

This is your current asset allocation (current portfolio), as captured on June 09, 2020.

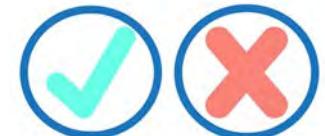


Client Portfolio Risk Number from assets in existing portfolio

5. Has your advisor reached out to you more than two times in 2020 to check on you, your financial plan, or discuss the overall situation?

Many people want advisors who are watching out for them throughout the year and have numerous touch points during a year – not just a single annual meeting to check the box.

- TFG offers options to meet annually, bi-annually, and quarterly for reviews.
- TFG meets more frequently based on client needs.
- TFG holds monthly client webinars to provide up to the minute guidance and advice.
- TFG communicates reliably and consistently throughout the year to alert our clients to planning opportunities, and important dates:
 - Weekly Newsletter – The Week Ahead
 - Monthly Email – Monthly Client Connection
 - As Needed Announcements
 - Client Events and Meetings



The Week Ahead

Your Weekly News and Updates
June 8, 2020

Take a Virtual Garden Tour in Claude Monet's Garden in Giverny, France.

This garden was the inspiration behind Monet's famous series of paintings - 'Water Lilies.'

Click on the photo to your right to watch Royal Academy curator Ann Dumas introduce Claude Monet's garden at Giverny in Normandy, which is open to the public between March and November and maintained by a team of gardeners.



Debbie personally curates our newsletter which offers exclusive insights into events and happenings at Taylor Financial Group, LLC!

Who Can You Help?

We understand how daunting this time is for you and we are trying to provide you with helpful information. Do you know anyone who could benefit from our services? Who could you help during this time by introducing them to a firm like ours? Click here to find out how your friend or family member can get in contact with us!

Carson Group Webinar on Thursday, June 11: How Social Security Fits into Your Retirement Plan

This Thursday, June 11 at 4:00pm ET

Jamie Hopkins, Director of Retirement Research at Carson Group, will present this webinar to help you understand:

- The basics and importance of Social Security
- How benefits are calculated and who is eligible

- How benefits are calculated and who is eligible
- How to incorporate Social Security into retirement
- What to consider from a tax perspective

You can save your seat here:

<https://attendee.gotowebinar.com/register/1052897140172675341?source=Taylor+Financial+Group>

The Market Minute:

Listen to Debbie discuss the most recent unemployment report and why it may be too optimistic.



We are in a Recession (no duh), learn about the news behind the recent unemployment reports and why the markets just don't care...[Click here to listen](#)



If you missed our last webinar: 20 Financial Tips for 2020 - with COVID-19 Updates, we have the full slide presentation [here!](#)



Take a moment to read our June Client Letter discussing the widespread disparity between the economy and the stock market

Letter Written by Debra Taylor

I cannot remember a time when I've seen such a widespread disparity between what is happening in the economy and what is happening in the stock market. Let's take a moment to briefly outline the situation using hard data.

The unemployment rate soared to a post-depression high of 14.7% in April, while the survey of businesses by the U.S. Bureau of Labor Statistics revealed a loss of 20.5 million jobs in April, the worst monthly reading since records began in 1939. In a single month, nearly all of the jobs created after the financial crisis disappeared, at least temporarily....[Read More](#)

Every week, we will provide you with an updated COVID-19 Index that uses stoplights to indicate the financial stress on our health, economy and markets. It reviews the critical data points and addresses where we are and then provides an Overall Assessment.

COVID-19 Index
June 8, 2020

Health

Economy

Markets

Topic

Vaccine Testing Treatment

New Cases

Deaths

US GDP

ECRI

Unemployment

Federal Reserve

Consumer Spending

Global

S&P 500

Market Winners Are Few

Earnings

Current Status

Most reasonable timeline for a vaccine is 12-18 months. The availability and accuracy of tests remain a controversy. According to the CDC, a second wave of Covid-19 is "inevitable." Market progress being made but is cautious of news reports. Global confirmed cases are 8,782,249 as of June 8, 2020 according to JHU. Number of daily new cases have declined from about 30,000 to about 20,000 per day. But, as more states reopen, those cases are likely to go back up again.

According to JHU, Global deaths at 386,193 and US deaths at 108,768 as of June 8, 2020.

JP Morgan and Goldman Sachs forecast an estimated -35-40% Q3 GDP. It was -4.8% in Q1. Biggest drop in quarterly economic output since Q4 2008, 2020 estimate -4.1%

Trade numbers: Jobless claims, money supply, and high yield bond spreads, among other things, are at 2008 levels, and most of them remain in recovery, but it has rebounded slightly. The market tends not to rebound until the ECRI trends positive.

1 of every 5 Americans out of work. May unemployment rate: 12.3%. Number of job losers biggest on record dating back to 1999. Continuing jobless claims at 21.5 million.

Balance sheet is \$8.3T and 2020 deficit to be \$3T. Dramatic measures: cut benchmark interest rate to nearly 0, engaged in open ended bond buying, and rolled out emergency lending programs. Extraordinary monetary stimulus of \$3 trillion. According to Powell, the "path ahead is both highly uncertain and subject to significant downside risks."

US consumer spending -7.5% month-over-month. Lowest since 1959. Accounts for 2/3 of GDP.

Europe is facing its worst recession ever as its economy is estimated to be -7.4% this year.

China's GDP contracted -6.8% in Q1 for the first time. China accounts for 28% global growth.

-1.14% YTD. Data is bad but it would think. However, most everyone agrees that one scenario is more likely: 1.14% "rebound up" right now. Goldman Sachs predicts the S&P 500 will close the year at about its current level of 3,000-3,300.

S&P having prepped up by stocks such as Facebook, Google, Apple, Microsoft, and Amazon, which have up over 20% of the S&P and have fared well during the pandemic and essentially cut S&P losses in half. NASDAQ is +9.38%.

Yardeni research predicting a -9.1% Q3 decrease in Q3 earnings. 2020 YTD estimate: -28.4%.

Largest quarterly decline since Q3 2009. Healthy economy requires a healthy consumer.

S&P 500 Forward PE Ratio currently at 21x, a level not seen since Tech Bubble.



Click on the photo above to access your own copy!

EXCLUSIVE CLIENT ONLY EVENT: OUR NEXT LUNCH AND LEARN WEBINAR WITH A SPECIAL GUEST SPEAKER FROM GOLDMAN SACHS IS THURSDAY, JULY 2, 2020 AT 12:30PM!

Exclusive Client ONLY Event:

On Thursday, July 2nd at 12:30pm, Debbie and Rob Taylor will be hosting a speaker from Goldman Sachs on this Webinar for clients only:

Lunch and Learn: After the Run Up Outlook and the Investment Reasons To At

1. Find out what Goldman's new source.
2. Find out where the specific information is.
3. Learn why active management is better.
4. Find out what Goldman is buying.
5. Join Taylor Financial Group and Sachs to gain exclusive insights.

TWA from June 8, 2020

Click here to register:
<https://attendee.gotowebinar.com/register/3604262195473986060?source=The+Week+Ahead>

HAVE YOU READ DEBBIE'S RECENT ARTICLE ON ESTATE PLANNING BLUNDERS?

Famous Estate Planning Blunders

Article Provided by Taylor Financial Group, LLC

Celebrities have enough money to hire the best estate planning lawyers. You would think celebrities, of all people, should have ironclad estate plans that keep their affairs private, leave money and possessions to the people they love and the charities they care about, and take advantage of legal ways to avoid or minimize estate taxes... [Read More](#)



CORONAVIRUS AND THE MARKETS



COVID-19 Dethroned the Longest-Running Bull Ever. But be careful to avoid the preening duck that thinks it's really a bull.

Article provided by Taylor Financial Group, LLC

Two days after its 11th birthday, on March 11, 2020, the longest running bull market in history ended abruptly. Born from the financial crisis on March 9, 2009, the 11-year old bull market was derailed by COVID-19 and the end was swift and painful... [Read More](#)

HEALTH AND WELLNESS



How You Actually Catch COVID-19 - Jogging, Office, Work, Shopping?

Article Provided by Taylor Financial Group, LLC

It seems many people are breathing some relief, and I'm not sure why. An epidemic curve has a relatively predictable upslope and once the peak is reached, the back slope can also be predicted. We have robust data from the outbreaks in China and Italy, that shows the backside of the mortality ... [Read More](#)

MAKE YOUR ANNUAL ROTH IRA CONTRIBUTIONS BEFORE JULY 15, 2020!

Consider Annual Roth IRA Contributions and Back Door Roth IRA Conversions
Provided by Taylor Financial Group, LLC

We believe firmly that most clients should be



MAKE YOUR ANNUAL ROTH IRA CONTRIBUTIONS BEFORE JULY 15, 2020!

Consider Annual Roth IRA Contributions and Back Door Roth IRA Conversions

Provided by Taylor Financial Group, LLC

We believe firmly that most clients should be building their retirement accounts, and particularly their Roth accounts. Even retired clients can benefit from building their Roth balances. With that in mind, please consider the following... [Read More](#)



TAXES

The filing and tax payment deadlines have been extended from April 15 to July 15, 2020. You also have until July 15, 2020 to contribute to your 2019 IRA. If you have already filed your 2019 returns, [click here](#) for information on how to send them to us.

CURRENT STATE OF THE MARKET

Bloomberg
goldmarkets
Weekly
gold
average
global
economy
Analysis
remains
February
rates
moves
Market
cargo
weekly
year
inflation
Index
increasing
volatile

Weekly Market Commentary 06.08.2020

Published by The Carson Group, LLC

The jobs market rallied back far sooner, and stronger, than expected. The U.S. economy created 2.5 million new jobs in May. Economists had projected a loss of 7 million jobs, so the surprise was massive. The gains are mainly attributable to workers who were temporarily laid off being called back to work as lockdowns ended or were relaxed... [Read More](#)

"LIFE IS 10% OF WHAT HAPPENS TO ME AND 90% OF HOW I REACT TO IT"

- John Maxwell -



Tip of the week

Provided by Taylor Financial Group, LLC

Exercise is not only wise, but it may also prove economical. In the Long Run, just keeping fit may save you thousands of dollars (or more) in medical bills, which an unhealthy person might incur.

Last week at the office...

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- John Maxwell -

Tip of the week

Provided by Taylor Financial Group, LLC

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Last week at the office...

Our Chief of Staff & Director of Client Administration, Ryan Mancini and her children baked a delicious Orange Olive Oil Cake from Chef Alex Guarnaschelli's instagram!



guarnaschelli Dairy-Free Orange Cake

SOOOOOOOOOOOOO GOOD

Do NOT use freshly-squeezed orange juice. This cake has no dairy & needs stability fresh juice can't offer.

1. In a large bowl, sift together 1 1/2 cups of all purpose flour, 1 cup sugar and 1 teaspoon baking soda.

2. In another large bowl, whisk together 1 cup orange juice, 1/3 cup extra-virgin olive oil, 1 tablespoon grated orange zest, 1 teaspoon apple cider vinegar & 1 teaspoon vanilla. gently stir in the dry ingredient. Do not over mix.

3. Spoon the batter into a greased 8 x 8 pan & bake 350F until a small knife inserted in the center emerges clean, 30-35 minutes. Cool. Slice & eat. Can also glaze or frost if you like....

If you have any questions please feel free to e-mail Alexis at acedeno@taylorfinancialgroup.com

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For a comprehensive review of your personal situation
Networks LLC nor any of its

TWA from
June 8, 2020
(continued)

February 21, 2019

TAX SEASON IS OVER!

But our work is never done.



Most of you have filed your 2018 taxes and said "goodbye and good riddance" to tax season. You probably won't be thinking about taxes again until next year. And that's fine... you deserve a break from the stress of tax season.

We, on the other hand, work all year around to make sure that all aspects of your financial plan and investments are functioning in the most tax-advantaged ways possible. Particularly with the new tax laws, we want to be extra prudent in reviewing your portfolios and plans.

To that end, if you haven't already sent us copies of your 2018 tax returns, please do so as soon as possible. Reviewing your 2018 returns will make it easier for us to determine what tax strategies are best for you for the remainder of 2019.

We want to do everything we can to make sure you avoid any unnecessary penalties or fees. But we can't do that without having copies of your 2017 tax returns.

Help us help you!

Ways You Can Send Us Copies of Your 2018 Tax Returns

- Send them via regular mail - we can send you a postage-paid envelope.
- Drop them off at our office - we'd love to see you, and we'll copy them for you.

Last Year's
2018 Tax Return
Request Email

Taylor Financial Group Announcement

If you haven't contributed to your Individual Retirement Account for 2018, or if you have put in less than the maximum allowed, you still have time to do so. **You have until April 15, 2019 to contribute to either a 2018 Traditional IRA or Roth IRA.**

For 2018, you can contribute the lesser of \$5,500 or all of your earnings (this limit is \$6,500 if you are age 50 or older). You can fund a Traditional IRA, a Roth IRA (if your income is below the threshold), or a combination, but your total contributions cannot exceed the amounts mentioned above.

And, it is never too early to consider making your IRA contribution for 2019. The 2019 contribution limits are \$6,000 (under 50) and \$7,000 (50 or older) respectively.

You can file your tax return claiming a Traditional IRA contribution before the contribution is actually made. However, the contribution must be made by the due date of your return (April 15, 2019), not including extensions.

Maximizing your retirement savings is a critical goal for all investors. Please be sure to consult with your tax advisor prior to making any Traditional IRA or Roth IRA contributions. Let us know if you have any questions or would like more information.

Regards,

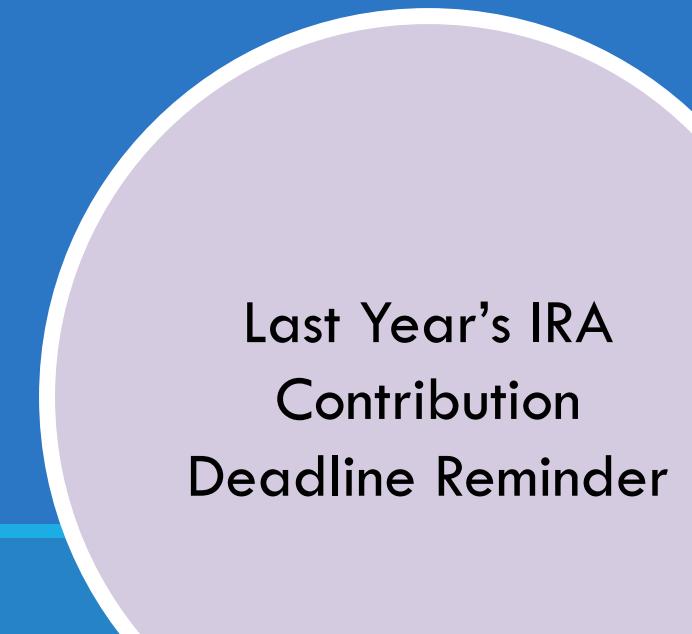


Debra Taylor, CPA/PFS, JD, CDFA
Wealth Manager



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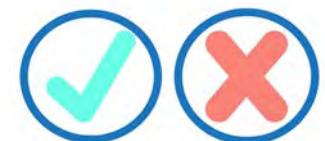
Last Year's IRA
Contribution
Deadline Reminder

6. Has your advisor discussed life insurance with you to make sure you have the right type and amount of insurance?

- Many professionals say they are advisors, but they are really insurance salespeople who get paid a commission for the sale of a product rather than getting paid for providing advice.

Make sure your advisor is looking out for your best interests and reviewing the products you have, not just selling you what pays them the most commission.

- At TFG we work with the insurance plans clients come in with and make recommendations based on the **client's** needs, not ours.
- We consider insurance according to clients' risk management needs, the affordability for each household, and the client's estate planning needs (which can sometimes be met through insurance).
- We only consider life insurance as part of a thoughtful financial plan.



7. Do you have in writing that your advisor acts in your best interest as a fiduciary?

- Not all advisors are required to act in your best interest as a fiduciary advisor.
- If an advisor doesn't provide you with confirmation that they will always act in your best interest, they may not be a fiduciary.

The real question is: What do you want your advisor's priority to be? With us, our clients are always our top priority. Bottom line.

- At Taylor Financial Group, we have been acting as fiduciaries for over 20 years.
- We put it in clear writing on our website's services page and explain what being a fiduciary means so our clients know what they can expect and demand of us.





Is Taylor Financial Group a Fiduciary

At Taylor Financial Group, we have been acting as fiduciaries for over 20 years. Fiduciaries may be *legally* obligated to place the client's interest ahead of their own in certain instances. Fiduciaries are also expected to act more transparently by disclosing their fees and how they are compensated, among other things.

We have and will always serve our clients with their best interests at heart. In fact, our principal and founder, Debbie Taylor, and our entire team, have committed to the Fiduciary Principles created by the Committee For the Fiduciary Standard, as a promise and constant reminder to our clients that we will always do what's right for you.

Five Core Principles:

- Put the client's best interests first;
- Act with prudence, that is, with the skill, care, diligence and good judgment of a professional;
- Do not mislead clients—provide conspicuous, full and fair disclosure of all important facts;
- Avoid conflicts of interest;
- Fully disclose and fairly manage, in the client's favor, unavoidable conflicts.

7. Do you have in writing that your advisor acts in your best interest as a fiduciary?

8. Has your advisor discussed tax-loss harvesting with you this year, which allows you to potentially reduce taxable gains by selling other investments when they are down?

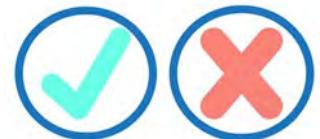
Tax-loss harvesting can save thousands in taxes when done strategically. However, many advisors just review this planning once a year instead of on an ongoing basis.

- Tax-Loss Harvesting is a tax strategy where low-performing taxable investments are sold at a loss and the losses are used to offset the gains on the sale of other investments, thus lowering taxable income.
- When the markets are volatile, it is important to keep an eye on tax planning strategies – not just at the end of the year.
- TFG has published multiple articles about strategies to consider in this year's down market including "Roth Conversions and Tax-Loss Harvesting: 2 Strategies to Leverage in a Down Market."



9. Has your advisor discussed Roth conversions for your retirement accounts this year?

- Many retirees could benefit from doing strategic Roth conversions, where you convert Traditional IRAs to Roth IRAs.
- This strategy is especially beneficial since tax rates were lowered for many Americans after the passage of the Tax Cuts and Jobs Act in 2017.
- Roth conversions are also advantageous during a down market as funds can be distributed from the IRA at a lower value thus triggering a smaller tax liability.
- The passage of the SECURE Act also increases the value of Roth balances over Traditional IRA balances due to the new 10-year distribution rule for non-spouse beneficiaries.
- TFG addressed the planning opportunities involved in Roth conversions early this year in an announcement about the SECURE Act passage as well as in targeted emails to individual clients with high IRA balances.
- TFG performed many Roth conversions in 2020 at or near the market bottom.





Taylor Financial Group

Announcement

Seasons Greetings,

On December 20, 2019, the President signed the SECURE Act into law. This legislation makes significant changes to retirement accounts and retirement planning. The Bill will make it easier for small businesses to offer 401(k)'s, and to include annuities in retirement accounts. **The most important change, as we see it, is the abolition of Stretch IRA's, which we discuss below.**

The SECURE Act makes numerous changes to retirement as we know it. For starters, the required minimum distribution (RMD) age is increasing from 70 1/2 to 72. This is a big change as it allows investors to have another year and a half to build retirement accounts and to do retirement planning.

As far as new parents go, the SECURE Act will allow them to withdraw up to \$5,000 from their retirement plans to cover expenses related to a new baby or adoption without the 10% early withdrawal fee. It also allows withdrawals of as much as \$10,000 from 529 education-savings plans for repayments on student loans.

Arguably the biggest change the SECURE Act presents is the doing away with "Stretch IRA's" for non-spouse beneficiaries. The SECURE Act will no longer allow non-spouse beneficiaries who inherit a retirement account to "stretch" out distributions over the beneficiary's life when liquidating the account. **Instead, the Bill requires liquidations within 10 years of the newly inherited account, which inevitably will increase taxes and decrease the value of the Inherited IRA.** There are a few exceptions, however, such as when the beneficiary is the surviving spouse, disabled or chronically ill, not more than 10 years younger than the deceased IRA owner, or a child who hasn't reached maturity age.

We believe this restriction on the Stretch IRA shines light on how important advance tax planning is for those with large Traditional IRA or 401(k)'s. The need for tax diversification (including Roth IRA's) and creative tax planning will be at an all-time high. These strategies include Roth conversions, distribution planning, beneficiary changes, and tax bracket management. Decreasing Traditional IRA balances in favor of Roth IRA's (when possible), will be a huge benefit to beneficiaries who inherit an IRA.

Anyone who has a large Traditional IRA balance and is concerned about the "after tax" value of the IRA for their beneficiaries should discuss these recent changes with us. The issue is even more acute for a single or surviving spouse with a large Traditional IRA balance.

Also, anyone who has listed a Trust as a beneficiary must review it as the SECURE Act makes that situation problematic in many instances.

The passage of the SECURE Act will severely curtail the use of Stretch IRA's, which calls for advanced tax planning so that your assets are best protected. **Any client with a large IRA balance who is interested in leaving an inheritance to their children can take action with us.**

Please contact us should you have any questions.

Regards,



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Please contact us should you have any questions.

Regards,

Debra Taylor

Debra Taylor, CPA/PFS, JD, CDFA
Wealth Manager



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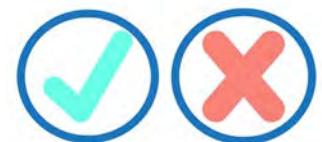
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January 2020
SECURE Act
Passage

10. Has your advisor provided you a written, comprehensive financial plan?

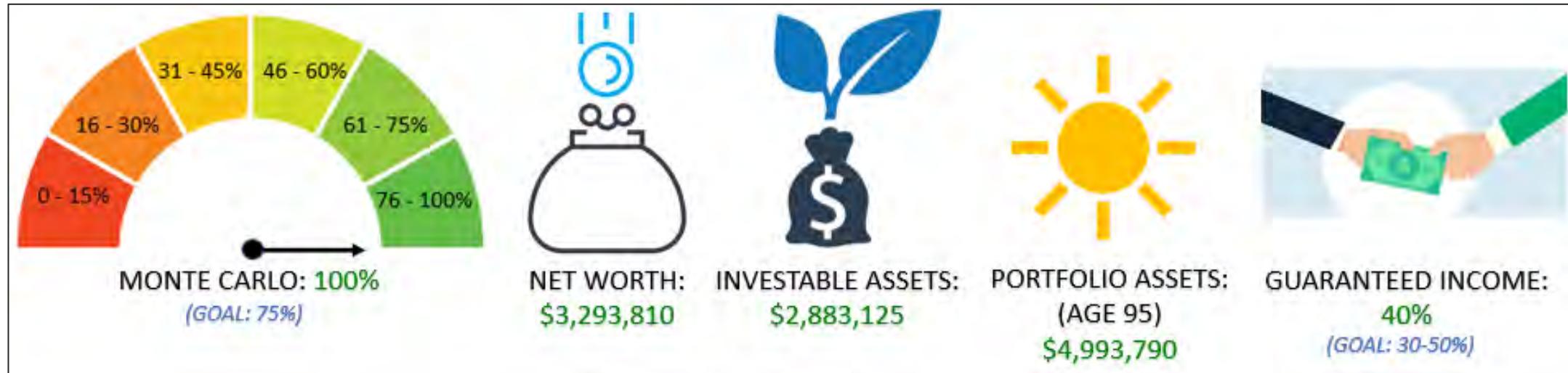
Don't be "out of the know," make sure your advisor is providing a written, comprehensive plan for you. (Journal of Financial Planning).

- Clients with comprehensive written plans are more likely to be retirement literate than those without a plan in place.
- TFG provides clients with a detailed work plan when they first sign on.
- We also provide clients a detailed written presentation of their WealthMatch financial plan which is reviewed and updated annually (and sometimes more often).
- Studies show that individuals with a written plan are more confident in reaching their financial goals.





WEALTHMATCH PLAN SNAPSHOT – BASE PLAN



Monte Carlo – the Monte Carlo analysis illustrates the success rate of your financial plan using 1000 randomly generated market returns and volatility simulations called trial runs. In each trial run, the mean and standard deviation of a selected benchmark index for each account or portfolio is used for a randomly chosen year. The result of introducing random investment volatility to the analysis produces a range of values that demonstrates how changing investment markets may impact your financial plan.

Net Worth – the value of all your assets (including your residence(s) or business interests), minus the total of all liabilities.

Investable Assets – your liquid and near-liquid assets (cash, checking/savings accounts, CDs, money market accounts, stocks, bonds, and mutual funds).

Portfolio Assets – the anticipated value of your portfolio including retirement assets but excluding real estate as of the age(s) specified.

Guaranteed Income – expected cash inflows you can rely on as a portion of your total income need (Social Security, Pension, Annuities).

This analysis must be reviewed in conjunction with the limitations and conditions disclosed in the Disclaimer page. Projections are based on assumptions provided by the advisor and are not guaranteed. Actual results will vary, perhaps to a significant degree. The projected reports are hypothetical in nature and for illustrative purposes only. Please consult your advisor regarding any fees or product charges that you may incur with the execution of your plan. Deduction of such charges would result in a lower rate of return.

Taylor Financial Group: Our Three Lanes of Focus

Do you ever consider if you are getting the best financial advice? Are you receiving advice focused on solving your known (and unknown) problems? Are you on the road to living your fullest life?

Here is the problem -- planning doesn't cover every stage of a family's financial journey. **Most guidance stays in a "single lane" of focus ignoring the complexities of a person's unique financial situation.** At TFG, we understand you need more (and deserve more) while working towards achieving your dreams. You need a team with a personal touch that pays attention to every detail and has the experience to solve your most complex problems.

Since I started helping my mother with tax returns at 15, I knew my calling was to **build a firm where a personal touch, extreme attention to detail, and a different approach was the best way to change lives.** Now, we have a team of ten people whose mission is to **provide life changing financial advice with the highest level of standards.**

You have worked hard to build your wealth and at TFG we want to ensure you're taking appropriate steps with a focus on getting the best results. Working with a limited number of clients allows us to do things differently. **Our tax and legal background provide us the ability to work in all three lanes.** And by doing so, we can keep your road smooth, and enable you to help the people you love and the causes you care about.



Investment Management

When thinking about investing, it is important that you allocate your money to the right strategies. We construct portfolios that are in line with your specific goals, timeline and risk tolerance. Additionally, we frequently monitor your portfolio's performance and asset allocation strategy, and conduct meetings to discuss an appropriate plan going forward. Although we cannot guarantee the outcome of every investment strategy, we will be with you every step of the way to make adjustments (when needed) with a continued focus on protecting and growing your wealth.

Retirement & Financial Planning

At Taylor Financial Group, we pride ourselves on solving our client's challenges by providing customized financial planning services. We offer a full Social Security analysis and cash flow analysis, and provide advice on income, expenses, budgeting and planning (for the short and long term). We educate you on IRA contributions and Roth conversions and offer advice regarding the best retirement options. We also ensure that your annuities, pension plans and employer-sponsored plans are all on track. Lastly, we review and discuss RMD'S, withdrawal strategies, and "bucket list" items, all with the idea of better preparing you for a brighter future. As most investors plan to maintain their current lifestyle for the next 30 years, retirement planning is imperative.

Tax Management & Retirement Distribution Planning (SMART)

For some, retirement is a sacred time that is planned and prepped for very carefully. Most people don't realize how much of their income may be forfeited to taxes and that's where we come in. Isn't it time that you were SMART about your retirement planning (Save More After Retirement Taxes)? We use special distribution software that allows us to create and model your retirement income and the taxes you could pay. Our priority is to grow your investments and to decrease your taxes as much as possible in retirement in order to build wealth during your lifetime (and hopefully for generations to come).

DON'T WAIT! CONTACT US TODAY!

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Let us help you on your financial journey

What are your results?

Financial advisors should be held to a high standard. After all, your goals and future depend on it!

Count the number of times you answered “yes” to the 10 questions to determine how your advisor holds up.

1-4: Inadequate

If your advisor meets less than half of these points, chances are you’re not receiving the value you could from a fiduciary. Its likely time to find a new advisor.

5-7: Below Standards

If your advisor falls in this range, chances are you are not in an ideal situation. Talk to your advisor about where you believe there are shortcomings or find a new advisor.

8-10: Meets Standards

Your advisor should fall in this range. Advisors who meet standards should be proactively communicating with you, act in your best interests and help you improve your plan – not just maintain it.

Don't Wait! Start Building Your Plan Today!

1. Schedule your 20-minute phone consultation with our dedicated advisors
2. Work with us to prioritize your needs in connection to investments, tax planning, retirement options, college funds and estate planning
3. Seek professional guidance and start building your plan today!

Let us help to ease your mind by providing clarity and make planning for your future less daunting. Targeting your key concerns helps us to get a better understanding of how to build a personalized plan for your financial future.

Sign up today for a **no obligation** 20-minute phone conference with our team.

- Tax planning?
- Retirement?
- Estate planning?
- Cash flow?



Building Your Future With Taylor Financial Group

While Working with Taylor Financial Group, we will:

- Develop a custom checklist on strategies for investments, tax planning, retirement options, and estate planning
- Take advantage of opportunities to minimize your taxes
- Leave every meeting with specific action steps to help accomplish your goals and objectives



Questions?

Contact Us:

Call:

(201) 891-1130

Email:

acedeno@taylorfinancialgroup.com

or Use Calendly!

<https://calendly.com/debbietaylorfinancialgroup>

Times are available on
Monday from 2pm – 3pm
and Thursday from
10:30am – 11:30am

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The S&P 500 is a capitalization weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries.

The Dow Jones Industrial Average is a price-weighted average of 30 significant stocks traded on the New York Stock Exchange and the NASDAQ.

The CBOE Volatility Index (VIX) is a key measure of market expectations of near-term volatility conveyed by S&P 500 stock index option prices.

For a comprehensive review of your personal situation, always consult with a tax or legal advisor. Neither Cetera Advisor Networks LLC nor any of its representatives may give legal or tax advice.

Distributions from traditional IRAs and employer sponsored retirement plans are taxed as ordinary income and, if taken prior to reaching age 59½, may be subject to an additional 10% IRS tax penalty. Converting from a traditional IRA to a Roth IRA is a taxable event. A Roth IRA offers tax free withdrawals on taxable contributions. To qualify for the tax-free and penalty-free withdrawal of earnings, a Roth IRA must be in place for at least five tax years, and the distribution must take place after age 59½ or due to death, disability, or a first-time home purchase (up to a \$10,000 lifetime maximum). Depending on state law, Roth IRA distributions may be subject to state taxes.

Converting from a Traditional IRA to a Roth IRA is a taxable event.