



In many ways, 2017 was a year of change: the election of a new president, the effects of various natural disasters, a positive boost for the economy, and much more. As a firm, we've changed too. We have new staff members, added a newsletter and updated our look. We've also enjoyed hearing of your new grandchildren, marriages, retirements and other happenings. As we start 2018, we look forward to continuing our journey together and are eager to embrace the inevitable changes ahead. Best wishes for a happy, healthy new year!

Staying the Course Through Market Volatility



by Mark Brinser, CFP®

Emotions are one of the most pivotal components that shape who we are as human beings. As advisors, we see firsthand how the stock market can elicit a wide range of emotions, from happiness to frustration. Historically, stock markets experience one 10% peak-to-trough drop per year, so volatility is the “norm” for stock markets each year. Therefore, as we embark on another year, I thought it would be wise to re-visit how we should respond in times of market turmoil.

Behavioral researchers have been studying humans and their response to stressful situations for decades and have discovered that when humans are experiencing turmoil, whether in their personal lives or the stock market, we have a powerful urge to “do something” even when that “something” doesn’t make a lot of practical sense. Applying this logic to the last “big” market turmoil, the 2008 market meltdown, many investors gave in to the instinct to sell because it satisfied their desire for action. But those who stayed put benefited in the long run as the market recovered.

Consider this soccer analogy. During a penalty kick, a soccer goalie must make a split-second decision to stay

put in the center of the goal, jump left, or jump right. Behavioral economist Ofer Azar collected data on more than 300 goalies and discovered that goalies who jumped left stopped just 14.2% of the shots, those who jumped right stopped a mere 12.6%. But goalies who stayed put in the center of the goal were able to prevent goals 33.3% of the time. Amazingly, only 6% of the goalies chose that option.* When the goalies were interviewed about their decisions, it was evident that emotions played an integral role in their decision-making process. Most goalies felt that “doing something,” jumping left or right, was better than appearing to take no action at all and stay in the center of the goal, even if it increased their chances of failure!

During times of market stress, it can be difficult and even seem counter-intuitive to stay put, but that is often the best decision. Despite average intra-year dips of 14.6%, the stock market has finished positive in 28 of the last 37 years (JPMorgan guide to the markets 10/31/17.) With the help of your advisor, during times of market turmoil, you can re-visit your goals to determine whether anything needs to change or if you should do as a soccer goalie and “stay put.”

*Wray Herbert, 2010. “On Second Thought: Outsmarting Your Mind’s Hard-Wired Habits.” New York: Broadway Paperbacks.

Clients are asking...



by W. Lee Shertzer, CFP®

Is my information safe?

“The real answer is, no, it is not safe. In this age of personal information being stored and shared electronically, and with more of our communication happening through email, we need to be extra watchful.

The recent breach of data affecting half the population in the USA by Equifax Credit reporting, is only one part of what is happening every day. This is not just about your Social Security number and your date of birth. It has become more about losing control of your email or cell phone account.

We recently were contacted through email by someone impersonating a client. They were asking us to send money from our client's account to a new bank account.

Our policy is to never send money anywhere without a personal confirmation from the client by phone or in person.

C o n t i n u e d . . .

Meet Our Administrative Assistant

When you call or visit Stewardship Advisors, LLC, you are greeted by our Client Services Associate, Kimberly Geiger. Kimberly's cheerfulness and desire to make clients feel at home has made her the perfect fit for the role. She loves the camaraderie at SA and truly feels like her coworkers are family.

Kimberly and her husband, Gil, have been married for nearly 30 years. They have two teenagers: Alison, 17, and Noah, 15. Their dog, Bagel, and guinea pig, Michael, round out their family. When they aren't playing a rousing game of bocce, they are usually in search of a great plate of chicken wings!

The Geigers enjoy vacationing on the New Hampshire coastline and spending time with friends. They are

also avid supporters of the Lancaster Barnstormers. If you listen carefully, you may even hear Kimberly belting the National Anthem at a game since she loves singing as well.

As if juggling family, friends and work isn't enough, Kimberly is also working on her Applied Science degree in Wellness and Health Promotion. The Geigers attend Community Fellowship Church and host a community group at their home.

Next time you stop by the office, be sure to say hello and let her know your favorite place for wings!



Kimberly, Gil, Alison and Noah

wealth that will likely have more impact on the 2nd and 3rd generation? Ron and Jeremy unpack the "Wealth Transfer Decision-Making Process" in easy to understand sequential steps: Life Overview (the Why), the Transfer (to Whom), the Treatment (How Much), the Timing (When), the Title (What), the Tools and Techniques (How) and the Talk (Communicating this to heirs). The book delivers applicable principled counsel.

Splitting Heirs: Giving Your Money and Things to Your Children Without Ruining Their Lives by Ron Blue with Jeremy White. 224 pages. Northfield Publishing. \$14.97.

Book Review: *Splitting Heirs*



by Thomas Talbott, CFP®

Within the next few decades, trillions of dollars will pass from one generation to another, wealth that includes yours. It's easy to procrastinate a cogitative prudent distribution, yet reality says we can decide only before we die who gets our stuff after we die. But how do you leave an entire estate to adult children without ruining them,

Please notify Stewardship Advisors, LLC if your financial situation or investment objectives have changed. In addition, please notify Stewardship Advisors, LLC if you wish to impose and/or modify any reasonable restrictions on the management of your account.

Advisory services are offered through Stewardship Advisors, LLC; an investment advisor registered with the United States Securities and Exchange Commission (SEC) and domiciled in the Commonwealth of Pennsylvania.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Apparently, the client's email account was taken over by this impersonator, and when we called to talk to the client, their home phone was changed to forward to this same criminal. Since we know our clients, there was no way this was going to work.

One of the benefits of having a close working relationship with our clients is that we can identify issues that seem out of place and bring them to your attention.

The most important way to protect yourself is to:

- Never reuse a password or a slight change of an old password.
- Check twice on anything that seems a little off.
- Call to confirm anything that looks suspicious.
- Check your credit report for free at least once a year at annualcreditreport.com

Current technology has been a wonderful thing for many of us. We should enjoy it while also staying watchful."



Have questions?

Feel free to contact our office to schedule an appointment.

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