



# Accumulating Interest

JUNE 2016 | VOLUME 5 | ISSUE 2

**B&C**  
FINANCIAL ADVISORS



## INSIDE THIS ISSUE:

- CYBER SECURITY: STAYING SAFE ONLINE
- A WORD FROM THE INVESTMENT DEPARTMENT: WHEN SHOULD I CHANGE MY ASSET ALLOCATION?
- SEAN GULDI, CFP®
- BLACK DIAMOND REPORTING SERIES: B&C MANAGEMENT FEE REPORT
- A NIGHT AT THE BALLPARK
- 2016 PRO-PRO INVITATIONAL
- CLIENTS FOR A CAUSE
- JOIN US FOR OUR NEXT EVENT - A NIGHT AT THE THEATER

## THE OFFICE WILL BE CLOSED ON THE FOLLOWING DAYS:

July 4  
Independence Day

September 5  
Labor Day

## CONTACT US

P : (904) 273-9850

F : (904) 273-6920

E : [info@BandCfinancial.com](mailto:info@BandCfinancial.com)

[www.BandCfinancial.com](http://www.BandCfinancial.com)

**THE BUTENSKY & COHEN BUILDING**  
110 PROFESSIONAL DRIVE  
PONTE VEDRA BEACH, FL 32082

### Office Hours:

Mon-Thurs 8:30am - 5:00pm

Friday 8:30am - 4:00pm

Sat-Sun CLOSED



[Facebook.com/BandCfinancial](https://www.facebook.com/BandCfinancial)



Follow our company on LinkedIn

Is there a specific topic you would like for us to discuss? Don't be shy.

Contact us:

[info@bandcfinancial.com](mailto:info@bandcfinancial.com)

## Cyber Security: Staying Safe Online

In today's world, protecting yourself online can seem virtually impossible. Hackers and spammers are no longer limited to posing as deposed foreign princes or sending viruses through email. Despite the many challenges, there are ways to keep your personal information safe while online. Here are some helpful tips:



1. Avoid using the same password for multiple accounts. When creating passwords, use a mixture of upper & lowercase letters, numbers and symbols. Stay away from using passwords that could easily be guessed like "password" or names of family members and pets.

2. Many email and online banking accounts are now offering dual factor authentication. This requires more than just a password to access your account. Typically, a code will be sent to your cell phone, and once you enter that code on the website, you can gain access into your account. This helps to ensure that your accounts are only accessed by you.

3. While public Wi-Fi or wireless internet connections can be convenient, be very careful while accessing your accounts on public Wi-Fi. Fraudulent Wi-Fi networks set up to look legitimate can allow hackers easy access to your private information. If possible, avoid using public Wi-Fi networks.

4. Put passwords on all of your personal devices – phones, tablets, and laptops. If these devices ever fall into the wrong hands, it is very easy for hackers to gain entry into your email and other accounts.

5. When checking your email, only open attachments or click links that were sent by people you know and trust. If you were not expecting an attachment from them, or the email seems odd, do not open anything.

6. If your computer is hacked, do not pay the hackers money. Try to change your passwords on your accounts, call a trusted tech company and notify your financial institutions that your computer has been compromised.

7. Stay up to date with cyber security threats and how you can stay safe. Visit [www.staysafeonline.org](http://www.staysafeonline.org) to get tips on how to secure your devices against virtual threats.

## A Word from the Investment Department

### When should I change my asset allocation?

One of the most important decisions any investor makes is what their asset allocation should be. B&C Financial Advisors works with our clients to arrive at the appropriate asset allocation based on their circumstances and goals. We are often faced with the question from clients of whether to change their asset allocation and, if so, when they should change it. This is a question that seems simple at face value, but in reality is more complex and generally answered with "It depends..." First, we will revisit a brief overview of how B&C Financial Advisors works with our clients to arrive at an initial asset allocation, and then we will review a few common scenarios which may necessitate a change in asset allocation.

In our initial meetings with new clients, B&C asks clients several questions, both qualitative and quantitative. These questions help us understand the client's mindset with respect to exposure to risk (the stock market), and what level of risk they are currently exposed to. Once we determine the goals, we then work to arrive at an asset allocation that is appropriate for their risk tolerance, risk capacity, and goals. B&C Financial Advisors' main objective is to help the client "Invest in a good night's sleep." The appropriate asset allocation allows the client to remain invested through market volatility and take advantage of the rigor our asset allocation model provides in order to "buy low and sell high."

However, from time to time one's life circumstances may change. We will review three such circumstances: receiving a financial windfall, having children, and nearing retirement.

- A financial windfall is when one receives a large sum of money (relative to their net worth) they had not planned on receiving. In most cases this is an inheritance from a relative, but it may also be lottery winnings or an unexpected bonus from work. This increase in investable assets is the perfect time to set a meeting to reevaluate and discuss your financial plan, which may lead to a recommendation to increase or decrease the risk in your portfolio based on your new circumstances.

- The birth of a child is a life-changing event in a family's life. They present new challenges that new parents may not have ever imagined. Even for parents with children, a new child presents additional challenges. One of the most important things on people's minds is college education. B&C Financial Advisors works with clients facing this new life circumstance to evaluate their overall goals and work with them to adjust asset allocation if necessary.

- The most significant milestone in most people's lives is the transition from working to retirement. In our experience, as people approach the last five-to-ten years before retirement, they begin to realize the magnitude of this shift in their life. We work with our clients to proactively approach this change and emphasize the importance of the reduction in risk in preparation for drawing on funds in retirement. This may necessitate a change to asset allocation.

B&C Financial Advisors is committed to high-touch client service, and we pride ourselves on being holistic financial planners. We realize one size does not fit all when it comes to your financial life. We spend a great deal of time understanding our clients and how to best serve them, including how they might approach a change to asset allocation. If you would like to discuss your current asset allocation, please call our office at 904-273-9850, or e-mail us at [info@bandcfinancial.com](mailto:info@bandcfinancial.com) to set up an appointment.

## Sean Guldi, Certified Financial Planner™



We would like to congratulate Sean Guldi, Director of Investment Management, on passing all of the requirements and examination necessary to officially become a Certified Financial Planner™ Professional. Sean has been working towards this goal since he joined the firm in 2013. He joins Allan Cohen, CFP® and Adam Oerther, CFP® as the firm's third CFP® professional. B&C Financial Advisors is committed to providing clients with excellent financial planning advice and the CFP® certification requirements ensure that we are well equipped to handle all of our clients' needs.

The CFP® certification is recognized as the highest standard of personal financial planning and demonstrates a thorough knowledge of the subject. Having the certification allows the CFP® practitioner to stand out in the industry and communicate a high level of expertise and credibility to clients and prospects. Included in the curriculum for the program are topics such as insurance, investment planning, retirement planning, professional conduct, fiduciary responsibility, and more.

# Black Diamond Reporting Series

## Report #6: B&C Management Fee Report

The final page of any client's Quarterly Report is the Management Fee Report. This report summarizes the fee our clients pay for the services B&C Financial Advisors provides. We include this in all client reports so you understand exactly how much you are paying.

The report is organized in two parts:

1. The top section includes detailed account level billing information
2. The fee schedule pertains to the portfolio (or account in some cases)

B&C FINANCIAL ADVISORS		Sample Portfolio							
As of 6/30/2016									
Portfolio Management Fee									
Quarterly Billing Statement									
Acct Number	Account Name	Billing Acct	6/30/2016 Value	Billed Value	Cash Flow	Date of Flow	Fee	Adjustments	Total Fee
xxxx7203761	Sample Account	xxxx7203761	36,510	36,510			136.91		136.91
xxxx7209611	Sample Account	xxxx7209611	63,712	63,712			238.92		238.92
<b>Totals</b>			<b>100,223</b>	<b>100,223</b>			<b>375.83</b>	<b>0.00</b>	<b>375.83</b>
Annual Fee Schedule									
Lower Range	Upper Range	Percentage Rate							
\$0	+	1.5%							

We will address the bottom section first, as it is relatively simple. This section is a description of the fee schedule we have agreed upon in the B&C Investment Advisory Agreement you sign when you first become a client. We employ a "flat tiered" billing schedule. This means that over a certain amount of assets under management we lower the fee for the ENTIRE account – not just for the amount over the threshold like some firms.

The top section of this report details the specific fees billed for clients' accounts. The account number and name are listed, followed by the billing account number. Some clients have specified they would like a specific account (often their IRA) used to pay all their management fees - this is listed in the third column under "Billing Acct."

B&C Financial Advisors bills all clients' management fees in advance for the quarter ahead. The bill for the current quarter (ending June 30th, 2016) is for the next quarter (July, August, and September). The calculation is done on the total billable assets under management for the specified account. The total market value and billed market value are displayed in the next two columns. The values may differ depending on specific assets being marked as "non-billable." The fee is calculated for this client by multiplying the billable market value by the appropriate annual fee schedule (from the bottom section) and then dividing it by four. In this sample report, the calculation for the account ending in 761 is:

$$\$36,510 \times (1.50 \% / 4) = \$136.91$$

There are three additional columns not mentioned above, and those are: Cash Flow, Date of Flow, and Adjustments. The first two relate to funds transferred into or out of a specific account in between quarterly bills. If the flow amount is greater than \$25,000, then we will bill (or credit) the account for the cash flow. The Adjustments column relates to other miscellaneous adjustments we may make and whose details will be displayed below the "Annual Fee Schedule" section.

B&C Financial Advisors is committed to dealing transparently with all of our clients. The best way we can do this is to provide you with a quarterly bill detailing exactly what you are paying in as much detail as possible. Our fee schedule is posted to our website (<http://www.bandcfinancial.com>) as well as our Disclosure Brochure we submit to the SEC annually. We urge all of our clients to review their bills and, if they have any questions or concerns, give us a call at the office at 904-273-9850 or e-mail us at [info@bandcfinancial.com](mailto:info@bandcfinancial.com).

## A Night at the Ballpark



Office Manager **Kathi Boyd** and Administrative & Marketing Assistant **Emma Ambler** greet guests before the game.

Nothing says spring like baseball, so on Friday, April 29th, B&C Financial Advisors headed downtown to watch the Jacksonville Suns take on the Mississippi Braves. The weather was perfect for a night of baseball with 50 of our clients, prospects and families. After a delicious picnic dinner, it was time to play ball! The following nine innings were full of excitement and it was a close game. Even though the Braves beat the Suns 5-4, the fireworks display after the game provided a spectacular end to the evening.

Investment Manager Adam Oerther had a great time, adding, "As a ballpark guest and lover of food, I enjoyed the view of the field and the buffet the park provided. As a B&C employee, I really enjoyed socializing with clients, friends, and family. It is very rewarding when clients thank us for keeping them safe financially, and this was a great way to show them that we appreciate their trust and confidence in us."

Thank you everyone who came out for the fun-filled night.

## 2016 Pro-Pro Invitational

Congratulations to Cary Splane of Marsh Creek Country Club and Gary Murfitt of Hyde Park Golf Club on winning the 2016 Pro-Pro Invitational held at Atlantic Beach Country Club!

On Monday, March 28th, B&C Financial Advisors and Thomas Ellis, AMWA®, sponsored the 2016 Pro-Pro Invitational golf tournament at Atlantic Beach Country Club. Over 40 professional golfers from the PGA North Florida area got a chance to play on ABCC's new, 18-hole championship course, while spectators were able to enjoy watching a full day of golf in the beautiful Florida sunshine.

Thomas, a founding member of Atlantic Beach Country Club, had a great time spending the day on the course seeing clients and watching two fantastic rounds of golf.

Are you interested in attending events like this in the future? Email [events@bandcfinancial.com](mailto:events@bandcfinancial.com) to make sure you never miss an event!



From left: Cary Splane, B&C Wealth Advisor Thomas Ellis & Gary Murfitt.

## Clients for a Cause: Field of Dreams

Baseball – America’s favorite pastime. Every spring, thousands of kids across the United States don uniforms and play in baseball leagues across the country. It is a time-honored tradition, and one that many families look forward to year after year.

Larry and Gail Slocum, longtime B&C clients, weren’t sure if their grandsons would ever be able to share in this tradition. Their grandsons Dominick and Devan have special needs, meaning that it is difficult for both boys to take part in team sports. However, all of that has changed with Field of Dreams.

Field of Dreams is a baseball field located in St. Johns County. Its special design allows children with mental and/or physical handicaps to play baseball as part of a team. Thanks to donations from the community and the time and efforts of volunteers, FOD provides free uniforms, equipment, and a chance for all kids to play baseball.

For the Slocums and their grandchildren, being involved with Field of Dreams has truly been a dream come true. Larry adds, “We enjoy seeing them so excited to be able to participate. Field of Dreams is an amazing program in that it is totally support by individuals that donate their time helping special needs children have an experience that otherwise they would not enjoy.”

To learn more about Field of Dreams and how you can get involved, visit [www.fodbaseball.com](http://www.fodbaseball.com).

## Join Us for Our Next Event - A Night at the Theater



As much as we love hosting our clients, family and friends at our annual Holiday Party, we have decided to switch things up this year. In lieu of the Holiday Party, we will instead be hosting several events throughout the year.

We had a great time at our first event at a Jacksonville Suns game and we loved being able to share a baseball game with our clients. On August 11th, join us for dinner and a show when we head to the Alhambra Dinner Theater for Grammy Award-winning “Smokey Joe’s Café”! If you love music, this is the show for you. This Broadway revue features songs from the famous songwriting duo Mike Stoller and Jerry Leiber, including “Hound Dog,” “Love Potion #9” and many, many more.

**This is a client-only event and tickets are limited. Please contact Emma at either (904) 273-9850 or [events@bandcfinancial.com](mailto:events@bandcfinancial.com) to learn more and reserve your tickets. We can’t wait to see you there!**

# Fun at The Players Championship!



Investment Manager Adam Oerther & his mom, Diana Debroux ❤️ the TPC!



A beautiful day in Ponte Vedra!



B&C Director of Investment Management Sean Guldi (center) enjoys a day of watching golf with friends.

"Expect the best.  
prepare for the  
worst. Capitalize  
on what comes."

- Zig Ziglar





**B&C** FINANCIAL ADVISORS  
 110 Professional Drive, Ste. 101  
 Ponte Vedra Beach, FL 32082

