LET'S TALK MONEY®

May/June 2021

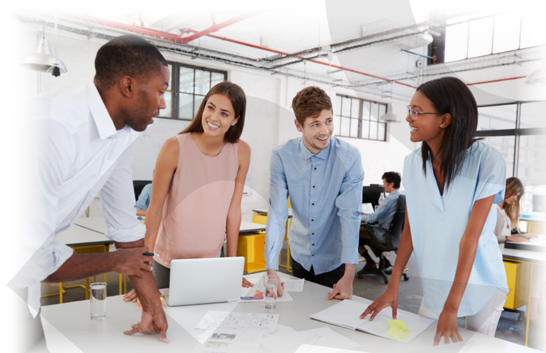
Make Your Workplace Benefits Millennial-friendly

Attracting millennials to your company may require more than a competitive salary and a run-of-the mill benefits package. For Millennial employees, a healthy work-life balance can be just as important as a healthy income.

Financial wellness programs, education savings plans, and generous family leave policies can attract and retain talented workers. Consider what Millennial employees value most as you review the benefits your company plans to offer.

Number One: Health Insurance

Offering a comprehensive health-care plan that reduces out-of-pocket costs will appeal to the Millennials in your company and potentially attract new employees.



Paid Time Off

For Millennials, time off is an important benefit. A paid leave policy that appeals to Millennials typically might include maternity leave, paternity leave, caregiver leave, extended bereavement leave, and short-term disability benefits.

Student Loan Forgiveness

According to several studies, two thirds of young adults have student loan debt.

Employers who offer a pathway to reducing or eliminating employees' education loans may have an edge when it comes to hiring and retaining Millennials.

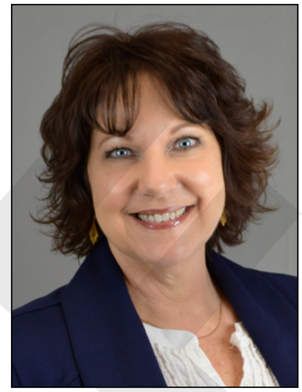
Flexible Work Schedules

Having the ability to work remotely is important to many Millennial employees, and companies that don't offer this option may be at a disadvantage.

Retirement Plan Match

Financial security is a top concern for Millennials. Companies that match contributions to a 401(k) or other retirement plan demonstrate their concern for employees' financial well-being. By starting to make contributions to a retirement plan early in their careers, Millennials may potentially benefit from many years of compounding growth.

Businesses that are looking to attract and hire talented young workers would do well to reevaluate their company's culture, too.



Karen Petrucco
Account Manager

LTM Client Marketing
45 Prospect Ave
Albany, NY 12206

Tel: 800-243-5334
Fax: 800-720-0780
sales@ltmclientmarketing.com
www.ltmclientmarketing.com

I am committed to helping my clients achieve their financial goals for themselves, their families and their businesses by providing them with strategies for asset accumulation, preservation and transfer.

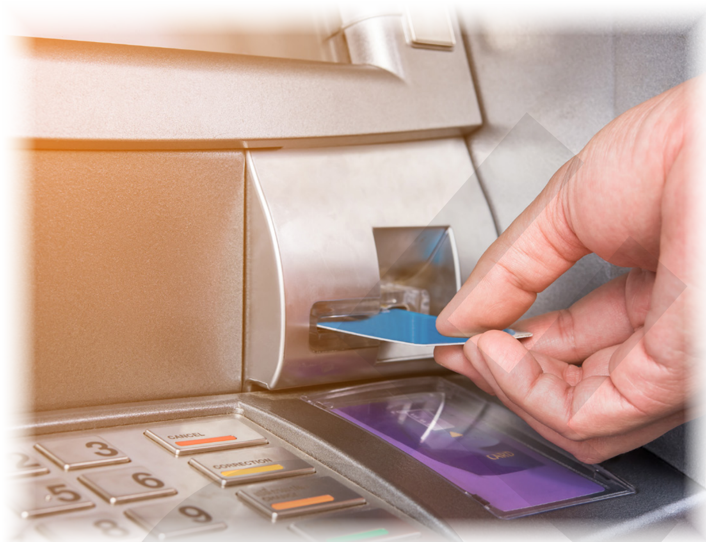
Small Business Version

LTM Client Marketing

Partners in your marketing success

The Banking Dilemma

Is a traditional bank or an online bank the best choice for you? It may depend on the features that are most important to you.



Traditional Banks

Brick-and-mortar banks have been a banking mainstay for many years. They offer in-person banking and personalized customer service and the convenience of having multiple branches and ATM locations within a short distance of your home.

Traditional banks typically offer a variety of checking and other accounts, and many have budgeting tools that can help you track spending. Most have mobile and online banking options for monitoring your account, transferring funds, paying bills, and depositing checks with your phone or other device.

However, traditional banks do have a few drawbacks. Because of higher operating costs, they generally offer lower interest rates than online banks. Accounts may also have maintenance costs, high overdraft charges, and out-of-network ATM fees that you'll want to consider.

Online Banks

With an online bank, you set up and manage your accounts on your computer or mobile device. Their low operating costs generally mean few or no fees. Online banks typically offer higher interest rates since they have no branches to maintain. And, your account is accessible around the clock, so you can transfer funds, pay bills, or deposit checks at any time of the day or night.

The drawbacks of an online bank: Customer service is strictly over the phone, so if you have an issue with your account, you may have to speak with several people before it's resolved. Online banks may also offer fewer account options than traditional banks. And keep in mind that cash may be hard to deposit since there are no branches.

A Presidential Proclamation designates May as the month for honoring older people in our communities. It can also serve as a reminder to ask older relatives about their health and finances. Consider talking with loved ones about:

Estate Planning

At a minimum, make sure your relative has a will and up-to-date beneficiary designations on retirement accounts and insurance policies.

Long-term Care Insurance

Most people will require some form of care as they age. Long-term-care insurance can help pay the high costs.

Will, Health-care Proxy and Durable Power of Attorney

These documents, respectively, specify end-of-life treatment and appoint someone to make medical and financial decisions when a person is incapacitated and can't make these decisions on his or her own.

Downsizing

Moving into a smaller home or apartment or one without stairs encourages older relatives to clear years of clutter and can make upkeep easier to manage.

On Their Own

Student loan debt, job loss during the pandemic, or even fear of being on their own are some of the reasons why many young adults decide to live with their parents. Here are some steps you can take to get your child started along the path to independence.

Decide on a Timetable

Ask your child what he or she thinks is a realistic time frame for moving out. By agreeing on a date in advance, your child may be more likely to adhere to it. Knowing there's a date when the arrangement will end might help all of you to make the best of the situation.

Give Budgeting Lessons

Now is the perfect time to discuss the steps involved in creating a budget. Ask your child to track spending for a few weeks. Your child's current expenses might include car insurance, student loan payments and cellphone plan costs. But, in the future, your child also will need to budget for items such as rent, utilities, and food. Banking websites often have good information about budgeting, so suggest that your child check them out.

Encourage Automatic Savings

Your child should have money from each paycheck automatically transferred to a savings account. Doing so can provide the cash needed to rent an apartment and start an emergency fund.

Offer to Match Funds

Provide an incentive to leave the nest by offering to match any money your child saves while living at home.

Balance Transfers and Your Credit Score

Eliminating credit card debt is always a good plan. But accumulating interest can make it difficult to pay off your balances, especially if you're making only minimum payments.

Consolidating credit card balances on a new card with a low promotional rate can save you money. And having a single monthly payment may be easier to manage.

What effect will a balance transfer have on your credit score? A lot depends on you. Here are some tips for consolidating credit card debt that will potentially boost your score.

- Calculate the monthly payment you'll need to make to pay off the balance before the introductory rate ends.
- Don't cancel your old cards. In addition to eliminating your credit history, closing accounts reduces your available credit. Both can have a negative impact on your credit score.
- Avoid charging purchases to your old cards unless you can pay off the balance each month. People often fail at debt consolidation because they run up new debt.

Young Adults Living at Home During the Pandemic

Since the pandemic began in the U.S., the percentage of young adults ages 18-29 living with relatives has become a majority. The numbers surpass the previous peak that occurred during the Great Depression.

Percentage of adults ages 18-29 living with one or both parents

FEBRUARY 2020		JULY 2020
47%	INCREASE OF 2.6 MILLION →	52%

Percentage of adults ages 18-29 reporting that someone in the household has been laid off or taken a pay cut — 54%

Highest percentage of young adults living with parents before 2020 — 48% DURING THE 1940s

Pew Research Center September 24, 2020

Depreciating Assets

Depreciation is the process of deducting the cost over time of a tangible or physical asset you bought for your business. When you depreciate assets, the amount of money you write off each year reflects how much of the asset's value has been used up. Some examples of assets that can be depreciated by small businesses include vehicles, office furniture and equipment, computers and buildings.

Claiming a Section 179 Deduction

Instead of depreciating an asset over its useful life, a Section 179 deduction allows a business to deduct the entire cost of certain assets purchased in the year the purchase was made. The amount a business can write off and the types of assets that are eligible for the Section 179 deduction are subject to limitations. The asset purchased must be used in an active business, so passive activities generally won't qualify for the deduction.

For Certain Assets, Bonus Depreciation

Certain types of assets are eligible for 100% bonus depreciation in the year they're purchased, and there is generally no limit on how much a business can write off. If bonus depreciation causes a loss, the loss can be carried forward. Bonus depreciation is available only until 2022, after which it begins to phase out, ending in 2026.

For Tax Purposes, Regular Depreciation

If assets aren't eligible for either Section 179 or bonus depreciation, a business generally can depreciate property for tax purposes using MACRS. MACRS stands for Modified Accelerated Cost Recovery System. When your company purchases an asset for your business, the IRS allows you to deduct a portion of the cost each year over the asset's expected lifetime.

Under MACRS, assets are assigned to a specific asset class. The asset class determines the asset's useful life and the number of years the business will depreciate the asset. As an example, vehicles and computers are depreciated over five years, while commercial real estate is depreciated over 39 years.

Depreciation calculations can be complex. If you have assets that could be subject to depreciation, seek guidance from your tax professional.

We Value Your Input...

Your feedback is very important to us. If you have any questions about any of the subjects covered here, or suggestions for future issues, please don't hesitate to call. You'll find our number on the front of this newsletter. It's always a pleasure to hear from you.

Recyclable
SMBUS

Financial Industry Regulatory Authority

ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

January 11, 2021

Reference: **FR2020-1217-0079/E**
Link Reference : FR2020-1009-0093

Org Id: 23568

1. LTM MayJune 2021 Business

   Rule: FIN 2210

The communication submitted appears consistent with applicable standards.

Reviewed by,

Jeffrey R. Salisbury
Associate Principal Analyst

hrm

Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.

NOTE: *We assume that your filed communication doesn't omit or misstate any fact, nor does it offer an opinion without reasonable basis. While you may say that the communication was "reviewed by FINRA" or "FINRA reviewed," you may not say that we approved it.*

Advertising Regulation
9509 Key West Avenue
Rockville, MD
20850
t 240 386 4500
f 240 386 4568