

LET'S TALK MONEY[®]

July/August 2021

Stick to Your True North

When your life is a little hectic, it may be tempting to disregard everything you know about smart investing. But abandoning a well considered investment strategy in reaction to current events may undermine your plans for your financial future. Review these tried-and-true investing tips before you make a move.

Keep Emotions at Bay

An extended bull market can leave you feeling overly optimistic about future stock values, just as a prolonged bear market may send you fleeing to fixed-income investments. Investment decisions should never be based on emotion. You created your investing plan for a reason. Don't let an emotional reaction to market swings derail it.

Diversify Your Investments

A diversified* portfolio that spreads your investing dollars across a variety of asset classes, geographical regions and market sectors may help reduce your portfolio's volatility. Holding a variety of investment types that may react differently to the same market conditions may help cushion your portfolio against major losses.

Forget Market Timing

Attempting to buy investments when prices are low and sell when they're high is a

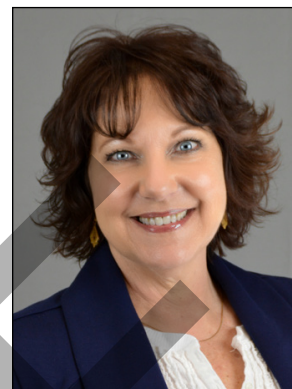
strategy that even seasoned investors often can't execute successfully. Maintaining a diversified portfolio and following your investment plan can help prevent you from selling securities when prices are down, potentially preserving your portfolio's value.

Moderate your Risk

Taking too much risk with your investments can put your portfolio's returns in jeopardy should those risky investments take a nosedive. But taking too little risk may leave you without enough savings to reach your

goals. Make sure the amount of risk you take with your investments matches your risk tolerance and investing time frame. Remember, though, as you near retirement, it's important to reduce your exposure to riskier investments and concentrate on preserving gains while still holding some assets that can outpace inflation.

** Diversification cannot eliminate the risk of investment losses. Past performance won't guarantee future results. An investment in stocks or mutual funds can result in a loss of principal.*



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.

Standard Version

LTM Client Marketing
helping financial professionals stay connected

The sender and LTM Marketing Specialists LLC are unrelated. This publication was prepared for the publication's provider by LTM Marketing Specialists LLC, an unrelated third party. Articles are not written or produced by the named representative.

Navigating the Financial Aid Maze

Wasn't it just yesterday that your child was starting kindergarten? And now you're preparing to pay college tuition. Take a deep breath and review some basic information about financial aid.

It Starts with the FAFSA

Start by submitting a Free Application for Federal Student Aid (FAFSA) form early. Forms will be accepted from October 1, 2021 – June 30, 2022 for the 2022-2023 school year. You can find the form on the studentaid.gov website.

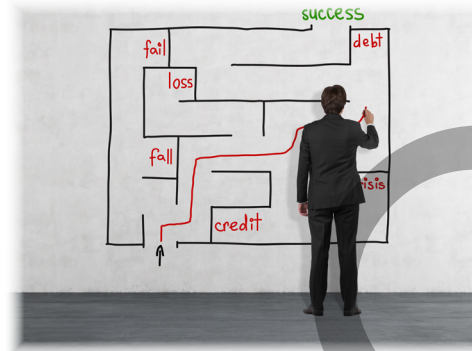
Information on the FAFSA is used in determining your child's eligibility for federal, state and school financial aid. The information is shared with the colleges your child lists on the FAFSA. Then each college's financial aid office uses it to figure out how much aid your child may receive at that school.

Types of Federal Aid

Federal financial aid takes several forms:

- ❖ Grants, including Federal Pell grants, Federal Supplemental Educational Opportunity Grants (FSEOG) and Teacher Education Assistance for College and Higher Education (TEACH) grants, are based on financial need and don't have to be repaid. Special grants are also available to children of certain armed-forces members.
- ❖ Federal work-study is another option. It provides part-time employment while a student is enrolled in school.
- ❖ Loans may be offered as part of a financial aid package and must be repaid with interest. Direct subsidized loans are

made to eligible undergraduate students based on need. Direct unsubsidized loans benefit eligible undergraduate, graduate, and professional students and are not need based. Direct PLUS loans are made to graduate or professional students and parents of dependent undergraduate students to help pay education expenses not covered by other financial aid.



Beyond Federal Aid

❖ Scholarships are monetary gifts based on need-academic merit, talent, or a particular area of study and don't have to be repaid. Schools, employers, nonprofit and private organizations, religious groups, professional and social

organizations and even individuals may offer scholarships to help students pay for college or career school. The U.S. Department of Labor has a free scholarship research tool at www.careeronestop.org/toolkit/training/find-scholarships.aspx

- ❖ Private loans offered by banks are also available to help pay college expenses. However, these loans are generally not as affordable as federal loans. Colleges may have their own loan programs as well.

You can get more information on funding from a school's financial aid office.

Balancing Act

Online banking and mobile banking apps may have made it easier to keep track of your checking account balance, but it's still important to make sure your records match your bank statement.

Balance Your Checking Account

1. Start with the opening balance (the amount of money showing in your account).
2. Subtract transactions, including checks you've written, ATM withdrawals, automatic bill payments and debit card charges.
3. Add expected deposits, credits and any interest earned.
4. Deduct fees and charges.
5. Record the ending balance (your available funds).



If the balance doesn't match your account statement, go through your records again to find the discrepancy. Common errors include forgetting to record a transaction, transposing numbers and adding or subtracting incorrectly.

Expensive Mistakes

Your financial institution will charge you an insufficient-funds fee for each transaction that overdraws your account. Consider setting up overdraft protection or automatic transfers from a savings account.

Spotting a Scam

In 2019, there were 27,000 reported fake-check scams, resulting in losses of more than \$28 million. Recognizing the telltale signs of a scam may prevent you from becoming a victim.

Common “Scamagories”

In most fake-check scams, the victim is told to deposit a check and then given a plausible reason why some of the money has to be returned to the sender. Common scams to watch out for include:

Mystery Shopper. After “hiring” people as mystery shoppers, scammers send a check with instructions to deposit it in a personal bank account. Shoppers are told to wire some of the money through a money transfer service. Unfortunately, the consumer usually discovers that the check is counterfeit only after wiring the money.

Car-Wrap Deals. Victims who agree to use their vehicles for advertising are asked to wire money from a checking account to decal installers, who never materialize to do the wrap.

Claiming Prizes. Sweepstakes “winners” are given checks and told to send money to cover taxes, shipping, handling and processing fees.

Overpayments. Scammers who buy items that someone is selling online “accidentally” send a check for more than the cost and ask for a refund of the difference.

Avoid Fake-check Scams

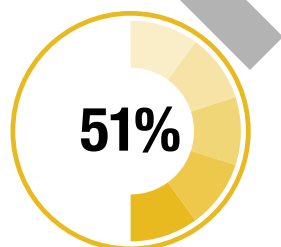
Never send money to someone you don't know. If you are a victim of a fake-check scam, report the scam at [ftc.gov/fakechecks](https://www.ftc.gov/fakechecks) or [ftc.gov/giftcards](https://www.ftc.gov/giftcards).



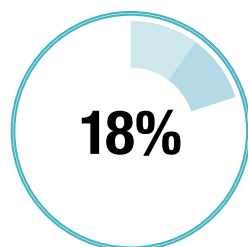
Don't Be a Victim

Counterfeit check scams typically fall into these basic categories:

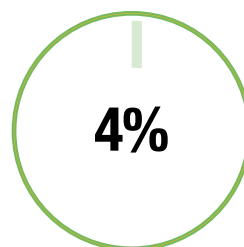
Job & Income Opportunities



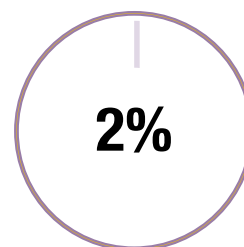
Online Selling



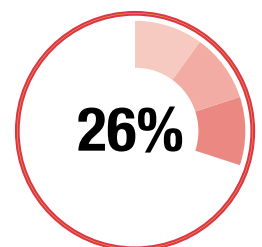
Winnings & Grants



Loans



Other Stories



Women: Know Your Finances

It's a fact: Statistically, women live longer than men.* Also, women are often less confident than men about making financial and investing decisions. As a woman, taking a proactive role in planning your financial future may help you achieve a comfortable retirement lifestyle.

Why Are Women Behind?

Women tend to lag behind in accumulating assets because they're more likely than men to leave the workforce to care for young children or, in later years, to act as caregivers for elderly family members. Spending time away from a job may mean missing out on several years of contributing to an employer's retirement plan. It can also result in lost opportunities for promotion and the salary increases that would bring.

Ultimately, being out of the workforce can mean lower Social Security benefits — and thus less income — in retirement. And a woman's longer life expectancy may contribute to higher lifetime healthcare costs as well.

Take Charge of Your Finances

Take steps that will make a difference in your financial outlook. Consider those that are appropriate for you.

- ❖ Work as long as possible to maximize your savings and your Social Security benefits.
- ❖ Contribute the maximum amount to an employer's retirement plan account. Consider contributing to an IRA, which may or may not be tax deductible, depending on the plan type and qualification requirements.
- ❖ Take more investment risk if your tolerance allows. Investing too conservatively can slow progress toward your savings goals, so don't rely on only fixed-income investments.
- ❖ Create an emergency fund.
- ❖ Consider if you're married but not working, your spouse may be able to contribute up to \$6,000 (\$7,000 if you're age 50 or older) to a spousal IRA for you.
- ❖ If you think your sources of income, such as Social Security and any pensions, won't cover your expenses in retirement, investing in an annuity that will generate regular income to help fill the gap.
- ❖ Reduce your living expenses by moving to an area with lower taxes and housing costs. If you're not married, consider sharing a residence with friends.
- ❖ Consult your financial professional before making any significant changes

* <https://www.voanews.com/science-health/new-study-looks-why-females-live-longer-males>

This publication is not intended as legal or tax advice. All individuals, including those involved in the estate planning process, are advised to meet with their tax and legal professionals. The individual-sponsor of this newsletter will work with your tax and legal advisors to help select appropriate product solutions. We do not endorse or guarantee the content or services of any website mentioned in this newsletter. We encourage you to review the privacy policy of each website you visit. Limitations, restrictions and other rules and regulations apply to many of the financial and insurance products and concepts presented in this newsletter, and they may differ according to individual situations. The publisher and sponsor do not assume liability for financial decisions based on the newsletter's contents. Great care has been taken to ensure the accuracy of the newsletter copy at press time; however, markets and tax information can change suddenly. Whole or partial reproduction of Let's Talk Money® without the written permission of the publisher is forbidden.

©2021, LTM Marketing Specialists LLC

We Value Your Input...

Your feedback is very important to us. If you have any questions about 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.

ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

Reference: **FR2021-0301-0280/E**
Link Reference : FR2020-1217-0081

Org Id: 23568

1. LTM JulyAugust 2021 - Standard

Rule: FIN 2210
5 Pages

The communication submitted appears consistent with applicable standards.

Reviewed by,

Jeffrey R. Salisbury
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*