

Taking Charge Of Your Financial Future

WIC Southeastern Leadership Retreat
April 6, 2019

 **Private Wealth
Management**
U.S. Bank

**Investment products and services are:
NOT A DEPOSIT • NOT FDIC INSURED • MAY LOSE VALUE •
NOT BANK GUARANTEED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY**

Financial Disclosures and Objectives

- Amanda Weeks-Geveden – no financial disclosures
- Objectives
 - Describe basic channels for financial / wealth management
 - List actionable steps to take more control of their family's finances
 - Discuss solutions for family estate planning

Disclosures (page 1 of 2)

This information represents the opinion of U.S. Bank. The information is not intended to provide specific advice or be construed as an offering of securities or recommendation to invest. Not for use as a primary basis of investment decisions. Not to be construed to meet the needs of any particular investor. Not a representation or solicitation or an offer to sell/buy any security. Investors should consult with their investment professional for advice concerning their particular situation. The factual information provided has been obtained from sources believed to be reliable, but is not guaranteed as to accuracy or completeness. U.S. Bank and its representatives do not provide tax or legal advice. Each individual's tax and financial situation is unique. Individuals should consult their tax and/or legal advisor for advice and information concerning their particular situation. **Past performance is no guarantee of future results.**

Equity securities are subject to stock market fluctuations that occur in response to economic and business developments. The value of **large-cap stocks** will rise and fall in response to the activities of the company that issued them, general market conditions, and/or economic conditions. Stocks of **small-capitalization companies** involve substantial risk. These stocks historically have experienced greater price volatility than stocks of larger companies and may be expected to do so in the future. Stocks of **mid-capitalization companies** can be expected to be slightly less volatile than those of small-capitalization companies, but still involve substantial risk and may be subject to more abrupt or erratic movements than large-capitalization companies. **Value investments** focus on stocks of income-producing companies whose price is low relative to one or more valuation factors, such as earnings or book value. Investors should carefully consider the additional risks involved in value investments. **Growth investments** focus on stocks of companies whose earnings/profitability are accelerating in the short term or have grown consistently over the long term. Such investments may provide minimal dividends which could otherwise cushion stock prices in a market decline. Investors should carefully consider the additional risks involved in growth investments. **International investing** involves special risks, including foreign taxation, currency risks, risks associated with possible difference in financial standards and other risks associated with future political and economic developments. Investing in **emerging markets** may involve greater risks than investing in more developed countries. In addition, concentration of investments in a single region may result in greater volatility. Investing in **fixed income securities** are subject to various risks, including changes in interest rates, credit quality, market valuations, liquidity, prepayments, early redemption, corporate events, tax ramifications, and other factors. Investment in debt securities typically decrease in value when interest rates rise. The risk is usually greater for longer term debt securities. Investments in lower rated and non rated securities present a greater risk of loss to principal and interest than higher rated securities. Investments in **high-yield bonds** offer the potential for high current income and attractive total return, but involve certain risks. Changes in economic conditions or other circumstances may adversely affect a bond issuer's ability to make principal and interest payments. The **municipal bond market** is volatile and can be significantly affected by adverse tax, legislative or political changes and the financial condition of the issuers of municipal securities. Interest rate increases can cause the price of a bond to decrease. Income on municipal bonds is free from federal taxes, but may be subject to the federal alternative minimum tax (AMT), state and local taxes. **Treasury inflation-protected securities (TIPS)** offer a lower return compared to other similar investments, and the principal value may increase or decrease with the rate of inflation. Gains in principal are taxable in that year, even though not paid out until maturity.

Disclosures (page 2 of 2)

There are special risks associated with an investment in **commodities**, including market price fluctuations, regulatory changes, interest rate changes, credit risk, economic changes, and the impact of adverse political or financial factors. Investments in **real estate securities** can be subject to fluctuations in the value of the underlying properties, the effect of economic conditions on real estate values, changes in interest rates, and risks related to renting properties (such as rental defaults). **Mutual fund investing** involves risk and principal loss is possible. Investing in certain funds involves special risks, such as those related to investments in small- and mid-capitalization stocks, foreign, debt, and high-yield securities, and funds that focus their investments in a particular industry, or employ a long-short strategy. Please refer to the fund prospectus for additional details pertaining to these risks. **Alternative investments** very often use speculative investment and trading strategies. There is no guarantee that the investment program will be successful. Alternative investments are designed only for investors who are able to tolerate the full loss of an investment. These products are not suitable for every investor even if the investor does meet the financial requirements. It is important to consult with your investment professional to determine how these investments might fit your asset allocation, risk profile, and tax situation. **Exchange-traded funds (ETFs)** are baskets of securities that are traded on an exchange like individual stocks at negotiated prices and are not individually redeemable. Share of ETFs may trade at a premium or a discount to the net asset value of the underlying securities. An investment in a **hedge fund** involves a substantially more complicated set of risk factors than traditional investments in stocks and bonds. Hedge funds are speculative and involve a high degree of risk. **Derivatives** can be illiquid, may disproportionately increase losses and may have a potentially large negative impact on performance. Employing leverage may result in increased volatility. These investments are designed for investors who understand and are willing to accept these risks. **Private capital funds** are speculative and involve a high degree of risk. An investment involves a substantially more complicated set of investment strategies than traditional investments in stocks or bonds, including the risks of using derivatives, leverage, and short sales, which can magnify potential losses or gains. Always refer to a Fund's most current offering documents for a more thorough discussion of risks and other specific characteristics associated with investing in private capital funds. **Private equity** consists of investors and funds that make investments directly into private companies or conduct buyouts of public companies that result in a delisting of public equity. Potential investors should remember that investments in private equity are illiquid by nature and typically represent a long-term binding commitment. The investments made by private equity funds are not readily marketable and the valuation procedures for these positions are often subjective in nature. **Structured products** are subject to market risk and/or principal loss if sold prior to maturity or if the issuer defaults on the security. Structured Products Pricing Supplements and Prospectuses should be reviewed by the client prior to approving or directing an investment in these securities. Clients should contact their Portfolio Manager directly to request and review Structured Product Pricing Supplements and Prospectuses for each structured product they may wish to purchase. **Options** involve substantial risk and are not suitable for all investors. Prior to buying or selling an option, investors must receive a copy of "Characteristics and Risks of Standardized Options." Copies of this document may be obtained from an investment professional, from any exchange on which options are traded, or by contacting The Options Clearing Corporation at One North Wacker Drive, Suite 500, Chicago, IL 60606 (phone: 1-800-678-4667).

Why Are We Talking About This?



- Women are on track to control \$72 trillion in wealth in the U.S. by 2030. ¹
- Average woman in America will live to age 81, while American men will live to age 76. ²
- In one study, 51% of women say they are chief financial officer of the household. ³
- 92% of women want to learn about financial planning and 83% want to get more involved in investments ⁴

1 "Women's wealth is rising," The Economist, 2018.

2 "Mortality in the U.S., 2017, NCHS Data Brief No. 328, November 2018

3 "'Allianz Women, Money, and Power Study,' Allianz Life, 2016.

4 Fidelity Investments Study, Women and Fidelity.com

Relationship of Women and Money

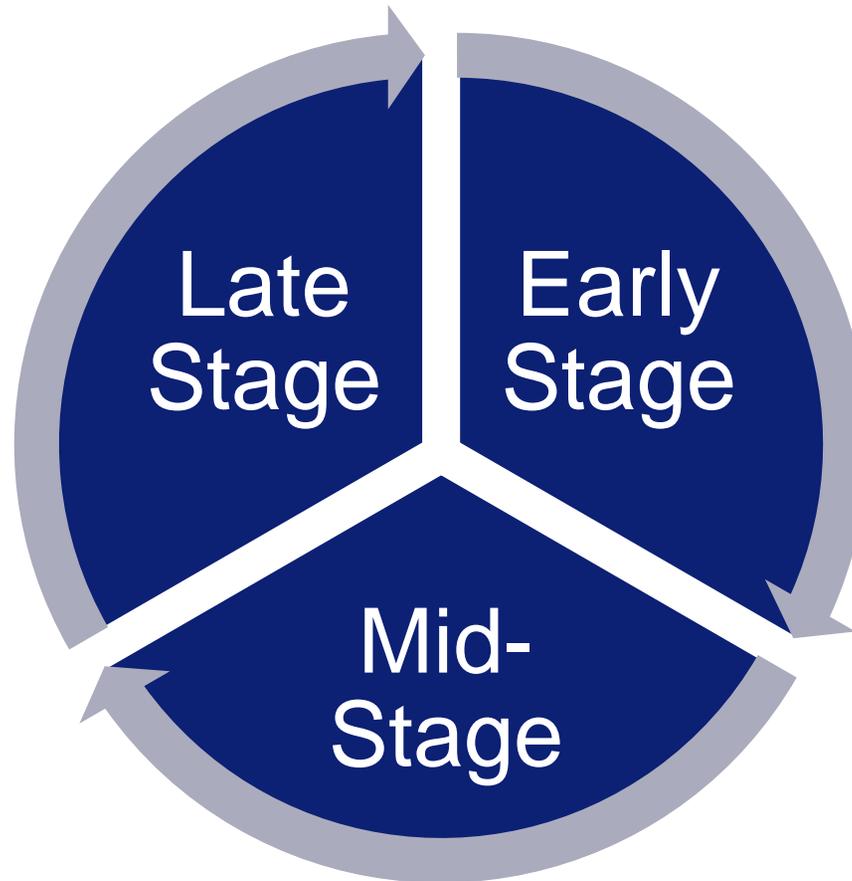
- Wealth = Security
- We Want to Use Money to Create the World We Want for our Family, Friends, and Causes We Support
- We Are More Concerned About Stability, Leaving a Legacy, and Helping Others
- Money is the Tool To Achieve That Life Target
- We Are Most Worried About Running Out of Money ¹
- Not Being Financially Secure Prevents Us From Taking Risks in Our Career
- Barriers Can Be Time, Interest, Knowledge, and Spouse/Partner Dynamics

¹ "Allianz Women, Money, and Power Study," Allianz Life, 2016.

Please refer to disclosures in the appendix.

Phases of Your Career

Retirement
Extended Travel
Weddings
Grandchildren
Parents' Assistance



Student Loan Debt
Buying First Home
Starting Families
Buying into Practices

Lifestyle Spending Increases
Upgrading Homes, Second Homes
Teenagers, Cars, College
Parents' Assistance

Early Stage Career : How Do You Address Financially?

- Have Open Conversations with Spouse/Partner
- Set Financial Goals to Eliminate Debt
- Start Saving for Retirement
- Make Sure You Are Insured: Life, Disability
- Start 529 plans
- Complete Basic Estate Planning
- Find A Trusted Advisor



Student Loan Debt
Buying First Home
Starting Families
Buying into Practices

Mid-Stage Career : How Do You Address Financially

- Set Financial Goals and Save for Large Purchases, Business Investments or Liquidity
- Create and Maintain Annual Net Worth Statement
- Have Money Dates
- Model the Behavior You Want Your Children To Have
- Set Semi-Annual Meetings with Trusted Advisor
- Refine Estate Planning to Meet Current Needs
- Start Talking To Parents'



Lifestyle Spending Increases
Upgrading Homes, Second Homes
Teenagers, Cars, College
Parents' Assistance

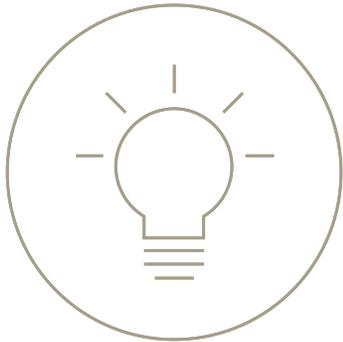
Late Stage Career : How Do You Address Financially

- Start Focused Planning at least Five Years Before Retiring
- Maximize the Catch-Up Provision for Retirement
- Earning Money By Working and Saving
- Shift Insurance to Include Long Term Care Options
- Become More Proactive Than Ever

Retirement
Extended Travel
Weddings
Grandchildren
Parents' Assistance

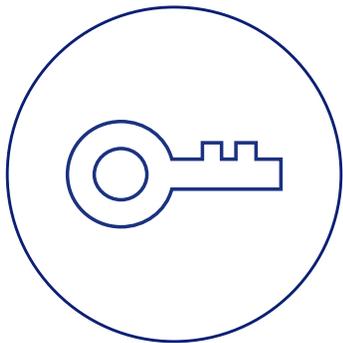


Being **Cognizant** and **Conversant** Will Build Your **Confidence**



- Cognizant
 - Trusted Advisors
 - Document Location
 - Personal Net Worth
 - Family's Financial Goals
 - Annual Family Financial Meetings
- Conversant
 - Tailored Magazines and Books
 - Investment Clubs
 - Education Time with Advisor
 - Talking with Friends

Next Steps



- Commit to Have a Conversation at Home
- Write Down Everything You Own and Everything You Owe “Net Worth Statement”
- Find One Education Piece to Read
- Participate in “Women with Money” Book Discussion