



A Message From Mary Sterk

Happy Summer from Sterk Financial! Here are a few second quarter economic observations:

- The DOW ended the quarter just a few hundred points from its record highs*
- Inflation is still sticking around. We have started to see this take a toll on homebuyers and new home sales/construction, and new home sales are at their lowest level since November. *
- Election ads, hype, and volatility has started.

We frequently get questions about the impact of the upcoming election on the markets. As a reminder, 8 decades of S&P 500 returns covering presidential elections show a 10.7% average return for the full election year** Historically, there is very little difference in market performance related to who wins. The returns show us the market performs better with a divided congress. Of course, past performance does not guarantee future results, yet it does give us something to consider.

In Q2 we celebrated our 20-year anniversary with a big party. What a wonderful milestone for our team to have shared with many of our clients and friends. We would like to thank everyone who was able to join us and raise a glass to toast those who were unable to attend.

We are also pleased to share that we were awarded a 2nd Forbes award in 2024 - Best in State Wealth Advisors for South Dakota! We are humbled and honored to be named to these esteemed lists. Two awards per year for 7 years can only be achieved through dedicated support and service from our whole team.

Finally, I am excited to announce that the expansion of our advisor talent over the years has allowed us to now have more than one advisor intimately familiar with each client's accounts. This is important for several reasons. First, and foremost, we always want our clients to be taken care of. This past year has taught us that life is fragile and sometimes the unexpected happens. When life throws us a curveball, and your primary advisor is not available, we want to make sure that you know we are still here for you, taking care of your

accounts as a team, and that you ALWAYS have someone to talk to that can help. Secondly, as we grow, and as the financial industry shifts and changes, so do our roles and responsibilities. It makes the team concept even more important. Over the next year we will be introducing you to your second advisor when appropriate, so you always have peace of mind that Sterk Financial is there to help you Plan, Protect and Grow!

As always, please reach out at any time with questions.

Thank you,
Mary Sterk, CFP[®], CEO & Founder

*Sources - *Osaic MarketView **Hartford No investment strategy can guarantee positive results. Past performance is not a guarantee of future results. Forbes Best in State Wealth Advisors list includes ten recipients per state. The award is based on qualitative and quantitative data, rating thousands of wealth advisors with a minimum of seven years of experience and weighing factors like revenue trends, assets under management, compliance records, industry experience and best practices. The award is not based on portfolio performance or client reviews. There is no fee in exchange for rankings. Third-party rankings and recognitions are no guarantee of future investment success and do not ensure that a client or prospective client will experience a higher level of performance or results. These ratings should not be construed as an endorsement of the advisor by any client nor are they representative of any one client's evaluation.*