


ON WEALTH

WINTER 2022 MAGAZINE



POTOMAC
FINANCIAL CONSULTANTS



WINTERING 101: YOUR GUIDE TO SEASONAL LIVING

Your ideal seasonal home, rental property,
or RV are only a few pages away.

FINANCIAL LESSONS FOR EVERY AGE

What kids need to know about
money—and when to talk to them.

SHOPPING FOR BIG- TICKET ITEMS ONLINE

Would you buy a dishwasher
on your phone? Tips for your next
big purchase.

TELL YOUR STORY: HOW TO FINALLY WRITE THAT NOVEL

Turn your literary dreams into a
literal reality.

WELCOME

GREETINGS,

Anyone else, besides me, ready for winter to be over? In Maryland, we haven't gotten a lot of snow this winter, but it has been way colder than I like. Spring needs to hurry up. Speaking of changing seasons, let's chat a bit about changing times. We are nearing our second anniversary of Covid-19 bringing our country to a halt. Thankfully, I think we are starting to see some light at the end of the tunnel in terms of the health aspect of the pandemic. However, as you are quite aware, we are starting to see the economic ripples caused by all that we have had to endure over the past two years.

The market, in general, has been a bit rocky since the fall of 2021. However, the start of 2022 has been quite the roller coaster ride to date. We are seeing record inflation, still dealing with supply chain issues, interest rates are slated to start back up and much more. This all pressures the market. However, it should not be a time for you to be pressured to make changes in your portfolio. As we have always talked, market timing will always hurt us and jumping in and out of the market will always hurt us. By now you all have a solid plan in place that we should be sticking to, just knowing that it could be a rocky ride through this entire year. As always though, please reach out to me if you want to talk about your portfolio in anyway.



As we continue through this market cycle, this could be a great time to talk to your kids, no matter how young or old, about their financial picture. Passing along your financial knowledge is an invaluable gift to give. In the article titled, "Financial Lessons for Every Age," we'll look at ways you can play a role in your family's financial learnings. If you have adult children that could use our services, please consider sending them our way.

Lastly, I am excited to share that we have fully opened our office again and look forward to seeing any client that is comfortable with an in-person meeting. In the meantime, cheers to sunny skies, greener grass and beautiful flowers popping soon!

WARM REGARDS,

Michelle
and the Team

Potomac Financial Consultants

CHARITY OF THE MONTH

Each month we will be featuring a charitable organization....and we want your input! Please tell us what charities you support and why. We will be looking at all recommendations as to our next charities to support. You can email this information to Candace at candace@pf-consultants or share with the team the next time you stop in the office.

JANUARY 2022: EXODUS ROAD

Potomac Financial Consultants
Charity of the Month
~ January 2022 ~



Exodus Road

Their Mission:
To disrupt the darkness of modern-day slavery by partnering with law enforcement to fight human trafficking crime, equipping communities to protect the vulnerable, and empowering survivors as they walk into freedom.

Find more information at
www.TheExodusRoad.com

FEBRUARY 2022: AMERICAN HEART ASSOCIATION

Potomac Financial Consultants
Charity of the Month
~ February 2022 ~



American Heart Association®

www.heart.org

WINTERING 1❄️1

YOUR GUIDE TO SEASONAL LIVING

Every year, millions of retirees flock to other climates in search of balmy weather and seasonal entertainment. Regions like the coast or the Sun Belt welcome well over 50 million visitors between January and March, but they are just the tip of the iceberg when it comes to seasonal travel. There's even a colorful name for such intrepid visitors: "snowbirds."

What Is a Snowbird?

Snowbirds are typically people who are retired or close to retirement and have decided to spend the winter months in a location other than where they usually live. In the past, this term applied to those who traveled south in the winter to escape the cold. Today, it can apply to retirees and others who travel seasonally to spend time outdoors and enjoy their favorite activities.¹

If this is a lifestyle you're considering, you can stretch your fledgling snowbird wings in a number of ways. You may start pricing a second home or look for a rental property you can return to annually. Or, you may opt to chase good weather by traveling in an RV.²



Getting Started

Set a goal

In most things in life, it's helpful to settle on a goal before you begin. Start with the basics, such as deciding on your destination, length of stay, and, of course, budget.

Renting vs. buying

Depending on where you decide to travel, renting on a seasonal basis can cost thousands over the length of your stay. However, the funds you spend on renting could also be used to pay for some of the living expenses while you enjoy your second home. Sure, buying a home is a significant commitment, but it also may open up rental opportunities and give you the freedom to visit your second home whenever you please.^{3,4}

Pros & Cons

Sounds great, right? However, before you begin searching for your perfect winter home, there are a few items to consider. After all, wintering in more temperate locations can often mean more than enjoying the sunshine at your back and warm sand beneath your feet.

Owning a recreational vehicle (RV)

The allure of the open road and nearly limitless freedom appeal to many retirees looking to spend their winters elsewhere. However, sometimes the reality of RV life can differ from your perceptions. Here are some items to keep in mind before you start your journey:

- **Comfort behind the wheel** – Depending on the size of your vehicle, you may need a commercial driver’s license (CDL), even if your RV is a non-commercial vehicle (which most are). For recreational vehicles with a Gross Vehicle Weight Rating (GVWR) over 26,000 pounds, including a towed unit with a GVWR over 10,000 pounds, a CDL is required in the United States per federal and state law.
- **Try before you buy** – If you aren’t sure which direction to go with the size and type of RV, rent a unit similar to what you are considering. You’ll soon know if life on the road is for you.
- **Ask a (financial) pro** – A candid conversation with your financial professional may be a wise move before making any permanent decisions. After all, your RV will most likely lose value over time, and there may be resources that can help you better understand the issue.⁵



Owning a second home

If you prefer something more permanent, a second home may be right for you. A second home can allow for longer trips and more opportunities for entertainment and socialization. But as with any real estate purchase, there are some considerations to keep in mind.

- **Location, location, location (and price)** – The ultimate price for your new home will depend heavily on the location you choose. Even if you have experience in the real estate market, it can be helpful to enlist the aid of a real estate agent in your search.
- **Televised inspiration** – If you’ve ever watched a real estate show, you’ve already started your search. These shows aren’t just entertaining – they can also be invaluable learning tools.
- **Enlist a friend** – Anyone who has shopped for a home knows how difficult it can be to remain objective. Sometimes we see a home and love it so much that its shortcomings fall by the wayside. Try asking an impartial friend to weigh in on your top choices. It may be a little painful, but what they notice can save you from headaches in the future.⁶



Owning a rental property

Many of the considerations of second ownership apply here as well. The significant differences arise when you decide to rent your property while you're not using it. After you've purchased your property, here are some potential ideas to help make it a success as a rental:

- **Management** – A reputable property management company can be enormously helpful for private rental property owners. For a fee, these companies will maintain the property, handle tenant issues, and make sure your investment is well-tended. When you start the search, try asking your real estate agent for some guidance to get the ball rolling.
- **Fractional ownership** – Purchasing a rental property is a significant investment. If you're not quite ready to take

the plunge, consider fractional ownership. By splitting the investment among multiple owners, you may be able to manage the cost and potential risk of your rental property.

- **Research is a must** – For this, the internet is your best friend. Spend some time reading through message boards and posts from other rental property owners. Often, you can find helpful, actionable tips or ways to avoid mistakes others have made during their searches.⁷

Whether you consider yourself a snowbird, a seasonal dweller, or just someone in pursuit of the good life, there are many ways to create a lifestyle that works like a dream.

1. USNews.com, March 11, 2020
2. CNN.com, March 11, 2020
3. Investopedia.com, March 23, 2020
4. Investopedia.com, April 9, 2020
5. CNN.com, April 23, 2019
6. Yardeni Research, Inc., March 23, 2020



FINANCIAL LESSONS

FOR EVERY AGE

What Kids Need To Know About Money And When To Tell Them.



A recent survey of American teens showed that 57 percent of respondents wanted to learn more about money from their parents or guardians. Meanwhile, 35 percent said they learned about money from social media, and 34 percent looked to websites and articles.¹

Talking to your children about money is essential regardless of their ages, and the kinds of conversations you can have can change over time. As you think about how to approach financial conversations with the younger folks in your life, there are some guidelines to keep in mind along the way.

Money is not only a big topic but also one that can feel difficult to speak about. Even financially successful people might be at a loss when it comes to explaining financial matters to children. The good news is that you probably know more than you realize, and there are practical ways to convey these lessons. In fact, you may be able to start earlier than you think.

PRESCHOOL TO KINDERGARTEN



Children are naturally curious. When you're doing ordinary errands like going to the bank or paying for goods or services, they might ask about what you're doing. Think of these as teachable moments to help them understand how money works.

Introduce your children to coins and bills early on. Maybe you have a change jar in the house. A simple exercise like exploring the shapes of the coins and counting them can be a good first step. You could even make it a game. If your child likes to "play store," that can be a time to introduce the values and names of various coins and teach counting shortcuts.



ELEMENTARY AND MIDDLE SCHOOL



Once the children reach grade school, establish some boundaries around money. Explain the difference between needing and wanting things, like toys and video games. Explain that the thing they want costs money, which isn't an unlimited resource.

You can also involve children in your everyday financial behaviors. Tell them why you are paying with your debit card instead of your credit card or vice versa, and explain the difference between those cards. If you are paying bills, invite them to watch you write a check or make

a payment online. Explain that these actions take the money from your accounts and give it to the companies you're paying. When grocery shopping, show them how you compare prices and look for value in the items you select.

In addition, earning an allowance, being paid for household chores, receiving gifts, or engaging in other minor money-earning activities are all learning opportunities for young people. You may want to include a budgeting exercise in this process, encouraging the child to set aside their piggy bank or change jar for "fun money" and designating other funds for certain necessities or supporting a local fundraiser.



As you introduce budgeting, don't be afraid to return to your own budget to model good behavior. By grade school, children should have enough experience with addition and subtraction to follow along as you pay your bills.

If your child receives an allowance, it's also time to teach them how to use that money. Part of the responsibility of having an income is using it wisely, so let them know that they can save up for something they want. Having a goal for something like a new bike or purchasing a gift for a friend might be a great way to focus them on the importance of keeping and maintaining a budget.

As your child gets older, they may begin taking on odd jobs around the neighborhood. However enterprising your child might be, now's a great time to help them to open a savings or checking account—or both. Building this history will be very helpful once they are old enough to be considered for car loans, credit cards, and other forms of consumer debt.

HIGH SCHOOL AND COLLEGE



Providing a teenage child who is at least 18 years of age with a credit card can be controversial. It can undoubtedly be perilous for those who are not yet ready for that level of responsibility. But those who are ready can benefit from your guidance on using and paying off credit cards before they leave home. Understanding fees and interest charges, especially how they differ from savings or checking accounts, can be a valuable lesson. Specialized credit cards meant specifically for students might be one way to meet your teen's needs.

Next stop: college. Many critical financial conversations can take place as a student approaches this milestone and begins to take on new levels of responsibility. What loans might be taken out? Who will pay for them? What scholarships or grants might the student qualify for, beyond the Free Application for Federal Student Aid (FAFSA)? Will a part-time job be a part of their college experience?

Finally, consider bringing your young adult along for visits to members of your financial support team. Introduce them to the people you work with on these matters, including your accountant, tax preparer, and other professionals and consultants. Most will be happy to provide your child with an explanation of what they do for your family. A financial professional can also help answer questions young people might have about saving for college and other matters, including fielding questions you might not know the answer to.

LEARNING AS A LEGACY

Teaching your children to seek out experts when they have questions is often a valuable lesson. What your children learn from you and others about money, starting from a young age, can be a legacy you leave behind that will serve them throughout their lives.

1. FinancialAdvisorIQ.com, July 26, 2021

shopping for **BIG-TICKET ITEMS** online

Your phone dings: the groceries have arrived. You open your front door and see the bags neatly arranged. Alongside them is a box from an online retailer: a new pair of shoes. You slip on the shoes (great fit, not too snug) and start putting away the groceries when you hear a knock on the door. It's your daughter's lunch, prepared just as she likes it: a double cheeseburger, no onions, extra pickle. You remind her not to spoil her appetite since you're cooking dinner tonight. But when it's time to preheat the oven, you realize it won't turn on. No, it's not a blown fuse. Your old range has finally gone to the big kitchen in the sky. Dreading the hassle of finding a new one, you wonder if you could order an oven online like you order everything else.

Websites and phone apps allow the entire retail experience to live at our literal fingertips. A recent study found that 60 percent of consumers planned to increase their online shopping. Groceries and sundries are one thing, but what about big-ticket items you don't buy every day? Would you be comfortable buying a refrigerator featured in a virtual video tour? What about a dishwasher that has never seen a showroom floor?¹



Do Your Homework

If all goes as planned, you'll love what you order online. But what happens if you don't? Before buying something as complex as a home appliance, find out exactly what you can expect

should you need to return the item. Locate the return policy on the app or website and familiarize yourself with it.

Online retailers are eager to make returns as easy as possible, even on something as unwieldy as a washing machine. It's good for return business, and of course, great for your peace of mind.



Comparison Shopping and Price-Matching

Looking at your options is a breeze online. Rather than spending an entire afternoon trudging from store to store to compare prices and brands, you can simply flit between several retail apps or open tabs on an internet browser.

It's also possible that a retailer may be willing to match prices. If you see a great price from one retailer, ask if your favorite store will match it. There are many advantages to this: your preferred retailer may offer a branded credit card for future purchases, or you may accrue loyalty points, adding up to potential savings on major purchases. The app or website may have a chat support function that can help you price-match simply by copying and pasting the competitor's page.



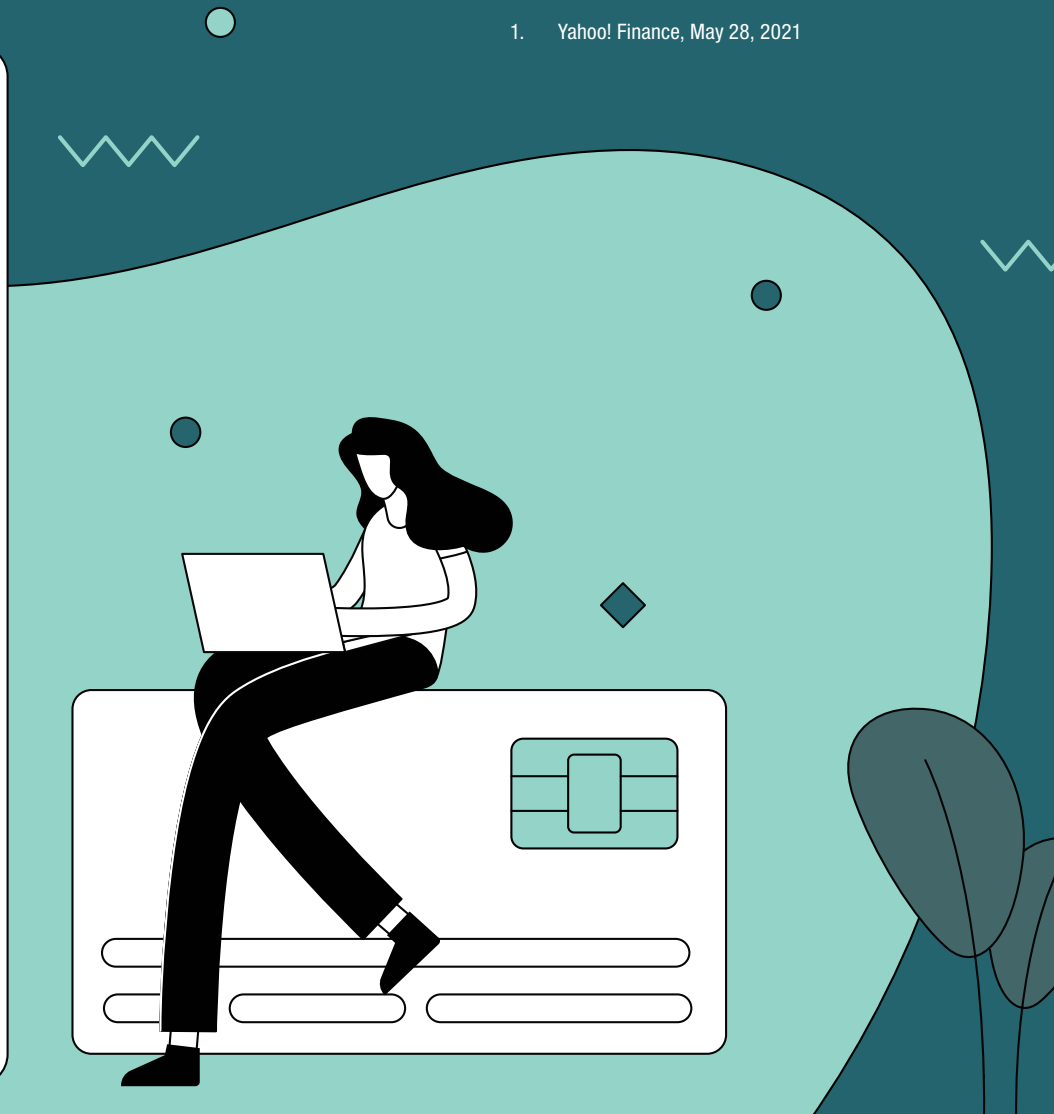
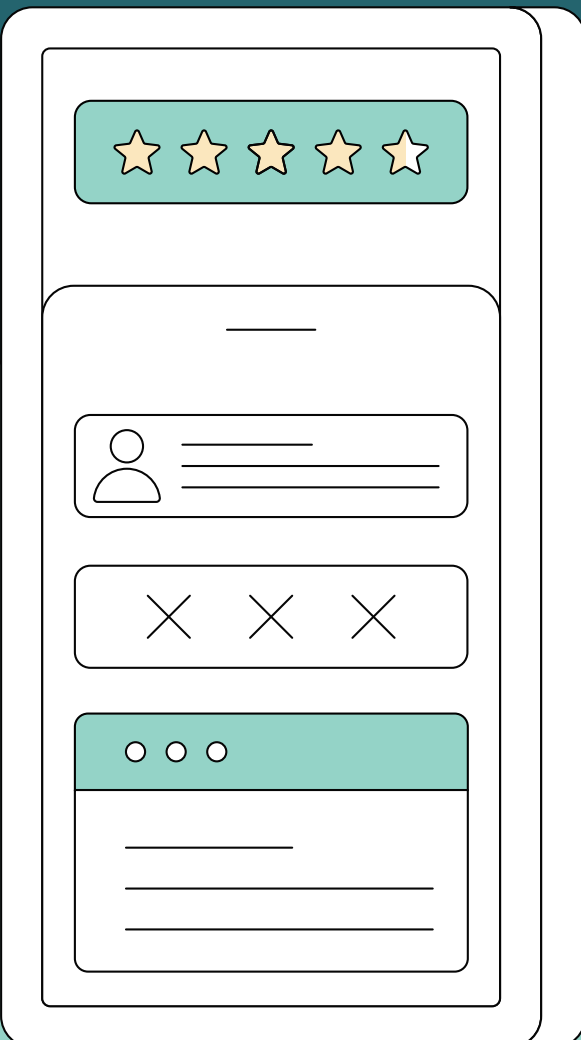
Many Options, Many Reviews

Major retailers will have an online presence, but you might be able to find a better deal going to the brand's website. Many retailers and brands have their own financing options available. If you're not planning to pay for your item outright, you might find that some terms are more favorable to you than others, so be on the lookout for those differences.

Also, keep an eye on reviews that other consumers have left. You never know when they might have noticed something that becomes an important factor or influence in your purchase. When people have a great experience, they are often effusive. When an item is faulty or doesn't work out, they're just as clear.

It's possible that online shopping won't connect you with everything you want to buy, and there's still plenty to be said for seeing the item in person before you make a big purchase. Still, not every major retailer maintains a big box store or showroom, and lower overhead may let them offer you the same product at a lower price. However you choose to shop, good luck and happy hunting!

1. Yahoo! Finance, May 28, 2021



TELL YOUR STORY

How to Finally Write That Novel

For some, retirement is a time to indulge their wanderlust. For others, it's about giving back to their community. And for a certain set of brave souls, retirement can be a time to finally put the sum of their life stories, dreams, and creative inclinations to paper.

The Power of Community

If you've always dreamed of writing a novel or memoir, it's never too early or too late to get started. Maybe you want to record your story for your children and grandchildren. Or, maybe a fiction story has been percolating in your head for years. Regardless of what type of book you'd like to create, writing can be a rewarding activity during a season of life when the intense time commitments of work and childrearing are behind you.

One of the best ways to hone your craft and stay motivated is to find a local or online writing group. A solid community gives you support

and guidance to get started and the push to keep going if your story feels like it's stagnating. Connecting with other writers is a great way to help you improve, stay accountable, and maintain the gumption to keep writing.

50,000 Words in 30 Days

You might have heard of the organization NaNoWriMo. NaNoWriMo stands for National Novel Writing Month, a time when amateur writers of all skill levels commit to writing a book in 30 days. This annual writing challenge began in 1999 with a simple premise: Could you write a novel—or 50,000 words—in 30 days? Since then, the organization





Late-in-Life Writers

Just because you didn't spend your teens and twenties writing like F. Scott Fitzgerald doesn't mean that your writing dreams can't come true. Plenty of successful writers didn't get started writing until later in life. For example:

- **Bram Stoker:** The writer of the classic novel *Dracula* didn't publish until he was 50, while he was helping run the Lyceum Theatre in London. He wrote novels and reviews on the side after leaving civil service.²
- **Laura Ingalls Wilder:** The author of the beloved *Little House on the Prairie* series didn't start writing until her mid-sixties at the encouragement of her daughter.³
- **Millard Kaufman:** His first novel, *Bowl of Cherries*, was published when he turned 90, proving it's never too late to pursue your dreams.⁴
- **Babette Hughes:** She wrote her first novel in her late 80s and branched out from writing her memoirs to complicated spy thrillers at 98 years of age.⁵

has expanded into a creative movement with hundreds of thousands of writers participating in challenges throughout the year.¹

If the idea of writing your book in a month sounds daunting, remember that anything over 50,000 words is considered a novel. When you break it down into a daily word count, 50,000 words becomes about 1,667 words a day, or roughly 4–5 typed pages. The secret is committing to spend a couple of hours a day to focus and get words onto the page (you will come back later to refine your draft).¹

If you like the idea of joining a digital community, you can learn more by searching for National Novel Writing Month. There, you can track your progress with their word count tracker, write notes about your novel, and connect with other writers for encouragement.¹

Regardless of whether you're writing for others or just for yourself, dedicating intentional time to your literary ambitions can be deeply rewarding. Good luck and happy writing!

1. NaNoWriMo.org, 2021
2. IrishPost.com, May 26, 2021
3. BusinessInsider.com, April 22, 2020
4. GroveAtlantic.com, 2021
5. MarketWatch.com, June 5, 202

Potomac Financial Consultants, LLC
20251 Century Boulevard, Suite 350
Germantown, MD 20874
301-948-3900
www.pf-consultants.com

Securities offered through Kestra Investment Services, LLC, (Kestra IS), member FINRA/ SIPC. Investment Advisory Services offered through Kestra Advisory Services, LLC, (Kestra AS) an affiliate of Kestra IS. Potomac Financial Consultants, LLC is not affiliated with Kestra IS or Kestra AS.



Scan for Investor Disclosures

The content is developed from sources believed to be providing accurate information. The information in this material is not intended as tax or legal advice. Please consult legal or tax professionals for specific information regarding your individual situation. This material was developed and produced by FMG Suite to provide information on a topic that may be of interest. FMG Suite, LLC, is not affiliated with the named representative, broker-dealer, or state- or SEC-registered investment advisory firm. The opinions expressed and material provided are for general information and should not be considered a solicitation for the purchase or sale of any security.

Please consult your financial professional for additional information.

Copyright 2022 FMG Suite.

ON WEALTH
WINTER 2022 MAGAZINE

