Dave Neterer, Founder and President

Welcome to the Winter Edition of our newsletter. Winter has really set in, and now I'm just waiting for some good snow. Yes, I am one of those weird people that loves a good snowstorm, but I started skiing at four years old, and it is a passion of mine! I had the pleasure of teaching my wife how to ski – she is a natural – but lacks a little self confidence and worries about getting hurt. These pictures are from a trip to Los Angeles and Big Bear, CA. We went from 65-degree temps to a foot of new snow!

We have spent a lot of time expanding our knowledge base to include Social Security, Medicare, college planning and estate planning. We have a full schedule of seminar dates on each of these topics for 2023 and look forward to helping people navigate through these areas. Although, we have a lot of knowledge on these topics, we always finalize and work with our professional CPA's and attorneys on the implementation.

Needless to say…this has been a difficult investing environment. I know in my 30 years of experience, I have never seen an investment performance tracking sheet that had every broad index (both stocks and bonds) down in value. To add insult to injury, every forecaster has called for a recession in 2023 and possibly 2024. We have adjusted our portfolios to try and navigate the volatility and find areas of stability and possibly little pockets where we can find positive returns. A couple words of wisdom to remember during these difficult investing times: 1) Timing the market is statistically impossible to do with any type of certainty – about the time you feel your worst – investments reverse course and begin to recover; 2) Reinvesting dividends and using new money to buy when the market is down will help the account grow when it recovers and 3) Diversification is key to spreading risk. We will continue monitoring economic and investment conditions and respond accordingly.

Dave

Winter 2023 Newsletter

Mission Statement

To fulfill dreams and pursue financial goals for our clients, providing them with results and financial independence.

Inside this Issue

David Cushwa, Private Wealth Manager

Greetings to all our clients and friends!

Needless to say, 2022 has been an interesting and challenging year for the financial markets. Inflation has reared its ugly head forcing both costs and interest rates to rise precipitously. The result has been pressure on the value of both the equity and bond markets that we have not experienced in years.

Seasoned investors realize the various economic challenges that exist today. We expect these lingering economic issues to spill over into the first half of 2023. On a positive note, history reflects an improving economy (sometime in 2023) almost always encourages positive growth in the financial markets. We believe high quality, dividend paying stocks will be joined by an ever improving bond market to provide excellent opportunities for our clients.

We continue to selectively add to our professional staff to provide our valued clientele the best investment experience available. Their commitment to customer service is unwavering in so many ways!

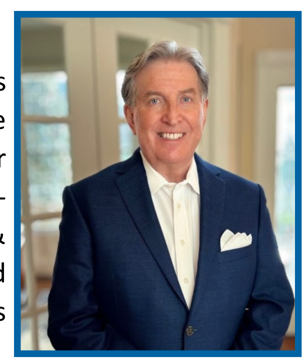
Pursuing special charitable causes, traveling and daily fitness continue to be personal priorities. If only I could somehow shave some strokes off my golf score!

A sincere thank you for allowing us the privilege to help you and your families prosper financially!

All the best,

Welcome Forrest Miles

Forrest Miles recently joined the Sterling Financial Management team as a Private Wealth Manager with over 37 years of experience in the financial services industry. With an office in Haymarket, Virginia, he expands the footprint of the firm from two to three offices.



For the past 16 years, Forrest worked as Financial Advisor-Vice President for PNC Investments in Northern Virginia. He enjoys helping his clients pursue their financial goals in a responsible manner by creating strategies for growing and maintaining their wealth to work toward their desired lifestyle. Prior to PNC Investments, Forrest served as Assistant Vice President for Sun-Trust Investment Services in Roanoke, VA. He also worked as Branch Manager for Davenport & Company; Ferguson, Andrews & Associates and Dominion Bank. Forrest has been a licensed advisor since 1985 with certifications in FINRA Series 7, 8, 26, 63 and 65 held by LPL Financial as well as having a life and health insurance license. Please help us welcome Forrest to our team!

Updated Contact Information

Do you have a new e-mail, mailing address or phone number? Please call us at (301) 733-7777 or send any of our staff an e-mail letting us know, so we can continue staying in touch with you!

Kelly Batey, Private Wealth Manager

Merry Christmas, Happy Holidays and Happy New Year from my family to yours!

I hope you all had a peaceful and lovely holiday season. I am a talker. I have the gift of gab, but when it comes time to write a newsletter article, I find myself at a loss for what to share. However, the end of the year is a great time to reflect on what has happened over the last 12 months, and what I have learned from it.

So, here are a few things I have learned in 2022:

1. I have no control over other people, the weather, politics, the stock markets, or what tomorrow may bring.
2. All I can control is myself!
3. Most of my worries/fears never really come to fruition.
4. As sad as it is to see the "last" of my sons' football games or lacrosse games (the end of an era), what's on the other side of high school graduation is just as sweet.
5. College football is more enjoyable than professional football.
6. Even in the midst of personal trials, there is always something to be thankful for!

Wishing you all a very happy new year, full of love, grace and prosperity!

Remember, we have so much to be thankful for –

Kelly

More New Staff

In addition to Forrest Miles joining the Sterling Financial Management team, we have also added three more staff members to better serve our clients. Please welcome Bruce Neterer, Mitch Neterer and Mary Quilici!

Bruce Neterer joins us as a financial advisor assistant. He recently graduated from Penn West of California University with a Bachelor of Science in Business Administration and Management, majoring in finance and economics.

Mitch Neterer also serves as a financial advisor assistant helping the advisors with financial plans, conducting research and completing client paperwork. He previously interned with the firm from 2016-2019.

Mary Quilici functions as an operations specialist serving the advisors in all three offices. She has more than 20 years of experience as a financial professional working in financial services as well as the banking industry. For the past four years, Mary served as the branch office administrator at Edward Jones in Hagerstown.

Ken Smith, Private Wealth Manager

2023. Really? That was fast.

This year, I mean it….I'm going to start my Christmas shopping tomorrow! For those of you reading this who have already purchased some of this year's holiday gifts during the post-holiday sales season, well, good for you. I admire you. Not sure how you do it, but good for you.

The first quarter of a year is generally a good time to meet, review, reflect and, certainly, to look forward. I anticipate seeing you and hope when we meet, you are in good health and spirits. We have some new faces in here, some new staff. If you haven't met them, I'll introduce you when you are in next time. And, Winston the dog has been around for years now, so he's old hat but still anxious to give you his hello bark as well. Don't worry, our new staff doesn't bark or anything, just Winston.

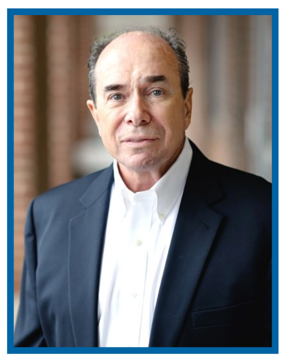
For now, let me thank you. Thank you all for your confidence, trust and reliance over the years. I understand those are qualities not easily bestowed upon another person, so I take them personally. Thank you, and let's have a pleasant and productive year. See you soon!

Ken

Meet the Sterling Financial Management Team

Dave Neterer
President

Kelly Batey
Private Wealth Manager



David Cushwa
Private Wealth Manager

Forrest Miles
Private Wealth Manager

Lynn Neal
Operations Specialist

Bruce Neterer
Financial Advisor Assistant

Mitch Neterer
Financial Advisor Assistant

Evan Vink, Private Wealth Manager

Woah! Where did the time go this year?! As we enter a new year, we want to thank you for trusting us to be your wealth advisors. We know this is a big responsibility, and one we take very seriously. As advisors, we constantly try to learn more to provide top notch advice and service to our clients. I myself have been studying diligently to gain my Certified Financial Planning (CFP) license to better assist my clients with their financial needs and goals. My exam date is in March, and I plan on passing it on the first go around. (Fingers crossed!)

Like all of us, no one wants to see their account balance down this year. While fluctuations are part of participating in the stock market, one thing we have talked to clients about this year are Roth IRA conversions. At a recent seminar in November on “Savvy IRA Planning,” I discussed Roth IRA conversion strategies. This is done through a taxable distribution from your IRA into a separate Roth IRA account. Conversions may make sense for clients who have large IRA account balances, are not yet taking their RMD and are in a lower tax bracket in retirement. Plus, the growth in the account will be tax-free to your heirs. Under the SECURE Act, once they inherit the account, they have ten years to withdraw from it, which means ten more years of tax-free growth! If this is something you would like to consider, please give us a call, and we can discuss in more detail if it makes sense for your financial plan.

I hope you and your family had a tremendous 2022, and wish you a happy, healthy 2023 as we head into the new year!

God Bless,

Ken Smith
Private Wealth Manager

Evan Vink
Private Wealth Manager

Tiffany Gawlik
Operations Specialist

Mary Quilici
Operations Specialist

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Marketing Director

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www.sterlingfm.com

We Offer the Following Services:

- Investment Management
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- Retirement Preparation
- Estate Planning Strategies
- Social Security
- Education Planning

Save the Date

State of the Markets Webinar	**1/26**	**5:30 PM**
Tax Planning Seminar (in-person & online)	**2/16**	**5:30 PM**
Ladies Tea	**2/17**	**2:00 PM**
February Shred Day	**2/24**	**All Day**
Estate Planning (in-person & online)	**3/23**	**5:30 PM**

Stay tuned for more details!

Call our office at **301.733.7777** for more information, or go to **www.sterlingfm.com** to sign up for our events.

Connect with us!