

# Financial Insight

*Security For Generations*



3rd Quarter 2025

## Staying True to Our Commitment, Now and Always

written by Eric Moleski

At GEN Financial, one of our core values is Commitment to Our Clients and Community. This principle influences every decision we make, every relationship we build, and every initiative we support. It's more than a philosophy—it's the standard to which we hold ourselves accountable every day.

For our clients, this commitment begins with a clear, structured approach to your financial life. Through our proprietary GEN Formula, we help you clarify your goals, evaluate your resources, and navigate life's transitions with confidence. Our process is designed to be comprehensive, yet flexible, so your financial plan grows and evolves as your life does.

We pair this with a disciplined investment strategy—one that avoids reactionary moves and instead stays rooted in long-term thinking, risk management, and evidence-based decision-making. Your financial journey is unique, and our strategies are built to serve your needs today while preparing you for the future.

Communication is another cornerstone of how we serve you. Whether it's a scheduled review, a quick check-in, or simply being available when you need us, we believe in being accessible, transparent, and responsive. Our door is always open—for questions, conversations, and collaborative planning.

Our commitment goes beyond financial planning. We are equally passionate about giving back to the community to which we're proud to be a part. As a team, we volunteer with local organizations such as My Very Own Bed and Feed My Starving Children, donating our time and energy to support children and families in need.

Biennially, we host a charity golf tournament to raise funds for local children's charities rooted in faith—a tradition that brings our clients, partners, and community members together for a day of giving and connection. Around the holidays, we participate in a holiday toy drive and organize a holiday gift match to double the impact of client generosity. We also see each client's birthday as an opportunity to give back, with a birthday donation in the client's honor made to a local cause.



Eric Moleski, CFP®

These initiatives are not just events on a calendar—they're expressions of who we are. We believe true wealth is about more than numbers. It's about values, relationships, and the legacy we create together.

Thank you for allowing us to be a part of your journey, and for inspiring us to serve with purpose. We're grateful for your trust and look forward to continuing to grow with you and our community.

## 2025 Tax Update

Signed into law on July 4, 2025, the One Big Beautiful Bill Act (OBBBA) extends and modifies several key provisions of the Tax Cuts and Jobs Act (TCJA) of 2017, while also introducing a number of other changes. Below are some of the highlights that are especially relevant to our clients.

### Permanent Extensions & Adjustments:

- The lower individual tax brackets and expanded standard deductions from the TCJA have been made permanent. For 2025, the standard deduction increases to \$31,500 for joint filers and will continue to be indexed to inflation.
- Estate and gift tax exemptions increase to \$15 million per individual (\$30 million per couple) beginning in 2026.

### Senior-Specific Deduction:

- Beginning in 2025, individuals aged 65 and older can claim a new \$6,000 deduction per person, available to both itemizers and non-itemizers. This deduction begins to phase out between \$150,000 and \$250,000 of Adjusted Gross Income (AGI) for those Married Filing Jointly (MFJ). It is in addition to the existing senior standard deduction.
- It is important to note that tax on Social Security was not eliminated. Rather, deductions for seniors increased, regardless of the source of income. This thereby increases the odds that lower to moderate income seniors will pay little to no tax.

### Charitable Giving Changes:

- Starting in 2026, non-itemizers can deduct up to \$2,000 in charitable gifts (MFJ).
- For itemizers, beginning in 2026, charitable gifts will only be deductible once they exceed a 0.5% AGI floor. This makes strategies like charitable bunching or Qualified Charitable Distributions (QCDs) even more valuable for many taxpayers.

### SALT Deduction Increase:

- The state and local tax (SALT) deduction cap increases to \$40,000 for joint filers from 2025–2029, but phases down for incomes over \$500,000. This should allow quite a few more people to itemize deductions who haven't for many years.

These are just a few of the many changes in the new bill. Given the multiple income phaseouts and shifting deduction thresholds, proactive tax planning is more important than ever. Please let your advisor know if you have any questions.

## Road Construction Reminder

When you're next visiting the GEN Financial office, please be aware of the road construction around us. **Highway 55 is currently closed between West Medicine Lake Drive and Revere Lane.** You will still have access to GEN Financial from each direction, but plan for possible congestion and delays.

Construction updates are available on the City of Plymouth website.

