

# Financial Insight

*Security For Generations*



4th Quarter 2021

Discussions about finance might be happening more today than any point in human history. Whether the topic is the current state of the stock market, housing prices, inflation, cryptocurrency, stimulus bills, etc., the world is talking about money.

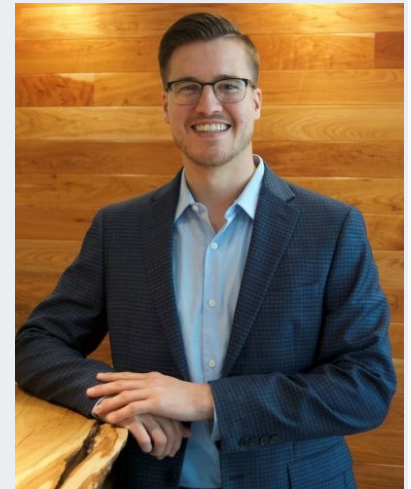
Rather than spilling more ink trying to speculate on what Washington or the economy may do next, I want to use this space to remind you what really matters. The truth is that none of us should ultimately care about money. Instead, we should care about what money can do for us. We should care about our dreams.

Certainly, as a team, we pay extremely close attention to what is happening in the financial markets, within our portfolios, and are constantly trying to find cutting-edge ways to deliver financial value to our clients. That is a big reason many people work with us. Yet most of our clients do not want to simply accumulate more and more resources for no particular reason.

They want to take trips with their family they have always dreamed of. They want to leave a monumental legacy to a particular cause or charity. They want to simply know they can sleep well at night through their golden years without fear of running out of money. That is what they care about.

At GEN Financial, we do care deeply about your money. Yet we care even more deeply about your dreams. We care that you are living the life you have always wanted and that we give you accurate information about how to spend and give aggressively without jeopardizing your own security.

Our team is laser-focused on getting our clients set on a trajectory where the ripples and waves of the market will not lead to disastrous outcomes. We want your plan to be bullet-proof so that you can look at the headlines and laugh, knowing the noise of the day will not prevent you from living the life of your dreams.



Josh Moglestad, CFP®

## Charitable Gift Match 2021

We are pleased to continue our tradition of matching your holiday charitable gifts. Again this year, GEN Financial will match your contribution to a recognized charity up to \$50. Look for more information coming in the mail next month.

## Market and Economic Update

Investment growth during the first half of the year moderated in the third quarter. While volatility can be anxiety producing while we are in its midst, it is what allows for excess returns by simply sticking to our disciplined rebalancing strategy.

There are currently some very positive fundamentals underlying the economy and market. Household balance sheets remain healthy. Similarly, corporations are on solid footing.

The big headwinds on the horizon are potential tax increases. As we have said many times, we believe this will come to fruition. We do not yet know which taxes will go up or by how much. We remain focused on your multi-year time horizons and maximizing your tax efficiency through these changes.

We will continue to follow our process diligently, monitor your portfolios attentively, and make changes to best help you capitalize on the opportunities that present themselves in this rapidly changing world.

## GEN's Newest Team Members

### *Heidi*

#### Client Service Associate

Heidi works with a number of clients on meeting prep, follow up, and paperwork. She ensures that client related procedures are processed correctly and efficiently.



### *Claire*

#### Client Concierge

Claire manages the office calendar and directs calls and questions to the best resources available. Please contact Claire with any meeting requests or changes.



*“Mistakes are part of the game. It’s how well you recover from them, that’s the mark of a great player.”*

Alice Cooper

*Materials discussed in this newsletter are meant for informational purposes only.  
Always seek professional advice before making any decisions.*

We welcome your thoughts, comments and suggestions regarding our newsletter.  
Please contact Claire Henry at [claire.henry@genfinancial.com](mailto:claire.henry@genfinancial.com)