



## 2024 Quarter 2 Newsletter

### *Associate Spotlight: Peter Mendall, President & Owner*

Today, June 12th, marks the earliest sunrise of this calendar year. As of last week, I have put my eldest daughter and her family on the plane back to Australia. We had a wonderful couple of months while they stayed in town. I'm amazed at how much energy a 4.5-year-old grandchild produces in a day... I was worn out after a couple of hours.

The eldest and her family are due with their second child this August, and Amy and I will be taking the month of August to join them in Australia to be there for the

birth of our second grandchild. Our clients are in good hands with the rest of the team on the playing field and in tip-top shape.

So, here's a salute to our readers as we transition from late spring into early summer. I wish you all a wonderful Independence Day and sunny summer... Catch you soon, Peter.

### *Values-Based Investing: Aligning Finances with Personal Values*

Values-based investing is an investment strategy that considers financial returns and the investor's values, beliefs, and ethical standards. This approach allows investors to align their portfolios with social, environmental, and governance principles, ensuring their money supports causes they care about.

Values-based investing encompasses various strategies, including Socially Responsible Investing (SRI), Environmental, Social, and Governance (ESG) investing, and impact investing. Each of these strategies focuses on different aspects of ethical investing:

1. **Socially Responsible Investing (SRI):** Involves screening companies based on social criteria, such as human rights, labor practices, and community impact. Investors avoid companies involved in unethical activities, such as tobacco, firearms, or gambling.
2. **Environmental, Social, and Governance (ESG) Investing:** Considers a company's environmental, social, and governance practices. This includes evaluating a company's carbon footprint, energy usage, waste management, diversity policies, and board structure. ESG investing aims to support companies with sustainable and ethical practices.
3. **Impact Investing:** Focuses on investing in companies, organizations, or funds to generate measurable social and environmental impact alongside a financial return. Impact investments target issues such as renewable energy, affordable housing, and healthcare access.

For many individuals, values-based investing represents a powerful way for individuals to make a difference through their financial choices. By integrating personal values with investment decisions, investors can seek financial returns and contribute to a better world.

If interested, please follow this [link](#) to an Ethos Questionnaire to help establish your impact goals.

*For more detailed information on valued-based investing, please get in touch with us via phone or email: 207-621-2626 // [themendallfinancialgroup@raymondjames.com](mailto:themendallfinancialgroup@raymondjames.com)*

### *Market Update:*

We expect volatility to continue through this year. Traditionally, US Presidential elections have little long-term effect on our markets or larger economic cycles. Despite the volatility, we feel stocks have the potential to advance over the next 12-18 months.

Our next focus is on corporate debt, with the bulk maturing in about 36 months. Our concerns are:

1. Companies' ability to find funds to pay off/refinance the debt (liquidity).
2. The impact of interest rate changes (if refinanced) on the bottom line of these companies.

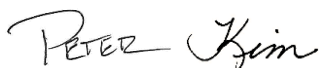
However, we think investors may have forgotten how unforgiving a down market can be on portfolio values and the potential duration of such downturns. We are 15 years into our current bull market, and it's anyone's guess when the next 'black swan' or 'fat tail' event will occur. Our current market structure seems vulnerable to these events every 10-20 years.

While we do not have a crystal ball, the conversations we are having now about portfolio construction, objective review, and 'current versus target' are crucial. This is our best opportunity to be proactive with your money.

## Announcements:

- **Shredding Day 2024; mark your calendars!** We will host our annual shredding day on **Tuesday, August 27<sup>th</sup> from 9am-11am** in the parking lot behind our Augusta Office located at 320 Water St. Donuts & coffee will be provided. RSVPs are not necessary, and this event will take place rain or shine. Not able to make it? Please reach out and we'd be happy to accommodate your shredding needs.
- **May was National Mental Health Awareness Month.** Mendall Financial is a frequent supporter of the National Alliance of Mental Illness (NAMI) located in Hallowell, ME as they continue to spotlight the movement of ending the stigma, provide community support, education, and advocacy for those families and individuals struggling with mental illness. To learn more about NAMI visit their website.
- **June is National Pride Month.** Originally stemming from the Stonewall Uprising in Manhattan and celebrated on the last Sunday of June as 'Gay Pride Day', the celebration and continued education of the LGBTQIA+ community morphed into a month-long series of events. To get involved please reach out to us for further information.
- The celebration continues as earlier this year ***MFG was named for the second consecutive year to the Forbes Best-in-State Wealth Management Teams list.*** You can check out the Forbes Best-in-State Wealth Management Teams list here: [Best-In-State Wealth Management Teams 2024 \(forbes.com\)](https://www.forbes.com/advisor/wealth-management/best-in-state-wealth-management-teams-2024/)
- A project that has been a few years in the making, the creation of our very own **Mendall YouTube Channel.** With many fun, short, educational videos we feel it's an efficient way to spread financial tips and tricks. Please subscribe to our channel [here!](#) As a reminder, follow us on Facebook, Instagram, LinkedIn & Twitter!

Our best,



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**2024 Forbes Best-in-State Wealth Management Teams list.**

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2024 Forbes America's Top Wealth Management Teams Best-in-State, developed by Shook Research, is based on the period from 3/31/2022 to 3/31/2023 and was released on 1/9/2024. Approximately 10,100 team nominations were received and 4,100 advisor teams won. Neither Raymond James nor any of its advisors pay a fee in exchange for this award. More: <https://bit.ly/3H9j1JA>. Please see <https://www.forbes.com/lists/wealth-management-teams-best-in-state> for more info.

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