

UPDATES FROM YOUR PARTNER

LIFE WELL PLANNED.



Barbara and Michael celebrated their 31st wedding anniversary in the NC mountains.



Turner's oldest recently had his first soccer game. No calls yet from the U.S. or Argentine national team!



Charlie and Mallory recently had a wedding shower in Mallory's hometown of Tulsa, Oklahoma!



Turner's boys resting after a busy time picking tulips at Dewberry Farm in Kernersville!



Charles recently spent time with firm leadership at a Raymond James conference.



Lane's cats Percy and Callie posing for a pic!

MARKET UPDATE

from Charles Betts
SVP, INVESTMENTS



In stock market terms market volatility can be defined as the frequency price movements, both up and down. The bigger and more frequent the price swings, the more volatile the market is deemed to be.

Volatility doesn't occur in a vacuum. It is influenced by human behavior and actions or reactions to events in the market, the global economy and politics among other factors. While current events can initiate fluctuations, it is the response of investors that fuels them. While there are many specific reasons for volatility, the base cause of short-term volatility is uncertainty.

It is not unusual to be concerned by periods of market volatility as no one enjoys seeing large or even small losses on paper, but we must keep in mind that market volatility is a natural part of investing and is often viewed as the price you pay for the best opportunity to reach your long-term goals.

History shows that in any given calendar year, the average decline in the S&P 500 index has been around 14% and while draw-downs are common, they don't always translate into full year declines. While market volatility is inevitable, there are some strategies that can help mitigate its impact on your portfolio.

Cash reserves- While we can't always avoid down markets, investors can hold enough cash or liquid investments not exposed to the stock markets to avoid having to sell assets during a market decline.

Asset Allocation- Effective asset allocation, diversification and balance can help mitigate some of the volatility in a portfolio while investing for the long term.

Know what you own- While no guarantee that they won't decline with a market downturn, knowing the companies that you own in a portfolio can go a long way in staying committed to your long-term strategy when the markets go through gyrations.

Raymond James has published several white papers on market volatility that we can provide upon request. Email us if you are interested.

*Sources: Raymond James, Lord Abbett

TIPS & TRENDS

from Bill Krebs
SVP, INVESTMENTS



Client Experience

- All of us here with Piedmont Wealth Advisors are passionate about delivering a great experience to all of our clients.
- We want to thank each of you in advance for letting us know if you are ever less than very satisfied... we truly want to know this so that we can deliver that great experience for you and your family!

Our Top 5 Favorite Acronyms

- **EDGE** => Everyone Deserves a Great Experience!
- **SAVE** => Serve & Add Value with Excellence!
- **GAP³** => Got a Problem... Get a Partner and Get a Plan!
- **LEAD** => Listen, Encourage, Add Value & Deliver Excellence!
- **CARE** => Create a Remarkable Experience!

Multigenerational
Client Meetings
from Turner Krebs
FINANCIAL ADVISOR



Every once in a while, a client meeting makes me especially grateful to be a financial advisor. Last week, my dad and I sat down with a long-time client who is a widow approaching 80, along with her son who is also a client.

In addition to reviewing cash flows and allocation, we talked about how to be best prepared for potential challenges like fraud attempts or a long-term care need. After discussing the resilience of her financial plan, her son added, "You and dad started with nothing. I'm so proud of you." It was so neat to get a glimpse into her life, hearing stories like how her high school sweetheart husband had gotten the engagement ring and how they secured their first home.

We suggested that she increase her monthly withdrawals a little bit to build up cash reserves. With her good sense of humor, our client quipped, "So I'm not gonna need to go to the poor house?" Her son assured her, "Mom, you're getting a pay raise for good behavior."

The most important relationship in that room was between a mother and her son. But it is a privilege for us to support her as well as to equip him to honor his mother well.

Introduce us!

Thanks in advance for spreading the word and let us know if there's someone we should contact or add to this email list.

Client Access
from Charlie Betts
FINANCIAL ADVISOR



Are you enrolled in Raymond James Client Access? If you aren't, you're missing out an opportunity to go paperless, view your accounts, monitor your goals, transfer funds, and more - all from virtually anywhere.

You also can access news and research regarding your investments.

It's an innovative and intuitive resource that enhances your experience working with us. Check it out!

Let us know if we can help you enroll or would like more information.

DETAILS
from Lane Bauserman
CLIENT SERVICE ASSOCIATE
& Barbara Norwood
CLIENT SERVICE ASSOCIATE



Summertime will be here before you know it. We all take precautions by using sunscreen to protect our skin!! With that in mind here are a few Basic Internet Safety Tips to protect your personal information!

1. Protect your personal information with STRONG passwords.
2. Keep personal information private.
3. Make sure your devices are secure.
4. Pay attention to software updates.
5. Do not trust public Wi-Fi security.
6. Set up Two-Factor Authentication
7. Back up your personal data

If you're not using an identity protection service, ask us about how we can set you up with EverSafe at no cost to you.

Have a Safe and Fun Summer!!

LIFE WELL PLANNED.

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