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VERITAS

FINANCIAL KNOWLEDGE IS POWER...**BE EMPOWERED!**

2016 4th QUARTER NEWSLETTER

Margaret's Insights & Reflections

By: Margaret Wittkopp, President

What is a Sales Pitch?

Last quarter I wrote about the "Can Sell Date"...the date that a licensed Investment Representative is allowed to sell investment products. In this newsletter I would like to explore just what is a "sales pitch."

In the investing game it often sounds/looks a lot like this:

The Investment Representative might present "3-5-10 year returns..." When past returns are used as part of the presentation of an idea to purchase an investment, this is always an indicator that the person presenting is "selling" past performance. OR...they may say "Morning Star ratings on this fund are..." Morning Star ratings are also a form of selling past performance. Past performance has zero correlation as to how an investment manager will perform in the future. Morning Star ratings have no predictive power as a valuation tool, and yet the ratings are one of the biggest sales tools used to sell an investment.

"Past Performance has NOTHING to do with future results."

Although that phrase is used by all investment firms, and by law is stated on every type of investment literature, many advisors use ratings and past manager performance as justification for the purchase of an investment product.

91.5% of the return of an investment is determined by the asset allocation of the investment. Not the manager's past performance, or the fund company, or the brokerage firm, or insurance company. Academic research on this subject is very clear and well documented.

So when you are presented with Morning Star or other ratings, or past performance....Run (don't walk) and get to a safe place. **MW**

PERFORMANCE **is** ENGINEERING+EXECUTION -COST=RETURNS

Missed a Class?

We invite you to explore our new and improved website. If you have missed any of our monthly classes you can now watch them online!

http://veritasinvesting.com/resources/videoaudio/

So, How Can We Help You?

By: Jeremy Burri, Operations

It's always surprising how fast a year goes by. I can't believe I am writing the fourth quarter newsletter already! Time sure does fly.

In the closing months of the year I'd like to just remind our clients of all of the various services available at Veritas.

But first, let's define what our role is *supposed* to be as advisors. Many people think that it is the job of the advisor to make you "a bunch of money" by finding the latest and greatest, cutting edge investment ideas. We believe that the brightest minds in finance and economics, at places like the University of Chicago, have already "solved" the investment problem. They have been studying the markets for over 60 years, and we draw on that experience and knowledge. Here is the formula: Engineering + Execution – Costs = **Results.** The academics have developed the engineering. It would be foolish for us to throw all that away and recreate the wheel! We use what the brightest minds in academia have discovered in recommending portfolios. What we handle is the Execution. Without execution, even the best engineering in the world is useless. *Execution means following the plan, and doing the right things at the right times.*

It also means addressin the functional aspects of your financial lives:

Your employer's retirement plan is one of the largest investments you have. **Have you been ignoring it?** We would be more than happy to help you in making prudent investment choices.

What about tax planning and consulting? I am an Enrolled Agent, and have been doing tax preparation since 2004. If you have a tax question, we are here.

Do you have children going to college, or grandchildren you'd like to save for? We can help.

What about insurance? Do you have enough life insurance? What about long term care? Do you have a game plan for handling those costs?

Do you have a will or trust? While we are not attorneys, we can answer some of the basics, and can guide and direct you in the right direction to get your questions answered.

But the list doesn't end there. We are always here for you to be a resource for any issue. Margaret and I both get asked questions on topics not related to investing at all. That is what we are here for. Sometimes an opinion from the outside can be invaluable. **JB**

Veritas Holiday Open House

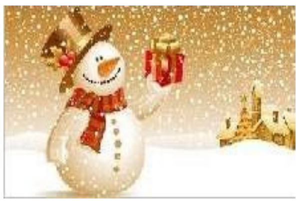
Friday, December 9th starting at 11:30 am until 7:00 pm

Veritas invites you to join us for a holiday client appreciation celebration. Refreshments and a light luncheon will be served.

Stop by and get a gift from Frosty!

Save the date; we look forward to seeing you!

SAVE THE DATE for our Oshkosh Holiday Open House….Thursday, December 15th from 6 to 8 at the Algoma Club.



Upcoming Veritas Classes and Events

After the Crash

October 18th, 6:00pm, Plymouth Office
October 19th, 11:30am, Plymouth Office

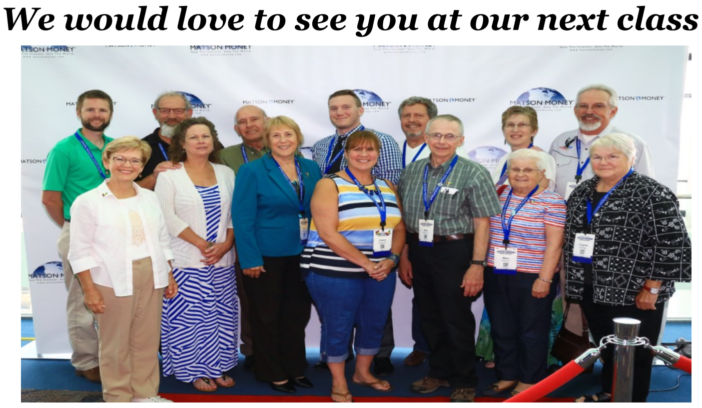
Crash. The five letter word that no investor wants to hear. In this class we'll try to take some of the fear out of market corrections, and show you how successful investors can weather the storm and prosper even as market cycles come and go.

Examining Expectations

November 15h, 6:00pm, Plymouth Office
November 16th, 11:30am, Plymouth Office

Setting proper expectations are important in many areas of life. Investing is no different. If your investment expectations are too low, or too simple, you will miss out on potential returns. If your expectations are too high, you may jump from investment to investment searching forever for the "perfect" solution. We'll also talk about expectations in regard to volatility or risk. How much volatility should an investor expect? Please join us for this important and informative class.

We would love to see you at our next class



MATSON MONEY BLUE

SIMPLICITY IS THE ULTIMATE SOPHISTICATION

Have You Checked out our Secure Financial Portal?

Aside from the many educational resources we have posted on our website, we also encourage you to check out our Secure Financial Portal system. Have you ever wanted to:

- ⇒ Be able to see all of your financial accounts in one report?
- ⇒ Be able to store all your important documents securely online?
- ⇒ Create a comprehensive budget plan for your household?
- ⇒ Organize all of your professional contacts, in case that information would be needed by your beneficiaries or spouse?

All of these are benefits of our secure financial portal, and are available to you at no cost. Veritas covers the cost of providing this service to our clients.

But aside from the practical uses listed, this tool also is designed to help you make better financial decisions. The Secure Financial Portal allows you to have the most current information regarding your finances. Better information going in means better decisions coming out. And through the use of the financial tools available in the program we can help you evaluate different scenarios and choices you may have in your financial future. For example questions like when can I retire, what if we sell our home, or how and when may I consider making charitable gifts are all issues that may need to be analyzed.

If you are interested in learning more about this program, or how to get started, please give our office a call.

WELLNESS CORNER

By: ***Deb Bruckschen***, Contributing Wellness Writer/Coach (360Wellness Edge.com)