

## From The Desk of Jon Marzano, AIF®, *Managing Principal*



Summer is officially here and our family at Marzano Capital Group wishes each and every one of you a safe and enjoyable season. As the temperatures rise, please take precaution. If you spend much time outdoors during the day, hydration is key to staying healthy during the summer months. Your health and wellness are important to us and 2024 has been the hottest year ever recorded, so please stay safe.

We are excited to share the third quarter newsletter with our readers. The articles by Steven and Brandon are worthy of the quick read. Steven highlights things that we should all do to be/stay less susceptible to cyber security threats from online predators. Brandon's article touches on the emotional aspect of a life's worth of savings and hard work to help us understand why we may be worried about our finances, even with a well thought out plan in place. We appreciate you taking the time to read our quarterly newsletter and the confidence you continue to place in our firm!



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[www.marzanocapitalgroup.com](http://www.marzanocapitalgroup.com)

## Why Do We Worry About Money?

By Brandon James, *Financial Advisor*

It may be surprising to hear, but even those who have accumulated substantial wealth may still worry about money. While financial success often brings comfort, it does not alleviate every fear, insecurity, or concern. These fears run deep, often stemming from childhood experiences, societal pressures, or the responsibility of managing wealth.

Understanding the psychology behind this phenomenon can help us address it more effectively. Here are three main reasons why we worry about money, even when we have enough of it:

1. **Fear of the Unknown:** One of the most significant sources of financial anxiety is the fear of the unknown. This includes concerns about market volatility, economic downturns, and unexpected life events. Even with substantial assets, the unpredictability of the future can cause stress. Being mindful about money is what helped you build your assets in the first place, but it can also lead to excessive worry. It is important to have a comprehensive financial plan that includes contingency strategies. Regularly reviewing this plan can provide a sense of control and preparedness, reducing the anxiety associated with financial uncertainty.
2. **Responsibility to Others:** Many of our clients feel a strong obligation to provide for their families, support charitable causes, and contribute to their communities. This responsibility can be a source of worry, particularly when it comes to ensuring that wealth is managed wisely and ethically. Creating a legacy plan that aligns with your values can help address these concerns. By clearly defining your financial goals and establishing trusts or other structures to manage your wealth, you can ensure that your resources are used in ways that reflect your principles and provide for those you care about.
3. **Maintaining Financial Independence:** Maintaining financial independence is a common worry, even for those with significant wealth. The fear of running out of money or becoming a burden to others can be a powerful source of anxiety. This is often magnified as people approach retirement or face health issues. It is crucial to plan for concerns regarding healthcare and to consider long-term care insurance. This can provide peace of mind and help ensure you remain self-sufficient.



At Marzano Capital Group, we are empathetic to these concerns and are committed to helping you navigate them with confidence. Our personalized approach and deep client relationships allow us to tailor strategies that address your unique financial worries. Remember, while it is natural to worry about money, having a valued advisor by your side can make all the difference in achieving financial confidence.

## Community Calendar

- July 13: Kaleideum After Dark – Weird Science, Kaleideum Museum, Winston Salem
  - July 19: Artisans in the Garden, Paul J. Ciener Botanical Gardens, Kernersville
- August 6: National Night Out – Supporting First Responders, Shallowford Square, Lewisville
- August 31: Music Under the Stars – Bourbon Revival Band, Shallowford Square, Lewisville
- September 28: Fall 2024 Southern Charm at the Farm, Tanglewood Park, Clemmons

# Protecting Your Wealth from Cybersecurity Threats

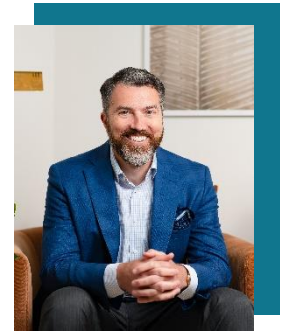
By Steven Gallo, CFP®, Financial Advisor

As we rely more on the internet, the risk of cybersecurity threats grows. Every 39 seconds, a cyberattack happens somewhere in the world. Criminals are becoming more skilled at targeting their victims. Understanding the risks and learning to spot fraud can reduce your chances of being a cybercrime victim. Many cybercrimes can be prevented with simple safety measures.

Here are five steps to protect your investments and personal information:

1. **Be cautious with clicks:** Phishing emails and texts are common tools for cyber thieves. Avoid clicking on unknown links or attachments. Visit the institution's website directly, call a known number, or use their app to verify messages.
2. **Use strong passwords:** Create passwords with a mix of numbers, upper- and lower-case letters, and special characters. Use unique passwords for each account and change them regularly. A password manager can help generate and store strong passwords.
3. **Enable multifactor authentication (MFA):** MFA adds extra security by requiring two or more verification factors to access your accounts, such as a password and one-time code sent to your phone.
4. **Browse safely:** Ensure the website is secure when accessing financial accounts. Look for "https" in the URL and a closed padlock icon. Avoid multitasking on multiple webpages while logged in.
5. **Avoid public Wi-Fi for financial transactions:** Public networks are often less secure, making it easier for hackers to steal information. Use trusted, secure networks to log into financial accounts.

By following these simple steps, you can better protect yourself from cybersecurity threats and keep your investments safe.



## Q3 Spotlight: Winston-Salem Fellows – Professional, Spiritual, and Leadership Development

*Provided by The Winston-Salem Fellow Program*



The Winston-Salem Fellows is an intensely practical nine-month program designed to equip recent college graduates to live lives of faith and purpose. Through the course of the program we are focused on professional, spiritual, and leadership development.

We are a part of a larger national group called the Fellows Initiative. There are just over 30 Fellows programs across the country and we are proud to be one of them. As we are focused on raising up the next generation of leaders, we are thrilled to show them our incredible city and community. It is not uncommon for these Fellows to fall in love with our city and stay here, even if they had no plans to do so prior.

During the program, we help Fellows find jobs in their fields of interest. In addition, they are partnered with a local church, mentor, and a family. Throughout the year, they are given opportunities to serve in different ways across the city. Each week they have designated time to learn from leaders in our community as well as participate in a wide array of classes. We participate in various retreats as well as an annual Mission Trip abroad.

Up to this point in their lives, we have found that most of these young men and women have been on a steady track to do “the next thing” and often, they have not taken much time to pause and reflect on *why* they are doing what they are doing. Our hope is that through the course of the program, the Fellows leave with a stronger sense of who they are, who they were created to be, and how they can live a seamless life of faith in work and community.

If you are passionate about young adults and are interested in getting involved through being a potential employer, mentor, or anything else, please reach out to us. Our website is [www.wsfellows.com](http://www.wsfellows.com) and you can reach us at [winstonsalemfellows@gmail.com](mailto:winstonsalemfellows@gmail.com). We look forward to hearing from you and partnering with you to bring remarkable men and women to our city!

**\*Fun Fact\* Marzano Capital Group's newest associate, Thomas Laws, was a part of the 2023 Winston-Salem Fellows Class!**



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