

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



The beginning of the 4th quarter is upon us and we have a lot going on between now and the end of the year. Fortunately, the stock and bond markets have given positive returns so far in 2024. Thinking back to the speech that Fed Chairman Powell gave in October 2023, he ignited the risk on appetite in stocks because we had a clear signal that interest rates were not going any higher in the United States. Less than a year later, in September 2024, the Fed Chair cut rates by one half of a percentage point. As rates move down in the economy, it makes capital less expensive to obtain. Whether the money is used for a house purchase, a car purchase, or for a business owner to expand their operation, the results of lower rates in the economy tend to drive prices higher.

If interest rates alone were the only driver of the stock market, I think we would be in for a good ride next year. However, there are many other forces at play and investors need to be prepared for continued volatility. The election will happen and as long as we have a clear winner, we will

avoid some unnecessary drama by way of prolonged legal battles over the election results. Corporate earnings are a big focus as we head into the end of the year too; those earnings tell us if consumers are still in good shape and what they are spending money on. It will be a very interesting next few months and we are staying optimistic about the remainder of 2024. 2025, well, that could be a completely different story. Stay tuned!



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Nurturing Generational Wealth: Passing on More Than Money

By Steven Gallo, CFP®, *Financial Advisor*

In the realm of affluent families, securing a financial legacy is a common objective. It is not merely about transferring wealth; it is about imparting values, an endeavor that comes with its own set of complexities. Drawing from my experience as a financial advisor, let's explore this vital issue.

One concern commonly voiced by affluent parents and grandparents is ensuring that their wealth does not erode the values they hold dear. There is a delicate balance between presenting opportunities and sowing entitlement. Those who successfully navigate this balance invest time in educating their heirs about financial matters – money management, investments, and the responsibilities that accompany wealth. Engaging them in family financial decisions and nurturing financial literacy can be an invaluable gift.

Unfortunately, money remains a taboo subject in many families. The absence of open dialogue about wealth, financial values, and intentions can lead to misunderstandings and disputes. Starting early and having transparent conversations within the family regarding wealth, values, and expectations is crucial. Encourage questions and active participation in these discussions.

Generational wealth brings about intricate tax and legal considerations. Without proper planning, a significant portion of your assets could find its way to the government instead of your intended heirs. An adept team of advisors can devise a comprehensive plan that minimizes tax implications and ensures the assets are distributed in alignment with your wishes. Regular reviews and updates to this plan as circumstances evolve are equally important. Given the complexity of generational wealth planning, seeking guidance from financial advisors and legal professionals specialized in this domain is prudent. They can design and implement a strategy tailored to your unique circumstances.

Generational wealth planning encompasses more than monetary assets; it is about preserving your values, securing your family's financial future, and leaving a meaningful legacy. By navigating the complexities and adopting these strategies, you can create a lasting impact that transcends your lifetime. Your generational wealth plan can serve as a pillar of strength and unity for your family, empowering them to flourish for generations to come.



Community Calendar

- October 17: Marzano Capital Group Fall Festival, 2625 Neudorf Road, Clemmons – **RSVP TODAY!**
 - November 10: Kernersville Veterans Parade, Main Street, Kernersville
 - November 15-January 1: Tanglewood Festival of Lights, Tanglewood Park, Clemmons
 - November 30: Clemmons Annual Christmas Tree Lighting, Village Hall, Clemmons
- December 8: 39th Annual Lewisville Civic Club Christmas Parade, Shallowford Square, Lewisville

Time In, Not Timing

By Mike McGilvary, AIF®, Financial Advisor

Easier said than done, right? We hope working with our team has made you and your family feel more confident during times of market sell-offs and headline risk (like recently!).

If you think about it logically, the “time in, not timing” theory applies to most goals – retirement, health and fitness, college savings, your golf or tennis game, etc. Small steps, such as continuously adding to your 401k or non-retirement accounts during market sell-offs can make substantial differences over time.

In our opinion, the success of investment returns depends on your commitment to stick to the plan. Staying invested during times of market volatility can be unnerving; however, if you look back at the more violent “market crashes,” patient investors typically came out the other side positive.

Staying invested and being strategic by shifting portions of your portfolio to buy quality stock and bond sectors when they are lower in price is what we try to achieve for you.

We are never going to be “All-in or All-out.” In our opinion, that is not a fiduciary way to manage client assets; please know we attempt to be as proactive as we can by keeping your assets diversified and making shifts throughout the years to hopefully help grow your asset base in a manner you feel comfortable with.

Thank you to all our clients over the years that have trusted our process. It is a privilege to help you reach your goals!



Q4 Spotlight: Family Promise of Davie County – Every Child Deserves a Home

Provided by Family Promise of Davie County



Family Promise of Davie County serves families with children that are at-risk of or already experiencing homelessness. We address the issue of family homelessness by providing prevention services before families reach crisis, shelter and case management if they become homeless, and stabilization programs once they have secured housing to ensure they remain independent. Since opening our doors in 2017, we have served over 600 families, which is over 900 local children. The work we do has a lasting impact as 94% of families served in our programs are still housed one year after receiving services.

Rural and family homelessness is often an invisible crisis, and we are the only shelter of any kind in Davie County. During the 2023-2024 school year, 124 Davie County Schools students were identified as experiencing homelessness. Did you know that in no state, even those where the minimum wage has been set above the federal standard of \$7.25, can a minimum-wage renter working a 40-hour work week afford a modest 2-bedroom rental at the average fair market rate? In Davie County, a renter needs to earn \$21.35 per hour (\$44,400 annually) to afford the average fair market rent for a 2-bedroom unit. 22% of Davie County households are cost-burdened by housing and of those cost-burdened renters, 15.85% faced eviction. There is a huge need to provide shelter and resources for these families in our community and we cannot do it alone.

We host an annual holiday event to raise funds to continue providing shelter, emergency financial assistance, intensive case management, and follow-up support for families experiencing housing crises in our community. Put on your best tacky Christmas sweater and get in the holiday spirit at A Promise of Christmas 2024. Join us at The Farm at Oak Hill on November 23rd from 6-9pm. The evening will consist of a catered dinner from Honky Tonk Smokehouse, beer/wine bar, a tacky Christmas sweater contest, silent auction, and live auction. Keep an eye out on our Facebook page as we will also have an online auction leading up to the event. Get your tuckets for A Promise of Christmas at www.familypromisedc.org/christmas.

Want to learn more about the work we do? Check out our website at www.familypromisedc.org and follow us on Facebook (Family Promise of Davie County) and Instagram (@familypromisedc). To get involved through donations, drives, events, and volunteering contact our Executive Director at lisa@familypromisedc.org.



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