

THE RIGHT SEASON.



How was your summer? Too long. I don't think I've ever heard anyone say that before. I certainly haven't. Summer goes by fast, it seems some of the best times in life do. My family and I spent time outdoors in our garden, hiking in the woods, traveling to South Carolina and conquering Lake Erie. In mid-summer I remember jumping on the trampoline with my daughters thinking how sad I would be when summer ends. Something happens though when the smell of fall comes. It has me looking forward to picking apples, carving pumpkins and raking leaf piles (well, at least the first leaf pile). Though I am not in a hurry for it to arrive I know the first snowfall will have its magic as well, followed by energy that comes with life in spring. I guess what I have learned is though I will always miss time that has passed, it seems the best time to be, is right now.

-Nate

Seeking Higher Income Generation? A Sprinkle of Preferred Stock Could Help.

Preferred stock, like common stock, represents owning a share of a publicly traded company, but preferred shares work a bit differently than shares of common stock. Preferred stock pays a predetermined dividend, whereas the dividends paid to common shareholders tend to vary according to the company's cash flow. Dividends of a company's preferred stock are typically larger than those of its common stock. Holders of preferred stock do not get a vote on company matters, but if a company's assets are liquidated, the preferred stockholders get to redeem their shares before common stockholders do, giving them a better chance of getting at least some of their money back if a company goes under. Because the dividends of preferred stock tend to be higher than that of common stock, preferred stock is often used in strategies where the goal of the investment account is income or a combination of growth and income. Investors can own individual shares of a company's preferred stock or they can own them through an ETF or Mutual fund. The largest preferred stock ETF currently (Sept 2017) yields over 5%. It should be noted that the price of preferred stock, like common stock, will rise and fall based on the performance of the company issuing the stock. Before adding preferred stock to your investment account you should understand risks associated with its ownership, tax sensitivity of your portfolio, and make sure it meets the overall objective of your investment account.

PERHAPS THE MOST OVERLOOKED COVERAGE

ON YOUR PERSONAL AUTO POLICY.

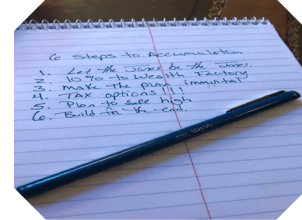
In the opinion of Crosby Advisory Group, LLC our liability coverage is the most important coverage provided by the personal auto insurance policy, as it transfers the risk of financially devastating losses away from us and onto an insurance company that is financially positioned to assume the risk. However, perhaps one of the most overlooked coverages on the auto policy is "uninsured and underinsured" motorists coverage. In the event you are injured as a result of an accident caused by an at-fault driver who does not have enough liability insurance to cover your expense or perhaps no coverage at all, the uninsured and underinsured motorists coverage can allow you to indemnify yourself for medical expenses and even loss of income in the event you are not able to work and earn an income. Our firm has witnessed underinsured motorists claims as high as \$500,000 in severe accidents. Proper coverage in that instance can be the difference between financial well-being and financial disaster. In most states uninsured and underinsured motorists coverage is optional, but we highly recommend you take it and know your limits of coverage.



New Series: SIX POINT PLAN FOR ACCUMULATION SUCCESS.

Great teachers that I have experienced in my life where able to take the complex and break it down into simple, understandable and most importantly actionable concepts. The same can be done for your wealth accumulation and retirement income plan. Initially our series will start with Accumulation. Below is a six-point accumulation plan which is the surest method I know for financial success. Six steps, that's it (not be confused with "Six Minute Abs"). Instead of having toned abdominal muscles you'll develop a healthy personal financial statement! Here are your six steps, in order of creation.

1. Let the Joneses be the Joneses.
2. At least 10% goes to your wealth factory.
3. Make the plan immortal
4. Give yourself three options on how your money will be taxed.
5. Your plan should enable you to sell high in any market.
6. Build and adjust with the end in mind



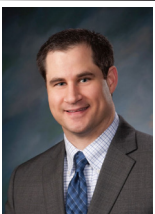
Abbreviated explanations of each step in future newsletters, but our videos and podcasts will post on Facebook, crosbyadvisory.com and YouTube. And if given the choice between toned abs and a healthy personal financial statement, be greedy and choose both!

STEP 1: Let the Joneses be the Joneses

Technology changes daily, but the principles of wealth accumulation do not. Wealth accumulation is not possible unless an individual is willing to live below their means. This was true in ancient Babylon and it's true for you and I today. This principle is older than money itself, yet arguably never more relevant to successful wealth accumulation than it is right at this moment. Each day we are bombarded with thousands of messages and advertisements telling us it's time to upgrade our phones, cars, clothes, homes, memberships, subscriptions, gadgets and gizmos. Our neighbors, the Joneses have all the latest stuff and there can be an enormous urge to also have that home that is right up to our budget, or that car we are not quite sure we can comfortably afford. While you realize your phone works perfectly fine, Mrs. Jones tells you she just broke her contract, skipped the iPhone 8 and went straight to the 10. Come on Mrs. Jones!

In our financial lives, the question that we all answer is, ***“Will we accumulate debt or will we accumulate wealth?”*** It may not be an answer that we write down on paper or say out loud like an affirmation but we certainly answer it through our actions. Having the latest and greatest by itself does not impede wealth accumulation at all unless it causes us to live up to or beyond our means. Wealth accumulation is not possible unless at the end of the month we have money left over to invest and multiply.

Step one of the wealth accumulation process is the oldest but often the most difficult to master. Keeping up with the Joneses will ensure that your accumulation plan lags behind.



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