



The Rosenberg Group

Private Wealth Management

BAIRD

February 2016 Newsletter

Featured Articles

- FAFSA Changes
- Estate Planning: Why Just Having a Plan Isn't Enough
- Baird Mobile App

Our Team

The Rosenberg Group has nearly 40 years of combined experience in wealth management and financial services. With a special combination of practical experience and analytical capabilities, our clients feel secure that their unique needs will be met through our wealth management process. We work with successful individuals, families, businesses and their owners.

Understanding the needs of such multigenerational businesses and families comes naturally to us, because we are one. And we measure our success by our clients' satisfaction.



Sheldon Rosenberg,
Managing Director

connect via **LinkedIn**

Step Back and Breathe

2016 has gotten off to a pretty volatile start: We have seen declining oil prices, concerns of decelerating growth in China, uncertainty regarding the Federal Reserve raising interest rates, and all during an election year. So what advice do we have for our clients? Take a step back and breathe.

During uncertain and volatile times it is always best to return to one's long-term investment objectives and financial plan. Instead of panic selling during market pullbacks, it is good practice to add new money to accounts; taking advantage of lower asset values may lead to better performance. As portfolio values fluctuate it may be wise to rebalance back to one's target allocation. And when there is doubt, feel free to contact us as your trusted advisor.

Announcements

The stock market and our office will be closed on Friday, March 25 in observance of Good Friday.

Important Changes to the FAFSA

February is Financial Aid Awareness Month! If you or a loved one is looking into financial aid for college, you probably know to fill out the Free Application for Financial Aid (FAFSA). There are changes to the FAFSA in 2016 that could potentially dictate how much aid you receive. It is important to note that even if you may not qualify, in order to receive merit-based or need-based aid you must submit the FAFSA. [Read More](#)

Estate Planning: Why Just Having a Plan Isn't Enough



Estate planning and end-of-life planning are important topics to discuss with loved ones. Many avoid or put off having these conversations due to the sensitive subject matter or lack of expertise. There are ways to approach the topic so family harmony is preserved, ensuring asset transfers run smoothly, while creating a legacy to be passed on to successive generations.

One approach is to talk to your heirs about your values surrounding money and the ways you view wealth. This can help family members understand why your estate plan is structured the way it is. **Open communication is critical when it comes to your estate plan.** Having qualitative rather than quantitative conversations can avoid discussing exact dollar amounts.



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Your heirs should also be familiar with your wishes regarding end-of-life medical issues. Many families rely on either a living will **or** a power of attorney to address healthcare concerns, but the reality is both documents may be necessary. A power of attorney identifies someone to make decisions on your behalf and a living will specifies the extent to which specific life-saving measures should be taken. Having both documents in place gives your family the best chance of following your wishes. Another consideration is to have a HIPPA release form, which allows family members to avoid conflicts with medical privacy laws.

Whether you're a parent thinking about your estate or the child of someone who should be, you should feel free to broach the subjects above. The Rosenberg Group can help facilitate these conversations and can work with you to ensure that your family is all on the same page.

Stay In Touch With Your Investments

The Baird smartphone application puts your Baird accounts in the palm of your hand. It is the on-the-go version of BairdOnline, allowing you to check account balances, track changes, conduct research and more. The app can be downloaded from the Apple App Store or the Android Google Play Store.



The BairdOnline mobile app is a valuable tool that allows us to be connected to our investments at all times, but we must remember to not get caught up in the day-to-day market highs and lows.

With all the noise around market timing and electronic trading, it is easy to think of investing as something that can succeed or fail in an instant. But the reality is that it takes most individuals years to build a retirement nest egg or fund a college education. Through disciplined planning and the power of compounding, over time you can achieve your long-term objectives.

The Rosenberg Group is here to help you tune out the noise and focus on your long-term plan that, if managed carefully, could help ensure you have the resources you need.