



The Rosenberg Group

Private Wealth Management

BAIRD

May 2016 Newsletter

Featured Articles

- Q1 Market Update
- Understanding Medicare Benefits
- How to Start a Business Without Sabotaging Personal Finances
- Baird Annual Report

Our Team

The Rosenberg Group has over 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

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Q1 Market Update: A Tale of Two Halves

The first quarter of 2016 was a story of two halves. The year began with a slow start. This decline was marked as the worst start ever for U.S. stocks as investors feared falling economic growth rates around the world would sink the U.S. economy into recession. As the quarter went on, concerns began to subside and stocks rallied into quarter-end. Despite all the fuss, U.S. stocks, bonds and commodities all finished with positive returns.

Read the full Q1 Market Update [here](#).

Performance information, whether monthly or quarterly, is regularly cited by Baird and other publications such as The New York Times and the Wall Street Journal; however, try not to get overly excited about short-term phenomena. You should take a longer look, especially if your plan is to build a long-term investment portfolio for you and your family.

Announcements

The stock market and our office will be closed on Monday, May 30th in observance of Memorial Day.



“Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices.”

– President Harry S. Truman

Understanding Medicare Benefits

In the recent segment of Baird Wealth Strategies, Baird Senior Financial Planner, Brian Ellenbecker, discussed Medicare benefits and how they may fit into your retirement planning strategy. Highlights include:

- Medicare plan details including the various parts, enrollment periods, costs, Supplement and Advantage plans
- Determining how much you can expect
- Filing strategies available that may help you maximize your benefits



Listen to the recording [here](#)!



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Starting a Business Without Sabotaging Personal Finances

Many people come to us with questions about starting a new business. Starting a business is a great way to attain independence and wealth, but there are certain steps to take to avoid sabotaging personal finances. Here are some tips if you are considering starting your own business:

- **Keep business and personal assets separate.** Set up a limited liability company and create separate accounts. This keeps a clean line between business and personal assets. This can also reduce your personal liability.
- **Set parameters if you use your personal savings.** Many entrepreneurs use their own assets to start a business. While this can be a great investment, be sure to set parameters around how much of your personal savings you're willing to contribute.
- **Exercise caution when using retirement savings accounts.** It can be tempting to borrow funds from your retirement savings if your plan allows. Keep in mind that you must pay the loan back within a certain timeframe, and if you fail to do so, it will be treated as a distribution from your account and will be taxed.
- **Consider funding your business with money from outside investors or family members.** This can be a way to avoid taking on personal debt and it may force greater discipline as you will have to report to investors.
- **Keep a fall back.** If you are an attorney, CPA or other professional, be sure to maintain your license and give careful consideration to continuing to work full or part time while your business is getting started. Read the full article [here](#).

2015 Baird Annual Report

Partnership defines how we do business at Baird. As we celebrate last year's accomplishments, we reflect on what helped us achieve them: **our commitment to guiding our clients through uncertain times.**

Our focus on providing customized advice, dependable service and long-term perspective drives all we do at Baird, as you'll see in the [2015 Baird Annual Report](#).

