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Fact

In 2008, U.S. health care spending was about \$7,681 per resident and accounted for 16.2% of the nation's Gross Domestic Product (GDP); this is among the highest of all industrialized countries.

– Centers for Medicare and Medicaid Services, Office of the Actuary, National Health Statistics Group, National Health Care Expenditures Data, January, 2010

Quote

“Real generosity toward the future lies in giving all to the present.”

– Albert Camus

Investing: A Woman's Intuition

We have all heard the myths about the differences between men and women. Women are more compassionate, excel at multi-tasking, and are rumored to have too many shoes. And what about men? They will not ask for directions, claim to be better drivers, and have quick tempers.

While these traits may or may not have merit, there is one difference we know between men and women – they approach their investment strategies differently. We are seeing women playing an increasing role as the primary financial decision-maker, and this trend is playing out in terms of how women make investment decisions.

The key differences in the investment behaviors of women include thinking long term, doing preliminary research before making impulse financial decisions, and investing in what they know.

In the recently published book, *Warren Buffet Invests Like a Girl: And Why You Should, Too* by Louann Lofton, Buffet is classified as having female investing tendencies because of his willingness to focus on long-term gain. He also takes the emotion out of investment decisions.

Women are more likely to rely on personal advice from a trusted source, whereas men are more likely to seek ideas from their own research efforts, such as blogs, website, or television programs.

According to a March, 2011 Mintel report, 39 percent of female investors say their primary source of investment advice is from their investment advisors, compared to 27 percent of male investors. They also are more likely to seek advice from friends and family members than

males. Women will also do more research and be more cautious in their investment strategies than their male counterparts.

At Waller Financial, we pride ourselves on a long-term approach to investing, which is why our female clients feel at home with us. Of course, we work with all our clients to research and present solutions that provide the best fit, and at the same time provide a long-term approach that assures a solid financial future.

We thank you for sharing our investment philosophies, and we value our relationships with you. If you have friends or family members, particularly women who may have recently experienced a change that puts them in a new role of financial decision-maker, our financial planners are here to help at 614-457-7026.



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[Financial Planning]

Financial Planning

Long-Term Care Insurance – The Sooner, The Better

Long-term care insurance is an important tool for protecting you, your family, and your assets against risk. It typically covers assistance with daily living activities you can no longer perform. These services are provided in your home and in a variety of community residential facilities such as a nursing home. It may also cover the costs for assistance needed for a chronic illness or disability that leaves you unable to care for yourself.

Your age at the time of purchasing a policy plays a large role in pricing. The longer you wait, the higher the premiums will become.

The National Association of Insurance Commissioners has developed a list of standards that protect consumers when searching for long-term care insurance. You should look for a policy that includes (at least) the following:

- At least one year of nursing home or home health care coverage
- Coverage for Alzheimer's disease
- An inflation protection option (monthly coverage increases to keep up with inflation)
- A description of policy benefits, limitations, and exclusions that allow you to compare the policy to others.
- A guarantee that the policy cannot be canceled, non-renewed, or otherwise terminated
- The right to return the policy within 30 days after you have purchased the policy and to receive a premium refund.

It is also important to know which facilities are covered under your policy. There is a trend in nursing homes and assisted living facilities that require long-term care insurance.

There is also a growing trend to use at home care. More and more people wish to stay independent as long as possible. As a result, the quality and quantity of home services has increased. According to the American Association for Long-Term Care Insurance, approximately 7.5 million individuals receive long-term care at home, compared to 1.5 million in nursing homes, and 1.1 million in assisted-living facilities. The number of people receiving home care includes acute illnesses, long-term health conditions, a permanent disability, or terminal illness.

It is important to consider your family health history, dependent relationships, and your personal financial situation when deciding on a long-term care policy. It is also helpful to research providers to see if there have been any complaints in claims payments, or high rate increases over the past few years.

Long-term care is about planning for the future, and being ready for the obstacles that lie ahead, especially with rising costs of living and longer life expectancies. Engaging your financial planner early in the process will help answer many of the questions surrounding long-term care.

If you have questions about long-term care insurance, or other insurance needs, contact your Waller financial planner to do an insurance audit on options that are right for you.



[Philanthropy]

Giving USA Update An Update Giving Trends in 2011

Though the last few years have been a challenge economically, according to the 2011 Giving USA Report produced by the Giving USA foundation, one thing is clear, philanthropy has remained strong.

An estimated \$290 billion dollars were given to charity in 2011. This is an increase of approximately 3.8 percent. Individual giving rose an estimated 2.7 percent in 2010, which is estimated at \$211 billion.

Giving has remained remarkably consistent regardless of the economic climate with Americans, contributing about 2 percent of disposable income to charitable causes.

The impressive support of individual donors confirms viewpoints in the philanthropic community. "We believe the numbers underscore the fact that giving remains a core American value," Giving USA Foundation chairwoman, Edith Falk, said. "Over the past decade, philanthropy has held its own in spite of two recessions, terrorism, wars, and a series of... disasters."

Just as individual giving remained strong, so too did gifts among various causes. International aid achieved the largest growth in giving, up 15.3 percent in 2010. This is the largest percentage increase in any area, which is due to political and humanitarian crises, including the January 2010 Haitian earthquake.

Human service organizations held steady, growing by only 0.1 percent and continued to struggle to make up ground from a multiple-year slide in giving. This left many human service organizations struggling to meet increased demand. Religious organizations also remained steady at 0.8 percent.

Giving to education rose 5.2 percent in 2010, demonstrating that giving to K-12 schools, colleges, and universities has rebounded over previous years.

Placed in a historical context, the United States appears to be trending towards a more charitable nation. Previous periods of recession created larger drops in charitable giving. For example, during the 1974 recession, giving dropped 5.5 percent. The total value of gifts made in 2010 also equated to 2.9 percent of the Gross Domestic Product. This achievement marked the 14th consecutive year giving reached 2.0 percent or higher.

Waller Financial thanks all those who chose to give during this period of economic instability. The firm remains committed to philanthropy as a vital component of community building. For more information on the firm's commitment to philanthropy, visit waller.com



[News & Notes]

Employee Spotlight: **Todd Surgoine**



Todd Surgoine

As the controller of Waller Financial, Todd Surgoine oversees the accounting, compliance, management information technologies, and investment research functions. Since joining Waller Financial in 1998 as a financial analyst, Todd has served in multiple areas of the firm, including mutual funds, retirement plans, and in computer systems. Among his many roles

at Waller Financial, he enjoys his interactions meeting clients and assisting people on their investment and retirement plan decisions.

Most of Todd's free time is spent with his two daughters, Lily, age 4, and Sarah, age 5, who he and his wife, Lisa, adopted from China. Aside from raising two daughters, Todd and Lisa are active members of their church, and are involved in their community in Gahanna, Ohio. Throughout his life, Todd has always been fascinated by history. His undergraduate focus at Wittenburg University was in accounting and history, and he even ties in his love of history to the board games plays, including the Battle of

Gettysburg, which is a strategic board game based on the historical Battle of Gettysburg.

One of the ways he gives back is by donating plasma through the American Red Cross apheresis process. Donating plasma can be equal to 12 to 18 whole blood donations, which is important for patients who have weakened immune systems to decrease exposure to multiple donors.

New Arrival

Waller Financial Planning Group would like to congratulate Tiffany Shively and her husband Derrek on the arrival of their new baby girl, Kennedy Renee. Kennedy was born on June 4, 2011.

Holiday Schedule

The offices of Waller Financial Planning Group will be closed Monday, September 5 in observance of Labor Day.



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