

Fact

36%...Percentage of U.S. adults who are caring for an adult or child with significant health issues, up from 30 percent in 2010.

- Source: Pew Research Center

Quote

Individuals who cannot master their emotions are ill-suited to profit from the investment process.

- Benjamin Graham

2013 Odysseus Awards: The Leader's Journey



Waller Financial recently honored the valued relationships held with clients and partners at the 2013 Odysseus Awards. The annual ceremony commemorates clients who have dedicated themselves towards a lifetime of giving back to the community. This year's event featured a presentation to award winners Ronald and Barbara Eppley. The Eppleys were selected for their unique and unselfish contributions to the greater good through their wealth, wisdom, and life's work.

Several years ago, Ron and Barb became acutely aware of the needs of others in the Central Ohio community. They had been active in giving through their church, but it became apparent to them that they had a call to do more.

Ron began to think of ways to broaden the support. He wanted to create a collaborative program that would include others in raising awareness and raising funds for the people in need in the community. Ron knew from his leadership experience with Nationwide that any new endeavor required a simple plan, committed team members and, most importantly, team-execution.

He also really likes to play golf. Knowing others who enjoyed the game as well, he created a platform where golfers could come together to enjoy fellowship and also to get the message out about the needs in the community. It began several years ago as a small gathering for one afternoon. For those who know the Eppleys and answered Ron's call to join the team, it has become an annual major event for charitable fundraising. *(Continued on Page 3)*

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[Investment Management]

Investment Update

The third quarter market performance was quite good. Other than real estate and municipal bonds, all other asset classes posted positive returns. Foreign and small cap US equities led the way, posting low double digit returns. Large cap US equities also performed well, though not nearly as strong as international and small cap investments. Considering the turbulence in the bond market, we were pleased to see the bond market post modestly positive results for the quarter. 1

Much like the second quarter, the focus of the market this past quarter was on the Federal Reserve (Fed). In a moderately surprising move, the Fed decided not to change its existing monetary stance during their September meeting. We found this interesting, and even a bit concerning, because the Fed was hinting they would be reducing their support, and thus, providing less stimulus to the market.

The market reacted quite favorably to this position by the Fed. We feel that is because of short-sightedness. While we have long been in agreement with the Fed's stance and the respective actions taken, the longer they remain this accommodative, the more we become concerned. The Fed's use of monetary policy is like a doctor utilizing a drug. Used correctly, an ill patient can get better. However, over time, it takes more and more of the drug to achieve the same result. We hope the market does not become addicted to the current amount of support the Fed is delivering.

Chairman Bernanke cited mixed economic data and a growing concern with fiscal policy (the government) as reasons for maintaining the Fed's current stance. While we are confident the economy is in a healthy state, like many Americans, we have little confidence in our elected officials. We find it terribly challenging to make rational decisions when dealing with irrational politicians.

Our near-term outlook is being tempered a bit for two reasons: politics and performance. Politics will be back in the headlines these next couple of months while budgets and debt limits are debated. Despite how strong the performance has been, we do not believe the market is overvalued. Instead, we believe the market is being fairly valued at this time. This is the market environment where good fundamental analysis and security selection should perform well. Looking forward, we feel the best course of action in the near term is to make sure our investment portfolios are balanced across asset classes and broadly diversified.

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[1] Morningstar Office 2013; US equities as measured by the S&P 500 Index, Foreign equities as measured by the MSCI EAFE ND Index, Small Cap US equities as measured by the Russell 2000 Index, Real Estate as measured by the DJ US Select REIT Index, and Bonds as measured by the Barclays US Aggregate Bond Index, Barclays Municipal Bond Index, and Citi World Gov Bond Index. All indices are unmanaged and may not be invested into directly.

There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk.

[News & Notes]

2013 Odyssey Awards Continued...

Today, many people are involved in the planning of the event, selection of the charities that will benefit each year and the distribution of the funds – not to mention the sponsors and players who take joy in the project.

Thousands of dollars are raised each year that goes into the community. The funds raised help organizations establish programs that provide not just basic needs but life-changing services as well. It is an effort to offer not only relief, but real development for the people who are served. Ron's business expertise and leadership skills have attracted more people than he ever dreamed – and made a lot more help available than he would have been able to do alone.

Barb is a leader for good work as well. She has a background in mathematics with a Master's degree in statistics – anyone who knows her knows that she is a very, very intelligent woman. She is also articulate, focused and dedicated to helping others. Upon retirement, she and Ron decided to spend more time in Arizona. Not one to sit still, she searched in her new community for a way to focus her energy into a project that had meaning.

It wasn't long before she discovered that the local elementary schools had students who could benefit from her understanding of mathematics. Even though there wasn't a formal volunteer tutoring program, she dived right in. She works with children one-on-one who need help with some of the most basic concepts. Barb provides the firm but gentle guidance that these children crave so that they can learn. No judgment, no criticism – she uses a straightforward, patient approach that raises the child to a higher point of learning and success. She tutors in facts and figures, but goes beyond to provide it with genuine love and joy for each boy and girl.

Without a doubt, Ron and Barb have a deep commitment to the success of others. It showed in the places where they have lived and worked. They have invested time, money, and most importantly, themselves. While they don't draw attention to themselves, they have a natural ability to attract others to join in the work. They are remarkable philanthropists – and they show us that no effort improving the human condition is ever unworthy. They understand that every person has a call to help others in some way, and they have used their influence to gather us all to this universal calling.

Enhanced Account View

We are excited to invite you to gain access to the new Account View. Through Waller Financial's website, www.waller.com, you can access your LPL Financial accounts. The new Account View offers an improved user interface, streamlined navigation and many new features, including:

- Easy access to accounts, statements, tax documents and trade confirmations
- Additional transaction history available
- Access to current market data
- Enhanced security features

The first time you access the new Account View, you will need to go through a one-time verification process which will only take a few minutes. For more information to view your accounts online, please contact our office.

Keep in Touch

Stay connected with Waller Financial Planning Group on Facebook! In addition to investment news and updates, we will be certain to keep you up-to-date on the activities within our office, our community involvement and the accomplishments of our staff!
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[News & Notes]

Hockey Beats Down Cancer

Chris Olsgard recently joined forces with other former collegiate and professional hockey players to participate in the annual Hockey Beats Down Cancer fundraising tournament, hosted by The OhioHealth Chiller. Each year, the weekend-long festival brings together Central Ohio's strong hockey community to raise money for the American Cancer Society. "In addition to raising money for cancer research, I'm leaving the tournament with the same number of teeth I entered with, I'd say that's a win-win!"



Holiday Schedule

The offices will be closed in observance of the following holidays:

Thanksgiving –
November 28-29, 2013

Christmas –
December 25-26, 2013

New Year's Day –
January 1, 2014

Advisory Board



We are pleased to share Kathy Kincaid will serve on the advisory board for the Early Childhood Resource Network+. For over 25 years ECRN+ has provided support, resources and a variety of services to children and their families. We are proud of Kathy's contribution to our community.

Company Picnic

This summer Waller Financial visited the Wilds for our company picnic. Check out our photo album on Facebook.



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