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FINANCIAL PREPAREDNESS



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Contact Constance Gaughan, Home Loan Center Manager for any questions: **619-616-1787**

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Golden 1 Credit Union is expanding home loan services in Carlsbad.

**Your dream home with
the right partner**

Golden 1 Credit Union is expanding home loan services in Carlsbad. The nation’s sixth largest, and California’s leading credit union, celebrated the opening of its *Carlsbad Home Loan Center* with a ribbon cutting last month. Golden 1 is one of the first credit unions in California to meet the needs of homebuyers with a specialized center focused on home lending.

Home financing is one of the largest financial transactions a consumer makes in their life, and consumers shopping for a home loan have unique needs. The new location is an evolution of Golden 1’s dedication to making Californians’ dreams of homeownership come true. Home Loan Advisors will help members with the entire mortgage, refinance, or home equity loan

process in comfortable, private offices dedicated to home lending. They also connect homebuyers to realtors who specialize in the local market and offer Golden 1’s Buyer Advantage program, which provides a discount on closing costs.

Golden 1’s rich history of serving Californians began in 1933 and since Day 1 has not wavered in its commitment to making a positive impact on the people and communities it serves. The opening of this Home Loan Center is a prime example of its continued dedication to Californians and the Carlsbad community.

Anyone who lives or works in California can become a Golden 1 member. Visit our office at La Costa Town Square, 3410 Via Mercato, Suite 105.



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For over 25 years, Primary Funding has provided ethical and transparent financial solutions to help prepare you for growth.

How to financially prepare your business for growth in 2022

If you're a business owner, you might be looking to the new year as your chance to reach your next-level goals. This could mean launching a new product, scaling your staff, or taking on larger purchase orders. These are next steps for many businesses poised for growth, but they require having the necessary funds to accomplish them.

For growing businesses that need to improve cash flow or have been turned down for a traditional small business loan, alternative financing solutions can be critical to reaching that next level of success.

Without taking out a traditional loan, business owners still have several options when it comes to increasing their cash flow. For starters, **Primary Funding** has a solution called factoring, where we turn your accounts receivables into instant cash.

Other options to explore, offered by Pri-

mary Funding, are asset-based loans and lines of credit. We'll work with you to find the best financing solution for your business.

As a direct lender, Primary Funding allows businesses to work directly with the decision-maker to address their financing need. We want to ensure our clients know their options, what they're getting, and for exactly how much.

For over 25 years, Primary Funding has provided ethical and transparent financial solutions to help prepare you for growth. Our experience ranges from start-ups to businesses with \$25+ million in annual revenue across a variety of industries. Regardless of your starting point, we're here to help you get the working capital you need to achieve your goals.

Learn more how we can help: www.primaryfunding.com.



Tri Counties Bank Carlsbad Commercial Lending Team (left to right): Chris Leyerle, Commercial Underwriter; Josh Mello, Relationship Manager; Laurie Luitwieler, Commercial Loan Servicing Officer; Nate Morgan, Commercial Lending Regional Manager; Scott Alderson, Treasury Management Officer; Thomas Valles, Relationship Manager.

Commercial lending solutions to help SoCal businesses grow

Now more than ever, businesses need a local financial partner that can make things happen for their benefit. **Tri Counties Bank** offers a comprehensive suite of financial solutions that rivals those offered by larger banks, but with the flexibility businesses require.

Established in 1975, Tri Counties Bank is headquartered in Chico, California, with more than \$8 billion in assets and over 45 years of financial stability and service to companies throughout California. Their local San Diego commercial banking team is dedicated to providing a unique brand of Service With Solutions®, a come-to-you style of relationship banking built to last for years. They take the time to really get to know their customers, and create a customized suite of products and services designed for each company's specific needs.

For more than 45 years, Tri Counties Bank has helped California businesses grow and

thrive with customized financial solutions:

- Commercial Loan Options to secure working capital and equipment
- Commercial Real Estate Lending to purchase or refinance
- Treasury Management Solutions to increase efficiencies and cash flow
- Merchant Services to improve profitability

Put the experience of your local Tri Counties Bank commercial lending team to work for you.

To start, contact:
Nate Morgan, VP,
Commercial Lending Regional Manager
5780 Fleet Street, Suite 160
Carlsbad, CA 92008
NateMorgan@tcbk.com
(801) 633-3901

Visit TriCountiesBank.com to learn more



Local businesses are an integral part of every community, and there's nowhere else I'd rather help them grow and succeed than right here at home in Carlsbad.

- JEFF AT PRIMARY

IS YOUR BUSINESS READY TO GROW IN 2022?

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(858) 276-8775

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Financing up to
\$100 million



Commercial lending expertise to help your business grow and thrive.

Tri Counties Bank provides customized financial solutions designed to help Southern California businesses thrive. It's a unique brand of banking we call Service With Solutions®, a come-to-you style of relationship banking built to last for years.

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Integrated wealth management: We serve as a personal CFO for each of our clients, helping you integrate all aspects of your financial life so that these diverse components are working together efficiently. When appropriate, we partner with other professionals, such as attorneys, accountants, and insurance specialists, to create an integrated approach to wealth management.

Tax-efficient planning: We believe that tax planning is an integral part of overall financial planning. To that end, we help identify and implement tax-efficient investment strategies.

Customized service: Your financial situation is unique, and a generic financial plan won't help you achieve your objectives. In order to serve you effectively, we offer services that are customized to meet your specific needs. We also work with you over the long term, so we can adjust your plan as your circumstances change.

Independent advice: As independent financial advisors, we are free to offer truly objective advice, since we have no loyalty or obligation to promote a certain company's products.

Active management: Instead of the "buy, hold and hope" approach that is often used, we embrace an active management strategy, meaning that we are proactively monitoring and adjusting your investments as market conditions shift.

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Facsimile: 760.444-3032

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Five considerations in financial planning

Without a roadmap, the path toward and into retirement can be difficult. Having a comprehensive and up-to-date retirement strategy, with a knowledgeable team offering support, may help make the road ahead less strenuous.

At **AZCA Financial Group**, we understand the many concerns individuals and families face as they prepare for retirement, whether that is five or fifteen years away. This is what we offer:

Integrated wealth management: We serve as a personal CFO for each of our clients, helping you integrate all aspects of your financial life so that these diverse components are working together efficiently. When appropriate, we partner with other professionals, such as attorneys, accountants and insurance specialists, to create an integrated approach to wealth management.

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To learn more visit www.azcafinancial-group.com/



If you own real property or have minor children, a Revocable Living Trust is essential to your plan.

Three good reasons why you need a trust

What quarantine projects did your family get done this year? Most families baked, painted a guest bedroom, or even took on a large backyard renovation. It is hard not to look around at what needs to be updated in your home when you are stuck there all day. Your Estate Plan is no exception and probably also needs a renovation. What has changed in your life since you last looked at your Estate Plan? It is important to note that everyone in California needs an Estate Plan of some sort and it needs to be kept up to date as your life changes. Further, if you own real property or have minor children, a Revocable Living Trust is essential to your plan. Read on to discover three good reasons why you need a Trust!

1. Avoid probate

Probate is the legal process of transferring assets of a decedent to his or her heirs. The Probate process can be expensive in terms of both time and money. In California, an average probated estate will take up to two years from date-of-death to the final distribution of assets.

2. Save Money

Probate can be expensive due to court costs and legal fees, all of which are determined by law and non-negotiable. By protecting your assets in a properly funded Trust, your family will avoid the costs and fees incurred with the Probate process.

3. Privacy

One of the biggest differences between a Will and a Trust is the privacy offered. A Trust is a private document and a Will becomes public record after your passing.

A common concern from clients is the cost of establishing an Estate Plan. Our office is proud to accept legal insurance from Hyatt Legal Plans that allows us to serve teachers, nurses, pilots, home improvement store employees, and many more for little to no fee.

If your employer does not offer a legal insurance plan, we are still happy to serve you. Chamber members and referrals receive a \$275 discount (not to be combined with legal insurance). To learn more about our services and to schedule a virtual consultation, contact us today at (760) 438-0558.

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DO YOU HAVE CHILDREN? OWN YOUR OWN HOME?

Ensure your legacy passes to your loved ones without the hassle and cost of Probate by setting up a Revocable Living Trust today.



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LAW OF HARMONEY:
Do good, give good, feel good!

BY KOUNTINYA SAI
CO-FOUNDER HARMONEY.AI

I retired from a sales role after 20 years in 2019 which involved a lot of travel to spend quality time with my wife Vidya and our daughter Mitra, who had gone from being a tiny bundle of energy into a beautiful teen in the blink of an eye.

When Mitra turned 13 and wanted a Venmo account last summer, we felt the financial journey for a teen should start with saving and earning rather than spending, which can build negative habits when it comes to handling their personal finances in the future

This actually set Vidya and I thinking about creating something that would motivate teens to become change agents and at the same time make it an enjoyable and rewarding experience for them.

And thus, Harmoney was born, a gamified digital wallet that nudges and rewards teens to self-care, practice healthy habits, invest time in their own mental wellbeing, staying the course when it comes to academics, completing their daily tasks and chores and thereby auto-

matically helping to make the world a better place by contributing to charities around the world.

The trick is in making being good and doing good a habit. Then getting good and feeling good is a natural result. We call it the Law of Harmoney. And it works. We are living proof of this simple universal law!

Running for *Asha for Education* played a key role in the inception of Harmoney. Asha is a non-profit that helps people train to run long distances and helps convert their miles into smiles by educating under-privileged children in India.

They say, it takes a village to raise a kid. And Harmoney is a digital version of exactly that. Children, parents, schools, local communities, neighbourhood shops, restaurants, partner brands, social organizations... Everyone is in this together. That's planet Harmoney.

Over a thousand families and their teen children have been using Harmoney under invite-only closed beta for over a year giving Vidya and her team rich feedback of their user behavior. Vidya is working with a team of UX and gamification experts and engineers to prepare Harmoney for a

commercial launch in December for the holidays.

The good news is the doing good part of the app works just great and Harmoney can help communities, businesses, schools raise awareness around fitness and mental wellness by helping them to run a fun fund raiser.

Please contact me at kount@harmoney.ai/ 415-497-7490 to have a chat to discuss how harmoney can help you achieve your fund raising goals.

It's been hard work building harmoney but we are waking up every morning feeling so good about what we are doing, so we must be doing something right - Kount and Vidya.

Harmoney is a gamified digital wallet that nudges and rewards teens to self-care, practice healthy habits, invest time in their own mental wellbeing, staying the course when it comes to academics, completing their daily tasks and chores and thereby automatically helping to make the world a better place by contributing to charities around the world.



Merrill Lynch-Carlsbad's highly-credentialed, multi-generational team continues to attract an ambitious and growing number of high-net-worth families – up to three, four and five generations in California and more than 15 other states.

Stepping up when
it matters

At The Hollman, McSweeney, Albert & Byrnes Group, we bring decades of knowledge and know-how to an impressive clientele that, quite often, comes to us requiring a seasoned approach to managing and optimizing their wealth.

Our highly-credentialed, multi-generational team continues to attract an ambitious and growing number of high-net-worth families – up to three, four and five generations in California and more than 15 other states. They include successful women and men who've built and sold their enterprises, current owners of small and mid-sized businesses, physicians and executives in the media and defense industries (many with concentrated stock positions).

While distinct in their talents and visions, a typical client requires a cohesive financial strategy that connects the dots in their lives with those in their financial picture. On their

behalf, we construct fully customized strategies that most often span retirement, investment and legacy planning, as well as liability management.

To align our tax minimization and estate planning strategies with those of clients' attorneys and CPAs, we can coordinate and communicate, so that optimal results can be achieved. We also work extensively with Bank of America, N.A. to provide clients with access to residential lending and refinancing, education and securities-based lending.

Ultimately, we believe that clients deserve the full acumen and attention of an established and stable wealth management team – one like ours that is fully committed to optimizing the quality of their lifestyles and legacies. We hope you allow us to serve you.

Visit www.fa.ml.com/hmab-group to learn more.

You step up
when it matters most

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Business owners: How to handle prospective buyers

As a business owner, you likely receive unsolicited, or altogether random, calls and emails from potential buyers looking to get a few minutes of your time. The caller seems nice enough. They pay you a compliment and mention they are looking for a business “just like yours.” If you’re not interested in selling, the conversation may end there. But for owners who may one day sell their business, this outreach is a good reminder to start planning for the day you do take that call.



BY CARL PINKARD
PARTNER
ALDRICH WEALTH, LP
ALDRICH CAPITAL
ADVISORS, LP

What do you do when a potential buyer reaches out to you?

First, be nice. Appreciate that someone thinks highly enough of you and your business to approach you to buy what you have worked hard to build. You never know if the person on the other end of the call may be a future partner or lifeline in tough times.

Ignoring the inquiry is fine, but many professionals will keep reaching out, which may compound the annoyance. A simple response is fine; if you aren’t interested in any circumstance, inform the inquirer of your position and acknowledge and appreciate their inquiry.

Even if you are in an aggressive sales mode, reply with caution and be somewhat guarded. Think of this like dating. Take it slow at first, and don’t start planning the wedding on the first date!



Receiving an offer to buy your business may be flattering, but take a step back and get your house in order before entertaining it.

Assembling your team

At this point, if you are interested in having further conversations, pause, and get your professional team in place.

- At a minimum, your team should be “comprised of:
1. an investment banker or M&A advisor;
 2. an M&A attorney;
 3. a wealth advisor; and
 4. a tax accountant.

Creating competitive tension

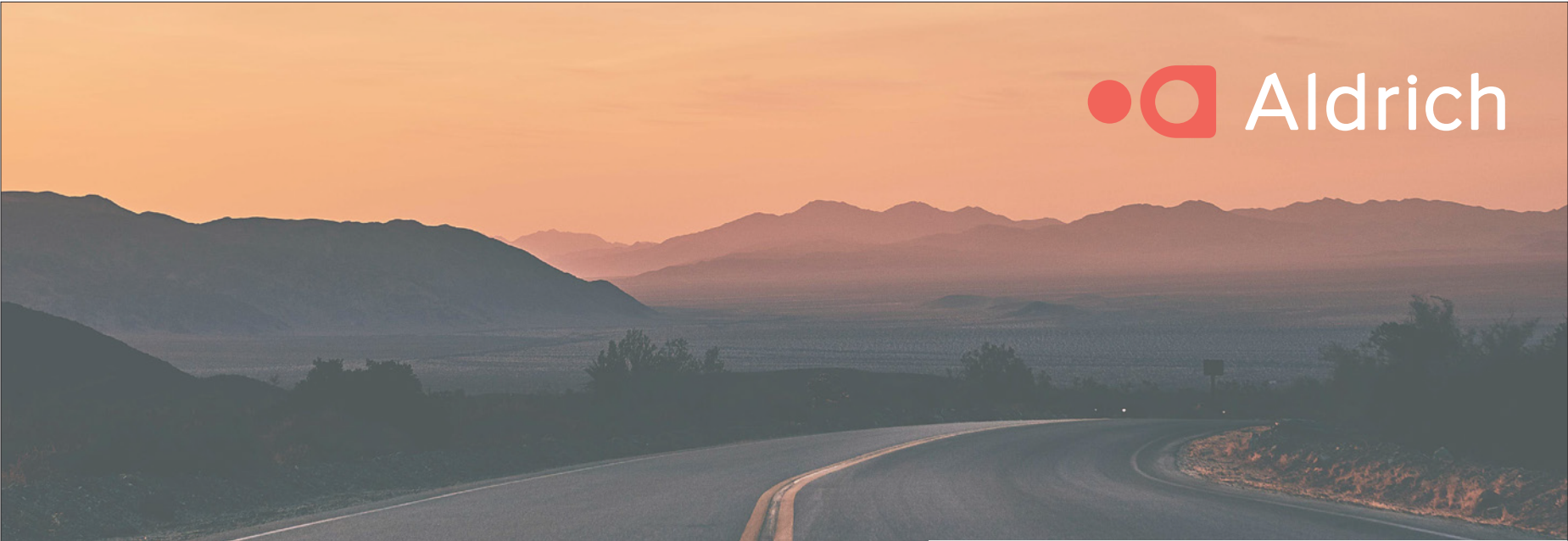
Once your team is in place, your investment banker or M&A advisor can help you think about the inquiry. Understanding the marketplace is crucial to negotiating the best deal on your behalf. The key is to create competitive tension in the market for your business. To use an old military catchphrase, “two is one, and one is none.”

Key points to remember:

- Don’t get too deep with potential buyers who contact you regarding intriguing deals.

- Don’t try to go it alone on broad M&A processes—they are a lot of work, and involve many pitfalls, especially if you haven’t previously navigated numerous deals.
- Don’t sign an LOI until you get an M&A advisor or investment banker’s advice on valuation and other LOI attributes.
- Do reach out to your advisors ASAP if you are considering further conversations.
- Do respond—but keep it short and sweet

For more information, please go to www.aldrichadvisors.com



Guiding your business every step of the way.

Aldrich exists to improve the lives of our people, our clients, and our communities. Our vision is to be a long-lasting business with an entrepreneurial spirit, which drives our desire to be leaders in the markets we serve. With decades of experience, we use our deep industry expertise to guide you through today’s financial complexities.

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- Technology
- Wealth Management

What are your financial resolutions for 2022?

As you know, 2021 was full of challenges. We were still feeling the effects of the COVID-19 pandemic when supply chains shut down and inflation heated up. So, if you're like many people, you might not be sorry to see the year come to a close. But now it's time to look ahead to a brighter 2022. And on a personal level, you may want to set some New Year's resolutions. You might resolve to improve your health and diet, and possibly learn some new skills, but why not make some financial resolutions, too?

Here are a few ideas to consider:

Prepare for the unexpected. If you haven't already created an emergency fund, now may be a good time to start. Ideally, you'd like to have three to six months' worth of living expenses in this fund, with the money kept in a low-risk, liquid account. (If you're retired, you may want your emergency fund to contain up to a year's worth of living expenses.) Once you've got this fund established, you may be able to avoid dipping into long-term investments to pay for short-term needs, such as costly home or auto repairs or large medical bills.

Boost your retirement savings. The pandemic caused many of us to reevaluate our ability to eventually enjoy the retirement lifestyles we've envisioned. In fact, 33% of those planning to retire soon said they started to contribute even more to their retirement savings during the pandemic, according to a study from Age Wave and Edward Jones. This year, if you can afford it, increase your contributions to your IRA and your 401(k) or other employer-sponsored retirement plan.

Reduce your debt load. The less debt you carry, the more money you'll have available



Although we may have acquired much knowledge over the years, we can still use some help in specialized areas, such as creating a long-term investment strategy.

to support your lifestyle today and save and invest for tomorrow. So, this year, resolve to cut down on your existing debts and avoid taking on new ones whenever possible. You can motivate yourself by measuring your progress – at the beginning of 2022, record your total debts and then compare this figure to your debt load at the start of 2023. If the numbers have dropped, you'll know you were making the right moves.

Don't overreact to the headlines. A lot can happen during a year. Consider inflation – it shot up in 2021, but it may well

subside in 2022. If you changed your investment strategy last year to accommodate the rise in inflation, would you then have to modify it again when prices fall? And inflation is just one event. What about changes in interest rates? How about new legislation coming out of Washington? And don't forget extreme weather events, such as wildfires and floods. Any or all of these occurrences can affect the financial markets in the short term, but it just doesn't make sense for you to keep changing the way you invest in response to the news of the day. Instead, stick with a strategy that's

appropriate for your goals, risk tolerance and time horizon. You may need to adjust this strategy over time, in response to changes in your own life, but don't let your decisions be dictated by external events.

These aren't the only financial resolutions you can make – but following them may help you develop positive habits that can help you face the future with confidence.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.

Edward Jones, Member SIPC

Happy New Year

As the calendar turns the page, we wish you the very best in the year ahead.



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