

StraightTalk

PROVIDED BY STRAIGHTLINE FINANCIAL OF RAYMOND JAMES



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Some Mid-Year Housekeeping

As always, Raymond James is hard at work creating tools and technology to make your client experience better, or easier, or both. Additionally, we have a team that does nothing but keep current with the ever-changing regulatory winds of change for our industry. With those two thoughts in mind, I have a few mid-year updates for you...

- **TEXTING** – You all have my cell phone number due to the work-from-home environment during the Covid lockdowns, and the industry's subsequent evolution to periodic remote work ever since. And, one of the hallmarks of my advisory practice is frequent communication. I always want to hear from you, and to discuss whatever is on your mind, or what may have changed in your lives or plans. However, the SEC has already levied fines of \$1.8 billion on the largest Wall Street firms for advisors texting with clients. Going forward, therefore, the message is clear...text me with any news about your family, with pictures from your vacation, or to congratulate me on an all-too-rare WolfPack win in football or basketball – **but do not text me about business**. I will not respond. You can call my office line or my cell phone at any time, email me, or better yet, come sit in my office for any discussion – just no texting about business.
- **INSTAGRAM** – Several years ago, Raymond James became one of the first firms to allow advisors to post on social media, and I have been putting articles, charts, and other visuals on Facebook, LinkedIn, and Twitter as a result. If this does not sound like something you might use – rest assured that your children or grandchildren do! In fact, a recent research report detailed that 45% of millennials cite social media as their primary news source. In order to keep cutting through the noise for you and for them, I now have the ability to post information on Instagram. While the format of each network is slightly different, the idea remains the same – to continue to inform you of what really matters, in whatever way works best for you.
- **CLIENT ACCESS** – For those of you who elect to receive information from us in hard copy (statements, tax forms, and this newsletter), you may want to consider updating your preferences for other documents to electronic delivery. The regulators require periodic updates, and included in those is the 77 page Form ADV. You can save us the mailing costs, and your mail carrier the risk of a hernia, by electing to receive that and other regulatory documents via email.
- **CAPITAL ACCESS** – And, if you have Capital Access on your accounts, for either check writing or debit card use – did you know that there are significant international travel benefits to our debit card? The list includes a lower international transaction fee than many credit cards charge, reimbursement for ATM fees, fraud monitoring with real time texts, travel accident insurance, and more.
- **ACCOUNT AGGREGATION** – Raymond James has created an interface for clients who wish to track all of their financials in one place; bank account balances, current retirement plan accounts, insurance policy cash values, credit card balances (and points) etc. – all on one screen, accessed with your secure login. If you have interest in learning more on this or the Capital Access debit card, call me at the office.
- There will be more to come in the future...and as always, I will keep you posted on any developments!

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