

Financially,
Fit,
Families.

FINANCE



keeler&nadler
FAMILY WEALTH

Disclaimer

The views contained in this presentation are those of Keeler & Nadler and should not be construed as personalized investment advice. All economic and performance information is historical and not indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product made reference to directly or indirectly in this newsletter, will be profitable, equal any corresponding indicated historical performance level(s), or be suitable for your portfolio. Moreover, you should not assume that any discussion or information provided here serves as the receipt of, or as a substitute for, personalized investment advice from Keeler & Nadler or from any other investment professional. To the extent that you have any questions regarding the applicability of any specific issue discussed to your individual situation, you are encouraged to consult with Keeler & Nadler or the professional advisor of your choosing. This information is not meant as tax or legal advice. Please consult your legal or tax advisor before making any decisions.

All information, including that used to compile charts, is obtained from sources believed to be reliable, but Keeler & Nadler does not guarantee its reliability. You should not make investment decisions based solely on the information contained herein including information contained within charts and other graphs detailed herein.

What is Financial Planning?

1

Protection

2

“Retirement”
Planning

3

Investment
Management

4

Tax Planning

5

Estate
Planning

6

College
Funding



Protection

Protection



Emergency Fund



Life Insurance



Disability



Umbrella Insurance



Long-Term Care Insurance

Why is it important?

- Financial emergencies will happen, it's a matter of when.
- Avoid taking on debt during an emergency or drawing from hard-to-access investments/accounts.

How much should you save?

- Typically, 3 to 6 months worth of expenses.

Where to save/invest the emergency fund?

- A separate savings account, ideally a “higher yielding” one.
- Emergency funds should not be invested.

Protection



Emergency Fund



Life Insurance



Disability



Umbrella Insurance



Long-Term Care Insurance

Why have life insurance?

- Protecting your family from the loss of your income.
- Wealth transfer or legacy planning.

How much do you need?

- This can vary greatly depending on your situation.
- 5-10x your income depending on age, income and other factors

What kind of life insurance?

- Term insurance in most cases.

Where to get coverage?

- An independent insurance agent or someone that represents multiple carriers.

Protection



Emergency Fund



Life Insurance



Disability



Umbrella Insurance



Long-Term Care Insurance

Why have disability insurance?

- Protecting your family from the loss of your income if you become disabled.

How much do you need?

- Typically, 60% of your income
- Pay premiums after-tax if possible

Are there different types?

- Any Occupation = you can't do any job
- Own Occupation = you can't do your current job

Where to get coverage?

- Employer, if available
- Trade organization or other group
- Individual coverage

Protection



Emergency Fund



Life Insurance



Disability



Umbrella Insurance



Long-Term Care Insurance

What is Umbrella Insurance?

- Personal liability insurance over and beyond your home/auto policies.

How much do you need?

- Policies start at \$1M in protection. If you're net worth is well above \$1M, add more protection.

Where to get it?

- Your home/auto insurance agent.

How much is it?

- Around \$150-200 per year for a \$1M policy.

Protection



Emergency Fund



Life Insurance



Disability



Umbrella Insurance



Long-Term Care Insurance

What is the purpose?

- Protects you from medical expenses related to at-home care, skilled care and other medical care that Medicare does not cover.

How much do you need?

- How much can you afford?

Are there different types?

- Your home/auto insurance agent.

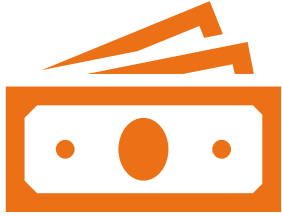
How to get coverage?

- Individual policies
- Group policies through employers or trade organizations

Retirement Planning



What does “Retirement” mean to you?



How much do you need
to cover expenses?



How long do you need
it?



What resources do you
have to pay for it?

Super Simple Example

- You need \$5,000 per month (\$60,000 per year)
- For 35 years (65-90)
- You will get \$25,000 per year in Social Security
- Portfolio needed to fund the savings gap:
 - You might need to save between \$700,000 and \$900,000 in retirement to make up the income difference.

*This is an overly simplified example to illustrate retirement planning concepts. Taxes and other considerations need to be factored in.

How do you get there?



Investors should strive to

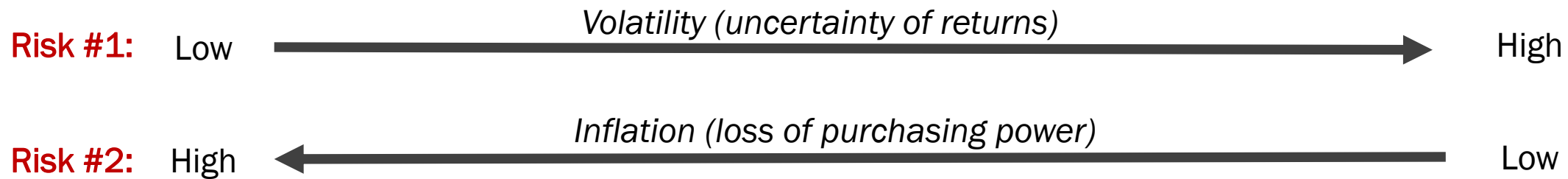
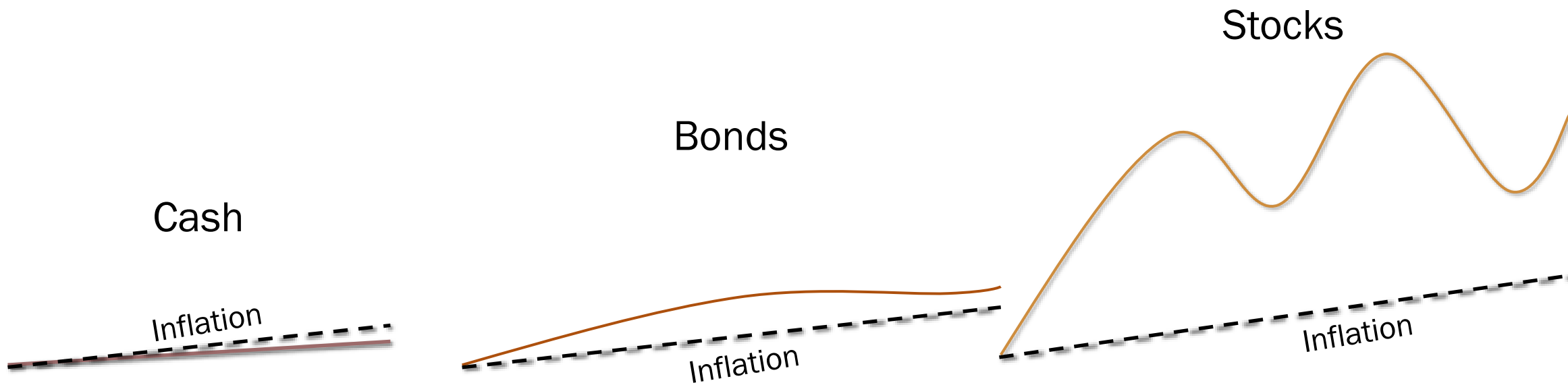
**SAVE
AT LEAST 6%**

Consider increasing contributions by 2% gradually to build toward 15% target

Investor's Age:	Savings Benchmarks:
30	half of salary saved today
35	1x to 1.5x salary saved today
40	2x to 2.5x salary saved today
45	2.5x to 4x salary saved today
50	3.5x to 6x salary saved today
55	5x to 8.5x salary saved today
60	6.5x to 11x salary saved today
65	8x to 14x salary saved today

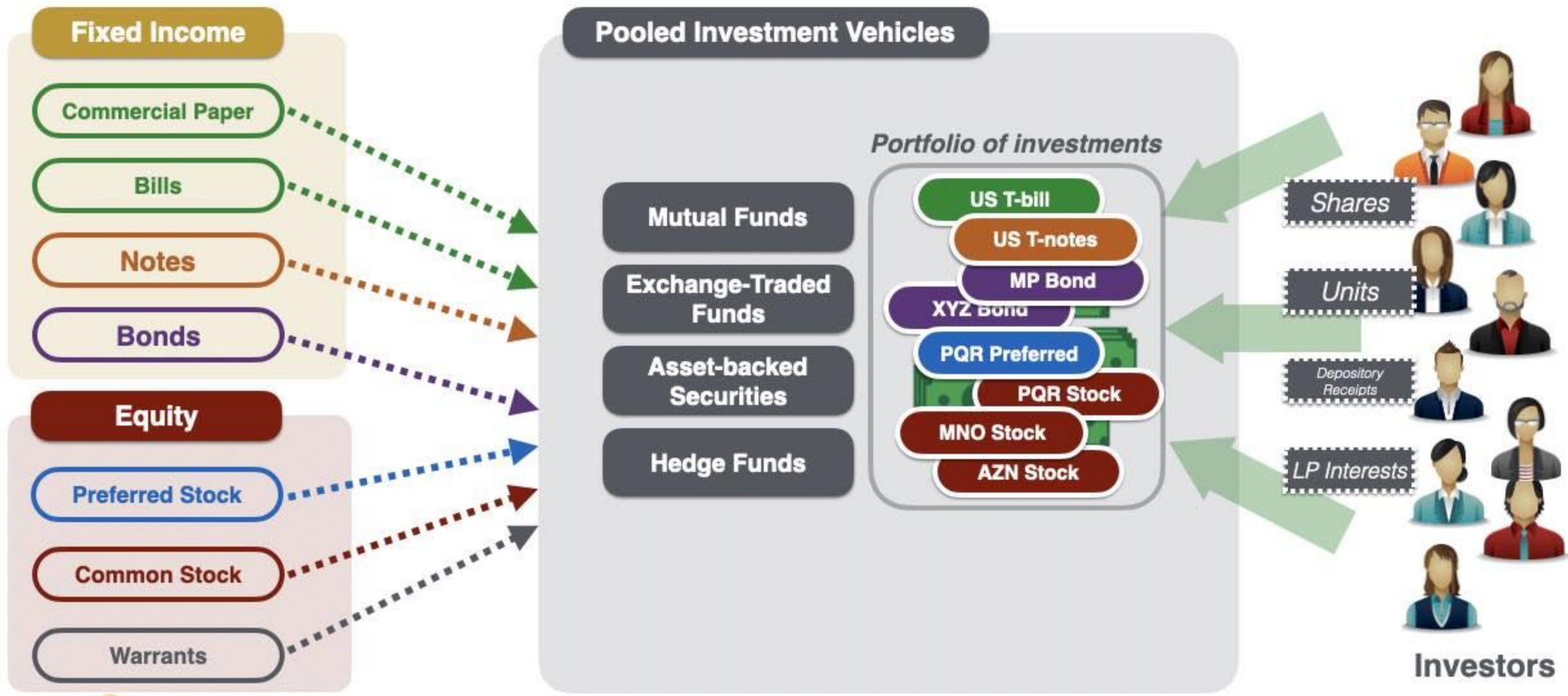
Assumptions: Benchmarks are based on a target multiple at retirement age and a savings trajectory over time consistent with that target and the savings rate needed to achieve it. Household income grows at 5% until age 45 and 3% (the assumed inflation rate) thereafter. Investment returns before retirement are 7% before taxes, and savings grow tax deferred. The person retires at age 65 and begins withdrawing 4% of assets (a rate intended to support steady inflation-adjusted spending over a 30-year retirement). Ranges are based on individuals or couples with current household income between \$75,000 and \$250,000. Refer to the T. Rowe Price Insights piece "Are My Retirement Savings on Track?" for additional information.

*including company match



Retirement Income “Buckets”

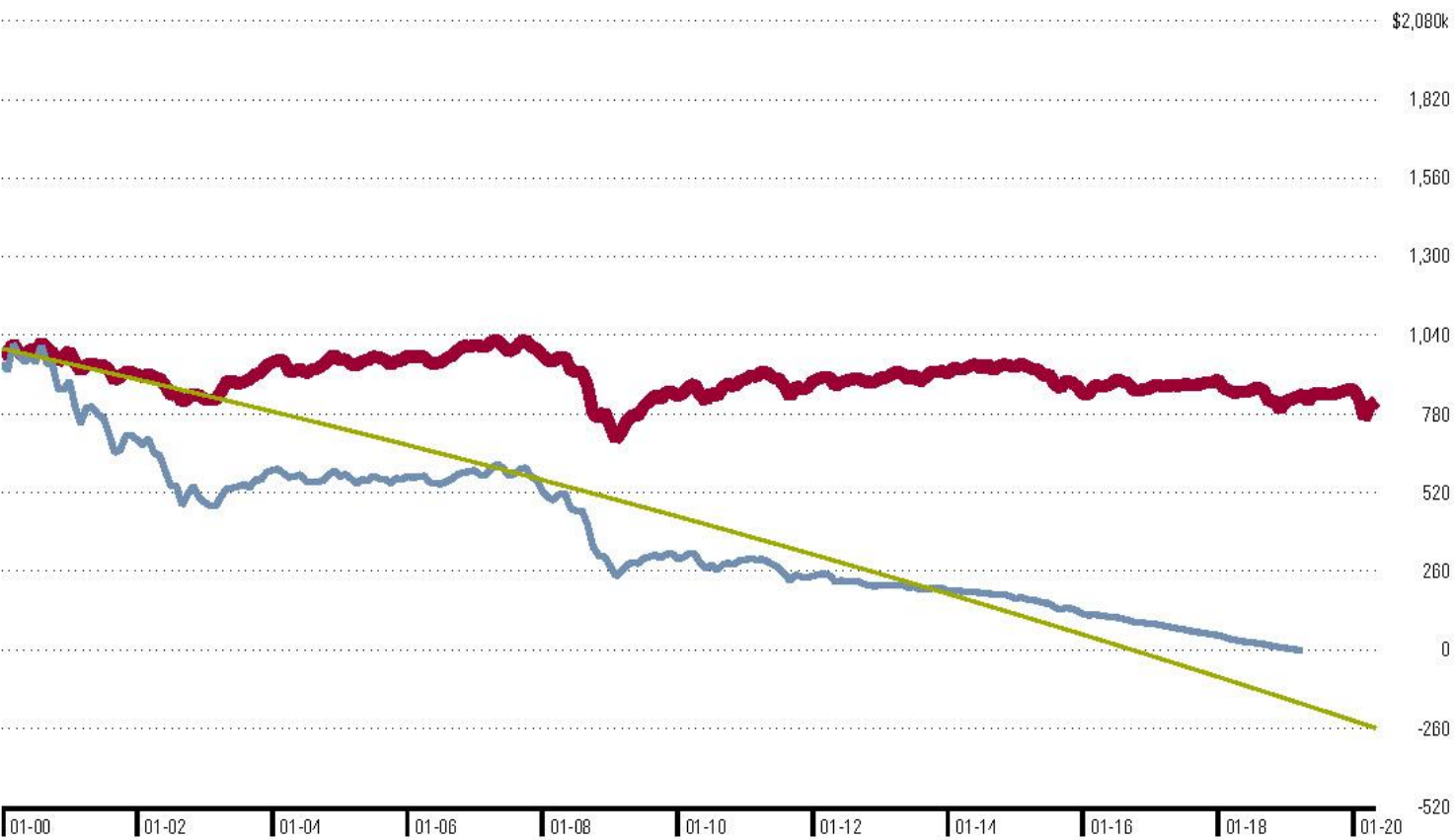




01-01-2000 to 05-31-2020

Portfolio Summary

Portfolio S&P 500 TR USD (USD) Net Amount Invested



Planning Assumptions

Currency	USD
Rebalance	Semi-Annually
Rebalance Threshold% +/-	4.00%
Allocation Update Frequency	None
Federal Income Tax Rate	0%
Capital Gain Tax Rate	0%
State Tax Rate	0%
Tax Paid	Out of Pocket

Performance

Net Amount Invested	S-259,160
Final Market Value	S821,031
Average Annualized Return	5.60%
Cumulative Return	204.55%
Cumulative Ret - Benchmark	13.88%

Portfolio-Level Performance Disclosure

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.


Types of Retirement Accounts

1. Traditional IRA or Roth IRA

2. SIMPLE IRA

3. SEP IRA

4. 401(k)/403(b) Plans



Employer Plans

Individual Retirement Arrangement (IRA)

IRA

Who can establish?

Anyone with earned income (Business owner or employee)

Who much can you save?

\$6,000 or \$7,000 age 50+ (“Catch-up” contribution)

Roth?

Yes

Loan Option?

No

Other considerations:

- Traditional IRA contributes generate a tax-deduction.
- Not a “group” plan, tied to the individual.

IRA – Pre-tax contributions:

\$100,000 of taxable wages / income

-\$6,000 IRA contribution

= \$94,000 of taxable income

Traditional vs. Roth

	Traditional IRA	Roth IRA
Contributions	Pre-tax	After-tax
Growth	Tax-deferred	Tax-free
Distributions	Taxable	Tax-free

Traditional vs. Roth Contributions

		Married filing jointly (2020)		Filing Single (2020)		
Roth (After-tax)	{	\$0 to \$19,750	10%		\$0 to \$9,875	10%
		\$19,751 to \$80, 250	12%		\$9,876 to \$40,125	12%
		\$80,251 to \$171, 050	22%		\$40,126 to \$85,525	22%
		\$171,051 to \$326,600	24%		\$85,526 to \$163,300	24%
Traditional (Pre-tax)	{	\$326,601 to \$414,700	32%		\$163,301 to \$207,350	32%
		\$414,701 to \$622,050	35%		\$207,351 to \$518,400	35%
		Over \$622,050	37%		Over \$518,400	37%

IRA deduction phaseouts

(for qualified plan participants)

MAGI:

Married, filing jointly	\$109,000 - \$129,000
-------------------------	-----------------------

Single / head of household	\$68,000 - \$78,000
----------------------------	---------------------

Married, filing jointly*	\$204,000 - \$214,000
--------------------------	-----------------------

**Phaseout limit for spouse who is not a participant in a qualified plan.*

Roth IRA eligibility phaseouts

MAGI:

Married, filing jointly	\$204,000 - \$214,000
-------------------------	-----------------------

Single	\$129,000 - \$144,000
--------	-----------------------

Married, filing separately	\$0 - \$10,000
----------------------------	----------------

Income Limits for IRA Contributions

Types of Retirement Plans

1. Traditional IRA or Roth IRA

2. SIMPLE IRA

3. SEP IRA

4. 401(k)/403(b) Plans

} Employer “Group” Plans

Savings Incentive Match Plan for Employees (SIMPLE IRA)

SIMPLE IRA

Who can establish?

Employer

Who much can you save?

\$14,000 employee contributions (+\$3,000 age 50 and older)

Roth?

No

Loan Option?

No

Other considerations:

- Company matching: Either a 2% non-elective match or dollar-for-dollar up to 3%.
- Eligibility
- Balances are immediately vested.

Simplified Employee Pension Plan (SEP IRA)

SEP IRA

Who can establish?

Employer

Who much can you save?

- Employer contribution up to \$61,000.
- Up to 25% of net compensation.

Roth?

No

Loan Option?

No

Other considerations:

- Employees don't contribute.
- Must contribute proportionately to all employees.
- Balances are immediately vested.
- Eligibility

401(k) / 403(b)

401(K) / 403(B)

Who can establish?

Employer

Who much can you save?

- \$20,500 employee contributions (+\$6,500 age 50 and older)
- Total contributions (including employer) up to \$61,000 / \$67,500.

Roth?

Yes

Loan Option?

Yes

Other considerations:

- Matching, Eligibility and Vesting flexibility
- ERISA rules and Fiduciary responsibility
- Plan administration and testing
- Solo(k) plans available for self-employed

Types of Retirement Accounts

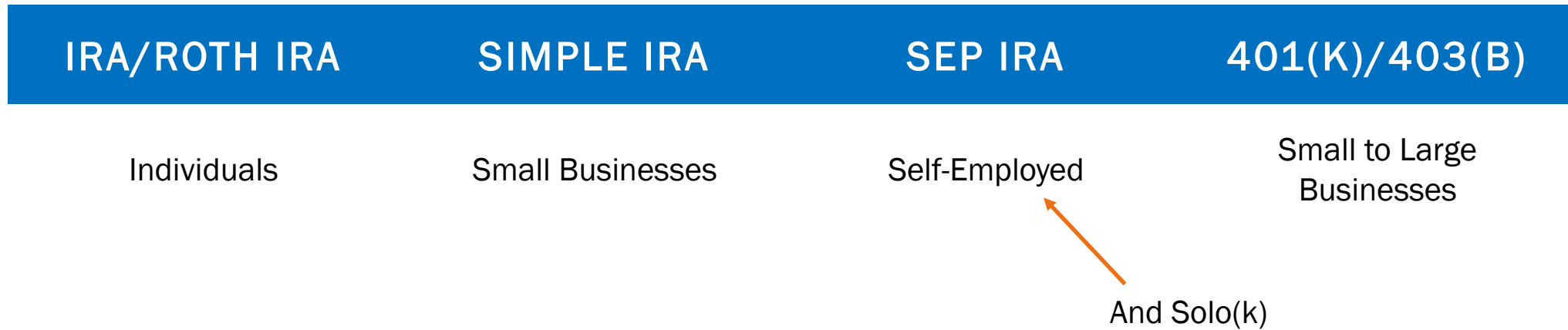
	IRA/ROTH IRA	SIMPLE IRA	SEP IRA	401(K)/403(B)
Who can establish?	Anyone	Employer	Employer	Employer
Who much can you save?	\$6,000 or \$7,000	\$14,000 / \$17,000 +employer match	\$61,000* (up to 25% of comp.)	\$20,500 / \$27,000 \$61,000 / \$67,500*
Roth Option?	Yes	No	No	Yes
Loan Option?	No	No	No	Yes
Other considerations:	<ul style="list-style-type: none"> Not a “group” plan, tied to the individual. Income limitations 	<ul style="list-style-type: none"> A simplified, lower-cost alternative to 401(k) 2% non-elective match Or match up to 3% 	<ul style="list-style-type: none"> Only employer cont. Proportionate for all employees Primarily use with self-employed 	<ul style="list-style-type: none"> Matching / Vesting ERISA rules Testing / Admin. Form 5500

Example: Self-Employed

Jessica is 42 years old (single) and is self-employed. Her business income is \$150,000 per year. How much could she contribute to each plan?

IRA/ROTH IRA	SIMPLE IRA	SEP IRA	401(K)
None (her income is above the limit for IRA or Roth IRA contributions.)	\$18,060	\$27,880	\$48,380

“Generalizing” Who Uses these plans:



Estate Planning

- Probate: expensive, time consuming and can be contested
- Beneficiary designations / TOD / POD
- “Basic” documents:
 - Will, Living Will, Financial and Healthcare POA, HIPPA Waiver
 - A will does not avoid probate
- What is a Trust and who needs one?
 - Control
 - Special Needs

The background of the slide is dark with a pattern of question marks in various shades of gray and brown, some appearing in 3D. The word "Questions?" is centered in a white serif font, with a thin white horizontal line underneath it.

Questions?

College Funding

How much do you need to save?

- What is your goal as a family?

529 College Savings plans

- Benefits / potential issues?
- Which state to choose

How to pick the investments

- Target age/date funds
- Pick your own

Where to find help?

Look for an advisor willing to be a *fiduciary*

- This means they are legally obligated to put your best interests first. Not all “advisors” are held to this standard.

CFP®’s (Certified Financial Planner) represent the industry’s highest ethical and competency standard.

- You don’t want someone who “dabbles” in this on the side.



We serve over 300 families throughout Ohio in the greater Columbus, Cleveland and Cincinnati areas.

Over the years, we have also established relationships with clients around the country. We have the capabilities of a large firm, with the personal touch of a local practice.

We have six CFPs and two CPAs, all with on goal... Yours.



www.keelernadler.com
[Facebook.com/keelernadler](https://www.facebook.com/keelernadler)

Phone: (614) 791-4123
Email: mark.beaver@keelernadler.com

485 Metro Place South, Suite 100
Dublin, OH 43017

About Mark:



Mark is a Partner and Senior Financial Advisor with Keeler & Nadler and also serves as the head of the firm's Investment Committee. He is a Certified Financial Planner [™], an Accredited Investment Fiduciary and a Certified College Financial Consultant.

Mark is currently the President of the Financial Planning Association of Central Ohio (FPA). He also serves as Chairman of the Local Leadership Board of Search Ministries, the Legacy Endowment Advisory Council to LifeCare Alliance and is a member of the Dublin-Worthington Rotary Club and the Worthington Estate Planning Council.

Mark was named a Best-In-State Next-Gen Wealth Advisor by Forbes in 2019 and a Five Star Wealth Manager in Columbus Monthly from 2018-2021. He's been asked numerous times to share his expertise on the Good Day Columbus (ABC / Fox) morning show. His insights on wealth creation have been featured in Money Magazine, Bloomberg, Forbes, Kiplinger's, Investment News, USA Today and The New York Post.

He earned his degree with a focus on personal financial planning from The Ohio State University with a minor in Economics. Mark has lectured on Retirement Planning at The Ohio State University and enjoys mentoring graduating students on their path to becoming financial planners.