



## David Neterer, Private Wealth Manager

This year has been marked with some real milestones.... Not to mention the daggone COVID! What is with all the wordsmithing.... "Social Distancing" – I can tell you there is nothing social about it but I digress.

Sterling Financial Management is celebrating 10 years in business. We have grown quite nicely and will stay focused on continuing to help our clients and their friends with investment and planning needs. We had two interns over the summer – it is a lot to bring someone on and go through the training and technology set up but our industry has had the smallest number of new advisors start in history so there is a real need for new talent (ie... there's a lot of us old guys around). Speaking of old guys – I celebrated my 50<sup>th</sup> this year – I finally turned the chapter onto the best years of life ahead!

Courtney and I have enjoyed spending time with our grandson Colton. It brings flashbacks of all the things our kids used to do. It has been unfortunate that Nic, my stepson, has not been able to have an important year of basketball for his junior year – it looks like Covid is going to nix any chance at a season for this year. He has plans to play in college and was hoping for a good year to add to his recruiting resume. Mitch has been working hard in a landscaping job over the summer and looks like he is settling in with a company out in California PA. Bruce's fall semester will be done at home as the school canceled on campus classes and programs. I've enjoyed having Bruce continuing to help around the office – he is majoring in economics and was able to secure a \$10,000 scholarship. He and Mitch attend California University of Pennsylvania.

We were able to get away to Raystown Resort and Lake for a week. We then caught up with my family in Tennessee for a week in the mountains and stayed in two big cabins to fit the Neterer clan. Bruce has been pushing me on the kneeboard and he and I did a 360 wake jump and I at least got around on a kneeboard backflip (don't ask me why it took 50 years to do) but it must mean I'm getting better with age!

Court and I celebrated our one-year anniversary, we had gotten engaged on the beach at night in a lifeguard tower and we wanted to go back again for our anniversary but Covid interrupted good plans. There is something very peaceful about sitting on a lifeguard tower deck under the moon, sipping some wine and listening to the waves and ocean sounds.

*Dave*



### Mission Statement

To fulfill dreams and pursue financial goals for our clients, providing them with results and financial independence.



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## Sterling Spotlight: David Cushwa, Private Wealth Manager

It has been a summer of exciting times! First, the stock market overall has continued to experience a nice recovery from the March sell off. The underlying economy is generally still sound but with challenges ahead depending on the “virus” impact as we head into the second half of the year.

Mid-year client reviews continue to provide clients critical insight from our vast resources as to capital preservation and related strategies anticipating increasing market volatility as we head into the election cycle.

On a personal note, Kim and I enjoyed a road trip to visit my daughter and her family in Big Sky, Montana. My twin grandsons were celebrating their 5<sup>th</sup> birthdays (yes...time does fly by!). Enjoyed hiking and excellent weather in a great ski town! Sharing a few of our fun pictures with all of you!

Stay safe and enjoy the rest of the summer! 



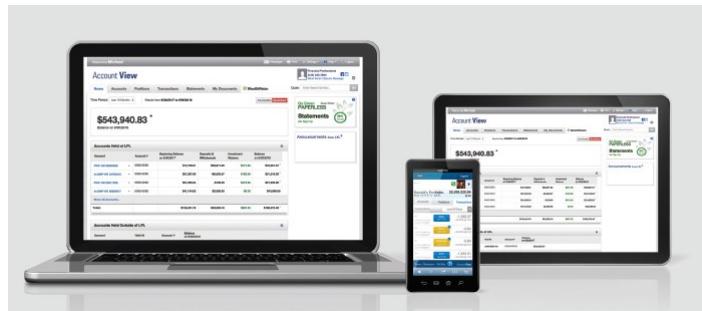
**Top:** Kim and Kai

**Left:** Dave, Scott, Jude and Kai **Right:** Val, Scott and boys



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## KEY GUIDELINES TO IMPROVE YOUR FINANCIAL HEALTH

For many people, personal finance is an intimidating and burdensome process. Naturally this causes people to procrastinate and often simply avoid planning which typically leads to bad decisions and ugly outcomes. Here are a few suggestions:

1. Calculate Your Net Worth and Personal Budgets ON A REGULAR BASIS. As you know, your money comes in and usually goes out. For many, this is about as deep their understanding is when it comes to personal finances. If your expenses exceed your income, you will most likely have to adjust your budget by increasing your income (additional hours at work or a second job) or by reducing expenses.
2. Recognize and Manage Lifestyle Inflation. Let's face it, many people will spend more money if they make more money and this is considered "lifestyle inflation." Many high wage earners embrace an "affluent" lifestyle but their actual "net worth" (assets less liabilities) is critically inadequate. This is particularly true as one begins to approach 10-15 years out from retirement.
3. Be Aware of Needs versus Wants. Unless you have an unlimited amount of money, it is always wise to grasp the difference. The lines become "blurred" very easily and it is easy to rationalize unnecessary spending on extravagant purchases.
4. Save Early and Frequently – As hard as it seems to be for most, putting aside funds for clear goals on a regular basis is critical for your financial well-being. Even small amounts need to be invested properly to take advantage of compounding and growth opportunities. Related, establishing an Emergency Backup Fund is an ongoing goal. In many cases, once you accumulate enough to cover 3-6 months of normal living expenses statistics show you will need it for something. Be glad you were financially prepared!
5. Work With the Right Financial Advisor – Many investors think you need a large investment portfolio to work with a competent financial advisor. Seek out a successful, experienced and caring advisor that will work with you no matter how small or large your investable assets. The right advisor will treat you with respect and always consider you a valued client.

At Sterling Financial our focus is on one thing...you and your family's prosperity!

## Private Wealth Manager Kelly Batey

My family and I went to the beach for vacation this summer and for some reason it felt like one of the best vacations I have had in a long time. This pandemic has been hard on all of us and getting away for a week reminded me that the sun still rises over the sea every day, the waves still crash on the shore, and it is all still beautiful. I sat on the beach every day, got lost in a good book and it felt so good. Of course, we took all the proper precautions to stay safe, but it just felt so good to get a change of scenery and remember that life still moves forward.

This pandemic came at us hard and fast. With so much sickness and death on all our minds over the last 6 months, it has reminded me to have the hard conversations with our clients. Are you prepared? Do you have your Power of Attorney, Medical Directives, and Last Will and Testament created or up to date? If not, do it now! Having these documents in place takes the burden off your loved ones if you do fall severely ill. It helps prevent family disagreements, confusion and it ensures that your end-of-life wishes are honored. So, make sure this is on your list of things to do this month. Ask your friends and family for a referral for a good attorney. Or call our offices, and we can give you a few names for attorneys in your area. I promise you will feel much better once this is taken care of!



Stay healthy, stay positive, stay active and be well!



Kyle, Jeff, Kelly and Adam Batey

## Private Wealth Manager Ken Smith

If so many people are still locked-down and isolated, why are these stock markets doing so well? Lots of reasons. The two I believe are among the most important; productivity and interest rates. America is a pretty darn good country right? It's great. We adjust. Americans quickly adjusted to working from home and using different tools to remain productive. And since bond yields and bank rates are so low, where are people going to put money to achieve any type of return on their money? The stock markets. So although it may seem odd to have well-performing markets when we feel like we're being inundated with bad news, it starts to make sense when we take time to peel back the layers and really look at it. Just some food for thought....



Now some REAL food to think about....a half pound of filet mignon cut into bitesize pieces, marinated rockfish freshly caught in the Chesapeake Bay and BBQ chicken thighs. That's what went on the grill in this picture. Earlier in the year a friend and I floated and fished the Antietam. We pulled off on a small island to take a break and fire up some charcoal. Beautiful. I wish you all could do it. Enjoy your autumn!! And let's hope for an NFL season.

Ken



## Meet the Sterling Financial Team



David Neterer, President



Ken Smith  
Private Wealth Manager



David Cushwa  
Private Wealth Manager



Kelly Batey  
Private Wealth Manager



Carlene Willhide  
Director of First Impressions



Courtney Dowler  
Client Service Associate



Evan Vink, Non-Licensed  
Financial Advisor Associate

Evan recently joined the Sterling Financial Management Team. Be sure to find out more about Evan in our next newsletter.

**Welcome Evan!**

## Sterling Interns:

**ROBERT NI** is an Intern at Sterling Financial Management, Inc. and currently is a undergraduate student from University of Pittsburgh studying finance and economics with a certificate in business analytics. Understanding the risk and importance of our clients' portfolios, he has helped our clients evaluate their portfolio, by running different models and scenarios in order to help the clients of Sterling Financial Management better understand their future outlook. Compared and analyze different 401k plans and funds in order for the clients to accomplish their goals.

He has managed his own online business for 5 years, where he analyzes the flourishing sneaker market, where sneakers are treated like tangible stocks with low risk and growth rates. In his free time, he enjoys trading futures and options, alongside managing his parent's real estate company.



Robert Ni



University of  
Pittsburgh

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FINANCIAL FREEDOM IS AVAILABLE TO THOSE WHO LEARN ABOUT IT AND WORK FOR IT .....*Robert Kiyosaki*



**EVAN HINE** is currently a Senior at Mount St. Mary's University majoring in Business with a concentration in Finance. He is also Captain on the Tennis Team as well as a peer tutor. In his free time he enjoys going to the beach, fishing, and spending time with friends and family.



Evan Hine



Bruce Neterer

**BRUCE NETERER** is currently a Sophomore at California University of Pennsylvania dual majoring in Finance and Economics. He is also on the Men's soccer team. Bruce has enjoyed learning about the economy in class as well as seeing the real-world applications here at Sterling. To keep busy he has picked up fishing, building a computer, spending more time with my family and friends.

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## Sterling Financial Management, Inc.

David Neterer  
Ken Smith  
David Cushwa  
1825 Howell Rd.  
Suite 5  
Hagerstown, MD 21740  
Ph:301-733-7777  
Fax:301-733-0303

Kelly Batey  
6919 Baltimore National Pike  
Suite C  
Frederick, MD 21702  
Phone: 301-473-7777  
Fax: 301-473-7888

[www.sterlingfm.com](http://www.sterlingfm.com)



## 2020 Events

All events listed are held at 1825 Howell Rd, Ste 5, Hagerstown, MD  
UNLESS OTHERWISE noted

Sterling Financial  
Management, Inc.

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Most of our events are temporarily on hold due to COVID-19.  
However, we are planning virtual events and will keep you  
Updated as they become available.

**NOTE: Be sure to check our website regularly for event updates.**

Call our office, **301.733.7777** for more information or go to  
**[www.sterlingfm.com](http://www.sterlingfm.com)** to sign up for our events

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