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THE ROSS REPORT

Greetings!

Welcome to "The Ross Report", a monthly newsletter designed to provide you with tips and updates so that you can "Live Well" during your retirement years.

Please feel free to forward this FREE newsletter to any of your friends and relatives who you believe might find the information within helpful.



And if for some reason, you would no longer like to receive this newsletter, it's really easy to take your name off the list at the bottom.

Enjoy reading!

Don

Quote of the week:

"Integrity is not a 90% thing, not a 95% thing - either you have it or you don't."

Peter Scotese

Opening Thoughts

Donald L. Ross

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S&P 500 Hit 1000 Last Week And Stuck

It was below 700 in early March...

Since early March, the markets have been on a positive tear. We've seen the S&P 500 (which represents approximately 85% of the stock market value) rise from less than 700 to over 1000 last week.

That represents a gain of almost 50% in just 5 months! Wow!

This is a good example of a couple of market truths:

1. When markets rebound, they tend to rebound quickly. Often, by the time you are "comfortable" getting back in, you've already missed the majority of the rebound.
2. Market timing rarely works. I've heard a number of people brag about how they "got out" before the big drop in the fall of 2008. But the problem is when to get back in. How many people who got out in time failed to get back in in March this year or sometime close? That's right, almost zero.

Here's what we need to learn about this whole thing. Unless you've hedged your risk with guarantees, money in the market is going to jump up and down in value. If this drives you crazy, then don't have it there.

Many retirees have far too much money tied up in market accounts without any safety net. This is a huge planning mistake. Be smart and protect your principal. You don't want to get too greedy and end up losing it all.

Good News

Everywhere you look, you see nothing but doom and gloom in the headlines. So let's see if we can find any good news out there...



Here's a few bits that I found reported on Yahoo Finance over the past week:

- Humana's quarterly net income rose 34% to nearly \$282 Million.
- Tyson Foods posted a \$134 Million net profit for the quarter compared with \$9 Million a year ago.
- Ford's US auto sales rose 2.3% in July, its first year-over-year monthly sales increase since November 2007.
- PepsiCo will buy its two largest bottlers, Pepsi Bottling and PepsiAmericas, in deals worth a total of \$7.8 Billion.
- Google will buy On2 Technologies for \$106 Million, bolstering its YouTube site with software that compresses video clips so they are easier to download.
- Sony will begin selling two new electronic reader models starting at \$199 to compete with Amazon's Kindle.
- Thomson Reuter's 2nd quarter profit more than doubled to \$315 Million.
- Hyatt Hotels plans to raise up to \$1.15 Billion in an IPO.
- GM unveiled plans to launch a plug-in hybrid SUV for it's Buick brand in 2011.

All the headlines above represent good news in the economy. Don't you ever wonder why the media can't spend more time focusing on the good news that happens?

Planning Tips



5 Secrets Your Bank Doesn't Want You To Know

Your local bank would prefer that you aren't aware of this...

Yahoo finance ran a great article on some things your bank doesn't necessarily want you to know. Here's the link to the article below.

<http://finance.yahoo.com/expert/article/moneyhappy/181074>

For those of you that prefer a recap vs. reading the whole thing, here you go...

- **Banks prefer "Joe Lunchbox".** Do you know where banks get approximately 90% of their fees from? Overdraft fees. Who do you think has the most overdraft fees? Middle income American who live paycheck to paycheck.

- **Banks hope these overdraft customers will find out their alternatives.** (Would you if you were a bank?) Here's an example - using debit cards vs. checks prevents overdrafts. How? Debit cards are declined if the money isn't there, making overdrafts impossible.
- **New customer set-up kits are designed to make it harder to leave.** Now if this isn't a bit of slick marketing, I don't know what is. When moving to a new bank, they create kits to make it easy on you. What they aren't telling you is that if you ever want to leave, the kits are intentionally designed to make it harder to do so.
- **Long-term relationships matter.** Most of us would think this is a good thing. And it is. But you can use it to your advantage. If you've been a long-time customer (3+ years) and you get a fee you don't agree with, call up your bank and remind them of your patronage. You have a better chance to get it taken care of if you've been there a while.
- **Banks want you to enjoy paying with multiple options like credit cards, checks, etc. - because it makes it easier for you to lose track of your money!** Why? Again, it leads to overdrafts which are a goldmine for banks. The more confusion they can create with you money means the more they can usually collect in fees.

If you would like to talk to me about anything discussed above, please feel free to call our office at **(614) 545-0277**. Linda will be happy to schedule either a phone call or in-office visit!

About Don Ross

Don Ross is an experienced financial advisor, assisting clients with retirement and estate planning needs since 1987. An Upper Arlington, Ohio native, Don is a devoted father and active member of his church and community. He recently retired from the military after many years of service as a pilot in the Ohio National Guard.

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