

Baker Avenue

WEALTH MANAGEMENT

Managing your Wealth: 4 Simple Steps to Achieve a Brighter New Year



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Introductions:



Tanya Welch, CFA, CFP® responsible for overseeing vision, training, and execution of the wealth management team for BakerAvenue clients. She is also an active member of the Financial Planning Association of San Francisco and CFA Society of San Francisco and involved in numerous charitable causes.



Sheila Rabaut, CFP® brings over 20 years of client management experience to BakerAvenue. Sheila partners with her clients to help them envision, plan for and create the lives that they desire. She co-chairs BakerAvenue's Financial Feminism initiative with the goal of helping women reach their highest financial potential, both personally and professionally. She has also become the 2021 San Francisco FPA's new president elect.



Moderator: Jennifer Leong, CFP®, CIMA® brings over 15 years of wealth management experience to the BakerAvenue NYC team, where she is committed to help clients make meaningful impact through their investments and legacy plans. Her areas of focus include financial planning, retirement planning, and investment strategies.



Welcome to
Baker Avenue
Expert
Insights

Purpose, Passion & Performance

OUR DISCUSSION:

1

Set goals for 2021 and manage your money to achieve them

2

Get organized and ensure your financial intentions are carried out in the long run

3

Assess your investment portfolio after a volatile 2020

4

Re-evaluate your philanthropic and impact priorities - while getting a tax benefit to boot

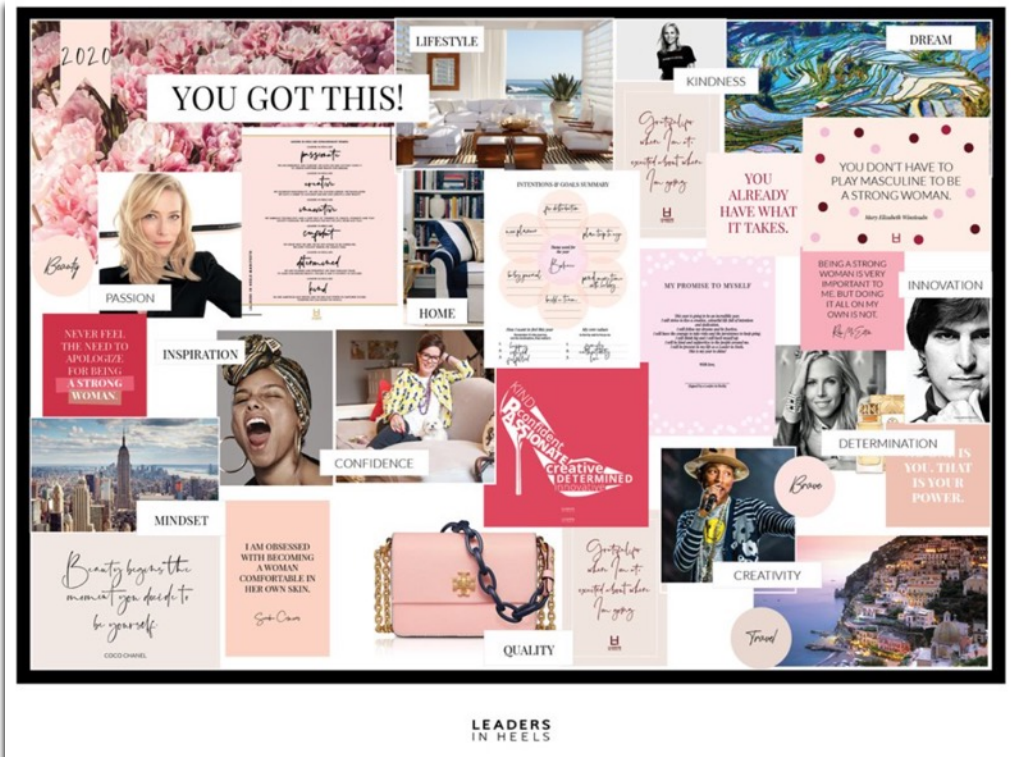
Q&A

Please feel free to submit your questions by clicking the question icon at the bottom of your screen.

Setting 2021 Goals

Setting Goals to Achieve Wealth

You are on your own unique journey. This is about making sure that the things that are most important to you now are getting your full attention.



Your Customized Mosaic

The purpose of your Mosaic is increasing your sense of financial well-being and life satisfaction. We've clarified your values, priorities, circumstances, aspirations and defined your financial life plan.

Our Mosaic process will increase your understanding of the habits and attitudes that will facilitate your financial and life goals and support successful life transitions.

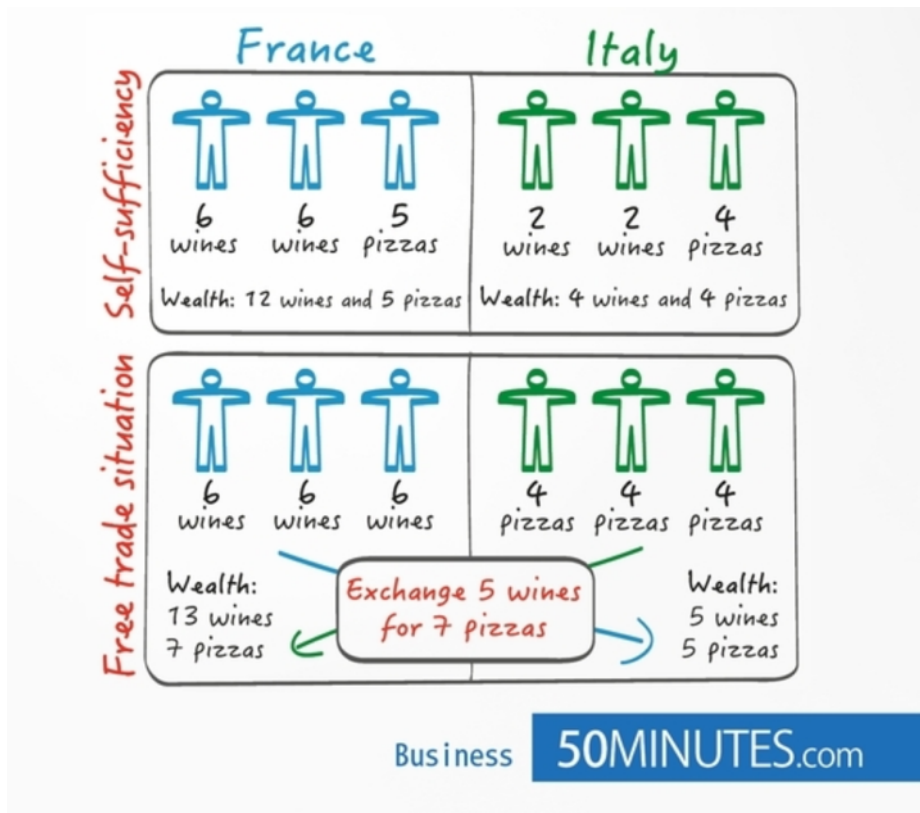


For illustrative purposes only.

Leverage Your Competitive Advantage



Econ Refresh:



Ideas on how to leverage:

- What you are already doing: Delivery services (food and shopping), cleaner, therapist
- Beyond the obvious: Clothing stylist, career coach
- Take an honest look at your last few weeks and what has taken up the majority of your time that you could leverage?



Budget Refresh

- ✓ Make it a habit: Every 6 months
- ✓ Mint/Quicken, YNAB (You need a budget)
- ✓ Setup an automatic transfer to your investment account each month. Average in to avoid market timing.
- ✓ Living off your portfolio? Review your extra cash balance in your bank account. Current interest rates are low.

Get Organized for the Long Term

Estate Planning During your Life's Transitions

Early Years

Ages 20-40

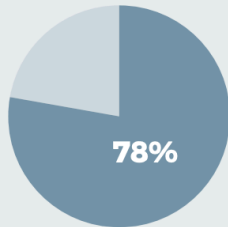


Possible Life Transitions:

- Getting Married
- Starting a Family
- Starting a New Job

Millennials

- 78% do not have a will.
- 71% are saving for retirement through their employer



Middle Years

Ages 41-60

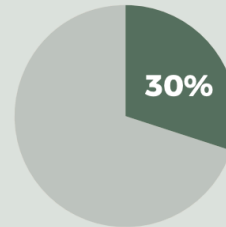


Possible Life Transitions:

- Getting Remarried or Divorced
- Career or Business Changes

Gen X / Young Baby Boomers

- 64% do not have a will
- Time to consider obtaining long-term care insurance for yourself. 60% (ages 70+) will spend some time in a nursing home.
- 78% of small business owners plan to sell their businesses to fund their retirement but only 30% have a written plan.



Golden Years

Ages 61+

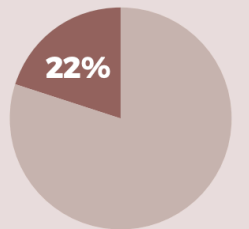


Possible Life Transitions:

- Retirement
- Legacy Planning
- Widowed

Older Baby Boomers / Silent Generation

- 81% of age 72+ or older have a will or living trust
- 22% turning 65 are paying for long term care insurance (i.e. assisted living or nursing home)
- Ages: 70+ An average of \$122K spend on medical expenses, including Medicaid



Sources:

- corporate.findlaw.com: Estate planning throughout the ages
- transamericacenter.org: 3 generations prepare for retirement
- aarp.org: Half the adults do not have wills

Get Organized

to ensure your financial intentions are carried out in the long run

Organizing your wishes with your estate plan

- What should your estate plan do?
 - Durable Power of Attorney for Healthcare
 - Durable Power of Attorney for Financial Decisions
 - Will / Trust
 - Trustees
 - Property
- Should I revisit my estate plan?
 - Has anything changed in your life?
 - Have any laws changed?
 - Has it been over five years since you reviewed it?

Annually - Review your beneficiaries on all your retirement accounts and life insurance policies - including contingent beneficiaries



Assess Your Investment Portfolio

Investments: Diversification & Portfolio Rebalancing

- 1) Performance variation in 2020
- 2) Individual stock selection
- 3) The stock market is forward looking. Don't be reactive, it takes discipline to stay forward thinking.

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2006 - 2020	
																Ann.	Vol.
EM Equity 34.5%	REITs 35.1%	EM Equity 39.8%	Fixed Income 5.2%	EM Equity 79.0%	REITs 27.9%	REITs 8.3%	REITs 19.7%	Small Cap 38.8%	REITs 28.0%	REITs 2.8%	Small Cap 21.3%	EM Equity 37.8%	Cash 1.8%	Large Cap 31.5%	Small Cap 20.0%	Large Cap 9.8%	EM Equity 23.3%
Comdty. 21.4%	EM Equity 32.6%	Comdty. 16.2%	Cash 1.8%	High Yield 59.4%	Small Cap 26.9%	Fixed Income 7.8%	High Yield 19.6%	Large Cap 32.4%	Large Cap 13.7%	Large Cap 1.4%	High Yield 14.3%	DM Equity 25.6%	Fixed Income 0.0%	REITs 28.7%	EM Equity 18.7%	Small Cap 8.9%	REITs 23.1%
DM Equity 14.0%	DM Equity 26.9%	DM Equity 11.6%	Asset Alloc. 25.4%	DM Equity 32.5%	EM Equity 19.2%	High Yield 3.1%	EM Equity 18.6%	DM Equity 23.3%	Fixed Income 6.0%	Fixed Income 0.5%	Large Cap 12.0%	Large Cap 21.8%	REITs -4.0%	Small Cap 25.5%	Large Cap 18.4%	High Yield 7.5%	Small Cap 22.6%
REITs 12.2%	Small Cap 18.4%	Asset Alloc. 7.1%	High Yield -26.9%	REITs 28.0%	Comdty. 16.8%	Large Cap 2.1%	DM Equity 17.9%	Asset Alloc. 14.9%	Asset Alloc. 5.2%	Cash 0.0%	Comdty. 11.8%	Small Cap 14.6%	High Yield -4.1%	DM Equity 22.7%	Asset Alloc. 10.6%	REITs 7.1%	DM Equity 19.1%
Asset Alloc. 8.1%	Large Cap 15.8%	Fixed Income 7.0%	Small Cap -33.8%	Small Cap 27.2%	Large Cap 15.1%	Cash 0.1%	Small Cap 16.3%	High Yield 7.3%	Small Cap 4.9%	DM Equity -0.4%	EM Equity 11.6%	Asset Alloc. 14.6%	Large Cap -4.4%	Asset Alloc. 19.5%	DM Equity 8.3%	EM Equity 6.9%	Comdty. 18.8%
Large Cap 4.9%	Asset Alloc. 15.3%	Large Cap 5.5%	Comdty. -35.6%	Large Cap 23.5%	High Yield 14.8%	Asset Alloc. -0.7%	Large Cap 16.0%	REITs 2.9%	Cash 0.0%	Asset Alloc. -2.0%	REITs 8.6%	High Yield 10.4%	Asset Alloc. -5.8%	EM Equity 18.9%	Fixed Income 7.5%	Asset Alloc. 6.7%	Large Cap 16.7%
Small Cap 4.6%	High Yield 13.7%	Cash 4.8%	Large Cap -37.0%	Asset Alloc. 25.0%	Asset Alloc. 13.3%	Small Cap -4.2%	Asset Alloc. 12.2%	Cash 0.0%	High Yield 0.0%	High Yield -2.7%	Asset Alloc. 8.3%	REITs 8.7%	Small Cap -11.0%	High Yield 12.6%	High Yield 7.0%	DM Equity 5.0%	High Yield 12.2%
High Yield 3.6%	Cash 4.8%	High Yield 3.2%	REITs -37.7%	Comdty. 18.9%	DM Equity 8.2%	DM Equity -11.7%	Fixed Income 4.2%	Fixed Income -2.0%	EM Equity -1.8%	Small Cap -4.4%	Fixed Income 2.6%	Fixed Income 3.5%	Comdty. -11.2%	Fixed Income 8.7%	Cash 0.5%	Fixed Income 4.5%	Asset Alloc. 11.8%
Cash 3.0%	Fixed Income 4.3%	Small Cap -1.6%	DM Equity -43.1%	Fixed Income 5.9%	Fixed Income 6.5%	Comdty. -13.3%	Cash 0.1%	EM Equity -2.3%	DM Equity -4.5%	EM Equity -14.6%	DM Equity 1.5%	Comdty. 1.7%	DM Equity -13.4%	Comdty. 7.7%	Comdty. -3.1%	Cash 1.2%	Fixed Income 3.2%
Fixed Income 2.4%	Comdty. 2.1%	REITs -15.7%	EM Equity -53.2%	Cash 0.1%	Cash 0.1%	EM Equity -18.2%	Comdty. -1.4%	Comdty. -9.5%	Comdty. -17.0%	Comdty. -24.7%	Cash 0.3%	Cash 0.8%	EM Equity -14.2%	Cash 2.2%	REITs -5.1%	Comdty. -4.0%	Cash 0.8%

Impact Investing is a Business Strategy

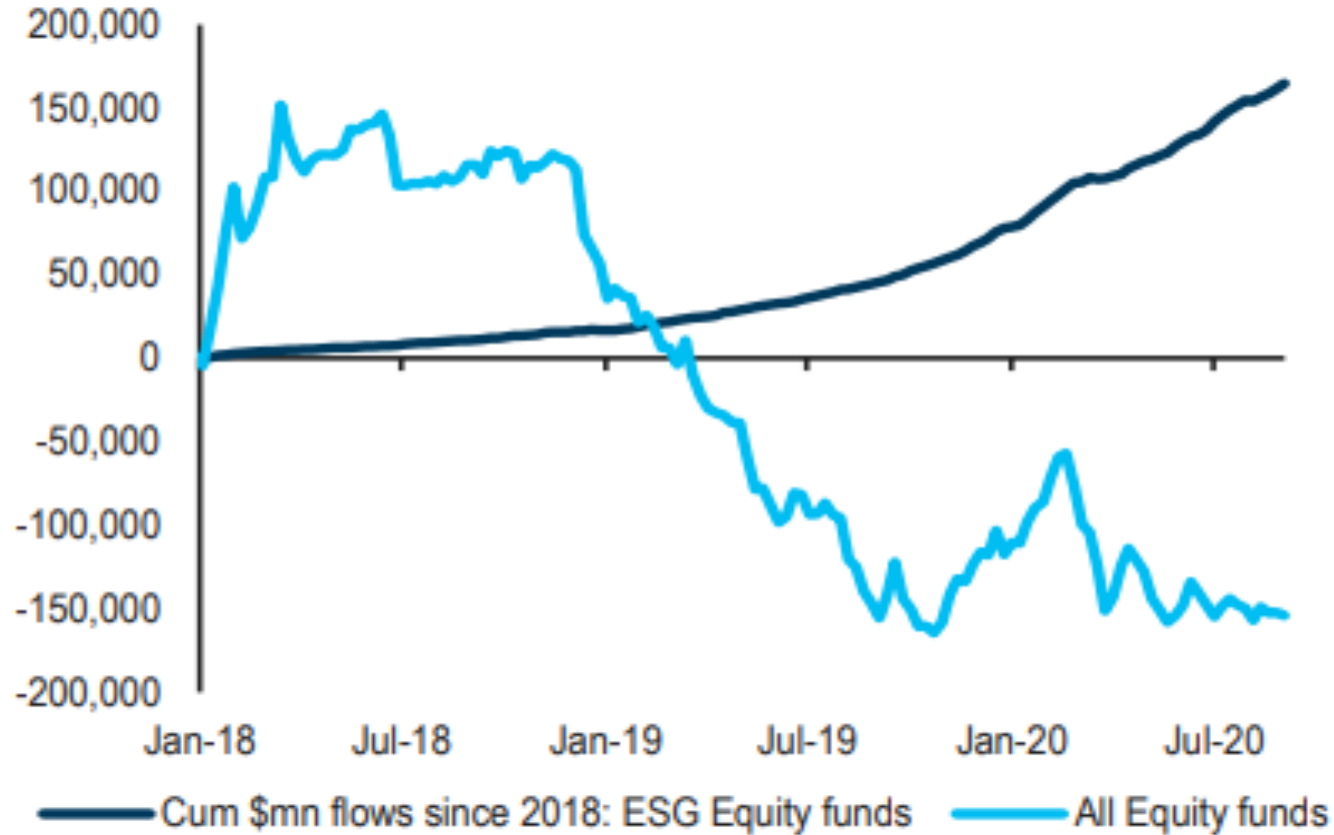


One of the Fastest Growing Asset Classes:

According to Forbes.com, The Global Impact Investors Network (GIIN) estimates there is now **\$228 billion** in impact investing assets which is roughly **double that of last year.**

- Research supports that modern consumers align themselves with authentic brands with **shared values & purpose**
- Clients **have choices** and look to align themselves with companies that support their values
- Making money and supporting social causes are **not mutually exclusive** – it is increasingly viewed as smart investing

Rise of ESG / SRI theme continues globally....



Source: Jefferies, EPFR Global

Summary	vs History	vs Peers
Environmental	Worse	Better
Social	Better	Worse
Governance	Better	Worse

97) ESG Scores | RV ESG »

RobecoSAM Rank	72	ISS QualityScore	7
Sustainalytics Rank	89.1	CDP Climate Score	7
Bloomberg ESG Disclosure	55		

Metrics	vs History			vs Peers					
	Current	History	Change	Low	Range	High	Median	Difference	History
1) Environmental									
11) GHG/Revenue	5.8		0.3 W	67.2		67.2	67.2	-61.4 B	
2) Social									
21) Women Empls Mgmt Ratio	0.58		0.13 B	0.68		0.83	0.75	-0.17 W	
22) Women Employees %	18.9		0.3 B	19.7		27.5	23.6	-4.7 W	
23) Employee Turnover %	5.6		0	11		11	11	-5.4 B	
24) Employees Unionized %	3.7		0	0		50	15	-11.3 W	
25) Lost Time Incident Rate	0		0	0.13		0.13	0.13	-0.13 B	
3) Governance									
31) Independent Directors %	91.7		0.8 B	33.3		100	80	11.7 B	
32) Percent of Board Member...	16.7		-1.5 W	0		44.4	27.5	-10.8 W	
33) Director Avg Age	62		0 B	49		64	60	2 W	
34) Director Meeting Attd %	75		0	75		100	75	0	
35) Board Size	12		1 W	0		13	9	3 W	

Re-evaluate Your Priorities

Re-evaluate your philanthropic and impact priorities *while getting a tax benefit to boot*

- Focusing your Intension
- Defining your Values - Making an Impact

What do you really care about?

- PEOPLE
- PROBLEM
- PLACE
- PATHWAY
- PHILOSOPHY





Re-evaluate your philanthropic and impact priorities

while getting a tax benefit to boot

Giving back

- With your money -
 - Charitable donations in 2021
 - Using the standard deduction - \$300 in **cash** donations can be deducted per taxpayer
 - Itemizing deductions - if you are donating **cash** in 2021, you can take up to 100% of your AGI (up from 60%)
 - If you are donating something other than cash, the IRS has relaxed limits as well - check with your CPA
 - Vehicles - DAFs, CRTs, Private Foundations
 - Bunching donations for multiple years in one - allows the donation to be larger and to qualify for a charitable deduction

Re-evaluate your philanthropic and impact priorities *while getting a tax benefit to boot*

- With your **skills**
 - Offering your professional skills and business acumen
- With your **time**
 - Volunteer
- With your **voice**
 - Non-profit board opportunities



Q & A



Thank You



For additional questions, please contact us at bakerave.com/contact or call us at 415.986.1110

Since 2004, BakerAvenue Wealth Management has guided clients through personal and professional life transitions.

Our firm provides comprehensive wealth management and investment expertise for high-net-worth individuals, families, trusts and foundations. Driven by our purpose, we strive to make a positive impact on society alongside financial return. We're headquartered in San Francisco with offices in New York, Dallas and Seattle.