



INDEPENDENT BUSINESS
Securities offered exclusively through
Raymond James Financial Services, Inc.
Member FINRA/SIPC

Thank you for your interest in our professional services and welcome to Sanford Financial Services. The following information is intended to help familiarize you with our firm and the services that our advisors' offer.

"Our mission is to provide timely and honest financial services in a team-oriented environment that clearly reflects our integrity and the devotion we have toward our clientele."

Personally, we believe in the value of comprehensive financial planning as a vital component of achieving personal and financial goals. We provide premier comprehensive financial planning services which enable our clients to expand today's accomplishments into fulfilling personal lives and business careers. We expect to build a trusted advisory relationship with you over time. Our decisions are driven by loyalty to our clients and an understanding that long-term success will be enhanced by always putting our clients' interests first.

Please feel free to call the office with any questions. We thank you for your confidence and look forward to working with you for years to come.

Sincerely,

Todd Sanford, CFP®
President
Registered Principal

Scott Williams, CFP®
Partner
Registered Principal

Brent Kerstetter, MBA, CFP®
Partner
Registered Representative

Our Philosophy:

Our planning services include portfolio analysis, financial forecasting, professional evaluation, specific recommendations, structure, and support for decision making. In doing so, we can enable our clients make effective financial decisions and find ways to become more successful in their personal and professional lives. We put issues into perspective and assist in making important decisions that require in-depth expert analysis. Financial planning works best when there is a recognized gap between where you are now and where you want to be. We must be willing to investigate alternatives then take the necessary action to bridge the distance to the end goal.

Our goal and duty is to be your advocate in every area of your life in which we are allowed. We are ready to stand behind our clients and the difficulties of life, to help make decisions that will resolve existing problems, and to help prevent future ones.

We believe that money is "the means, not the goal." While money can assist with the achievement of these goals, often there are other ways to achieve goals, which may have little to do with personal finance, and which are instead related to astute lifestyle choices.

In our society, there are certain activities, undertaken by professionals and financial consumers, which can be harmful to a person's financial health. Financial publications, discussion forums, and many television programs promote investment habits which we believe are unproductive and potentially destructive. At our firm, we do not subscribe to the concept of "hot" stocks or in seeking short-term returns from any investment. We do not believe in attempting to "time" the market either, which usually means moving investments out of the markets when T.V. or so-called "experts" think they are going to go down, and/or moving back in when they think the markets are going to move up. We do, however, believe in tactical asset allocation and that changes can be made to a portfolio allocation based on current and anticipated trends in the overall movement of the economy.*

From an investment perspective we believe that managing the down-side risk is paramount to an effective wealth management process. By focusing on the levels of risk and volatility in a portfolio, we strive to create a plan for your goals over the long term. We will help you create diversified portfolios of thoroughly researched investments.*

Finally, we believe in the value of synergy -- the team approach to financial planning. Effective communication and exchange of information/ideas between all related advisors is essential to creating a comprehensive plan for you. That means that we expect to routinely share your financial information, as needed, with our professionals on staff. Our collaborative efforts and specialties will help provide you with our best analysis. In addition, members on our staff may contact you directly as your financial situation dictates; however, you may work directly with whomever you desire.

Confidentiality is a key component to a trusted relationship. We will never share your financial information with outside persons without direct verbal or written communication from you. All staff and consultants are bound by confidentiality agreements to give our clients peace of mind when sharing sensitive information to our associates. Additionally, we take great steps to protect digital and physical data through complex security systems.

We realize that our services are not right for everyone. Over the years, we have found that our firm works most effectively with people who share some of the following characteristics:

- Have an open mind and a willingness to creatively brainstorm with us--to engage in a continuing dialogue about the goals that drive their life values
- Consider our advisors to be the “chief financial officer” of their personal and/or business finances
- Pursue realistic investment objectives and a willingness to communicate those expectations to our firm and implement a plan designed to achieve those objectives
- Embrace a long term perspective in implementing the financial goals set in place
- Possess the willingness and confidence to delegate research and analysis of investment alternatives to a professional financial advocate on an ongoing basis
- Refer other people who have a need for premier comprehensive financial planning services

Our Obligations:

In consideration of the trust you place in us, we will commit:

- To always act in the client’s best interest – treating your money with the same care and prudence that we would treat our own. We will routinely make recommendations that we believe are best for you even if it means less revenue to our firm.
- To have no allegiance to any company, product, or service, beyond our belief in its ability to help you reach your goals.
- To get to know you, your personal goals, your struggles and challenges involving money; and from this personal understanding, tailor our recommendations that will be comfortable and provide you with the opportunity for a sound financial life.
- To be in contact with you as frequently as desired or needed.

- To deliver important advice even if it may create discomfort in the short-term. We will be honest whenever we encounter what seems to be unrealistic expectations, a pattern of living beyond one's means, or a disconnect between stated goals and financial decisions.
- To invest your capital as carefully as we do our own. We know that your hopes for your family's future are every bit as sacred to you as ours are to us.

Throughout all the years we work together, you will never have to find another private financial consultant to care more about you and your family, or be more deeply committed to the realization of your financial goals than us.

Because you have placed special trust and confidence in us, we are committed to making sure you receive lifelong impeccable advice and service. We will do our utmost to create an environment that will perpetuate our high quality relationship even in the event of the death, disability, or retirement of the principals of our firm.

Your Commitment:

As we build our working relationship, we expect you to be honest and forthcoming about your personal and professional goals and your current financial situation. The quality of our advice will depend on the quality and accuracy of information that you provide to us. Understand clearly that you are being asked to entrust your family's financial future to the professionals at our firm, not to a particular financial plan, nor to an investment portfolio.

- **Financial planning is personal, so we will ask you to share with us information that you may not share with anyone but your family.** The more effectively we are able to communicate with one another, the more personalized your long-term plan will be. Specifically, we expect you to share your personal financial data and financial history with us, and to bring in relevant documents upon request. Just as you have to disclose a great deal of information to your doctor, your lawyer, and your accountant in order for them to do their job well, we will need a great deal of information to make professional recommendations that suit your situation and needs.
- **We believe that a superior financial plan requires a commitment of time from you.** Optimally we would like to meet with every client at least once per year. We design these meetings to provide you with the knowledge and tools to make good decisions. These meetings also provide us with the necessary information to create a plan for you and then monitor it as your needs or goals change.
- **We must remain informed of your situation.** As time goes on, we expect you to keep us informed of important changes that will have a significant effect on your financial and personal life, such as marriage, new baby, any new major financial obligation, change of income, change of health, etc. We understand that these times of significant changes may be difficult, but it is crucial that we are promptly informed to assure we are

making sound financial decisions that reflect your actual situation and needs. We always ask that you carefully review all communications and statements immediately and promptly report any errors to us and/or ask for clarification on anything that you do not understand.

- **If the partnership between us is to be valuable and beneficial, you must be willing to allow yourself to trust the intentions and experience that we bring to the relationship.** You should build confidence and be comfortable in the fact that the advice we give comes from wanting to do only what is just for you and your circumstances. We ask you to follow all of our advice to the best of your ability and to the extent that it is compatible with the goals you have given us, even when that requires personal sacrifice, changing a behavior pattern, or overcoming inner resistance.
- **The most important element of getting the most out of a financial plan is giving it a chance to work.** This involves following through on the smallest details. This does not mean that everything must be done exactly as it is initially planned. It means that when an element of the plan needs to change, it is changed through the planning process.

Services:

Along with technical expertise and experience, our firm specializes in taking care of the mundane, routine chores that arise from your chosen investment path. We also specialize in helping people make small changes that can contribute to significant changes in the future.

The specific reason or reasons that brought you here will probably be addressed first. As a part of finding a solution for those initial concerns, we will take a broader look at other aspects of your financial life. When we see potential issues, we will discuss them with you. We will take the time to thoroughly discuss available alternatives and address any questions or concerns you may have, until we reach consensus on an approach that will help you achieve your financial goals and plan for your family's future.

The comprehensive evaluation of your individual situation is broken down into seven areas:

- **Financial Assessment:** We evaluate and identify strengths and weaknesses. We review assets and debts to determine appropriate ratios and suggest risk reduction strategies. Being debt free is an important component to achieving financial success.
- **Portfolio building and investment analysis:** We review all investments and provide recommendations among different types of asset classes to fulfill personal objectives.
- **Insurance Planning:** We review life, disability, and long-term care insurance when appropriate.
- **Tax Planning:** We assess projected income and estate taxes to determine if there is a more effective way to allocate funds to legitimately minimize tax liability.

- **Retirement Planning:** We create a projection of the future (at-retirement values) of taxable investments, pensions, IRA's, and expected Social Security benefits.
- **Estate Planning:** We assess the need for an updated will, revised trusts, health care documents, and provide advice on charitable gifting.
- **Education Funding:** We project the cost of higher education and look for appropriate and creative methods of funding.

The Financial Planning Process:

Our firm offers a systematic approach to designing a customized plan for each client. Most clients will go through each of these steps:

Step 1: We start with a complimentary meeting, where there is a mutual process of getting to know each other and decide if there is a desire on both sides to continue working together, and whether we agree that our services would be of benefit to you.

Step 2: Our first objective in the planning process is for us, together, to identify your personal goals and priorities, so that we can better understand how your primary assets--your time and your finances--can be organized to achieve these goals. What do you want to happen, personally and financially, and in what time frame? We will seek to compile all current assets, take an inventory of insurance coverage, wills and any estate documents, an annotation of your monthly income and expenses, and a review of your tax returns for planning purposes. We identify your investment experience and evaluate your tolerance for investment volatility and risk.

Step 3: Next, we will deliver a personal financial analysis, with proposals and preliminary recommendations. This initial analysis includes long-term projections and an evaluation of whether the goals articulated are achievable within a reasonable time frame. At this time, we will discuss all your investment holdings, insurance policies and estate planning documents with suggestions for changes, if appropriate.

Step 4: You provide us with feedback on our recommendations and determine which of these are most important to you. Together we will develop an action plan to implement the desired proposals.

Step 5: After determining a course of action, we begin implementation. In situations where a specialist (attorney or tax professional) is appropriate, we will provide referral options and offer to coordinate with that specialist. We complete asset transfers, implement the investment recommendations, establish new accounts where appropriate, and continue to take action on any estate planning and insurance issues that were addressed in the plan.

Step 6: Each year, we come back to the goals and see what needs to be adjusted within the financial analyses, the overall financial plan and/or the action items for the coming year. Based on reasonable projections, we will determine if you are still on track to achieve your goals. As well, we examine if anything could or should be done to decrease the risks associated with your goals.

Effective communication is critical to our ability to help you get the best possible results. The more effectively we are able to communicate, the more personalized your long-term plan will be. We commit to maintaining regular contact. Quarterly, you will receive performance and commentary on your portfolio. In between quarters, you will receive monthly statements, periodic phone calls, and emails as needed. Somebody from our office will return your phone calls or emails within 24 hours. Voicemail is regularly checked if an individual cannot be immediately reached.

Supportive termination:

Effective financial planning should be proactive, flexible, valuable, and enjoyable. Not every relationship is a perfect fit, so you or we should reserve the right to cancel it. You may end our working relationship at any time, and if you decide to do so, we require you contact us before making the change. In doing so, we can oftentimes make your transition occur more smoothly and allow you to leave feedback on how we can improve.

Thank you for the trust you have given us. We look forward to assisting you and your family with your aspirations for many years/generations to come!

This Official Owner's Manual is not a contractual agreement of any kind. It is only meant to be a summary of the mutual expectations of the client-financial planner relationship.

**Diversification and asset allocation does not assure a profit or protect against a loss.*