



faith . discipline . patience

skv  three things



**"October. This is one of the peculiarly dangerous months to speculate in stocks. The others are July, January, September, April, November, May, March, June, December, August and February,"**—Mark Twain. October is filled with scary stock market history....yet, is among the most positively productive months in the year. The months of October-November-December rank 3-2-5 in terms of average performance for the S&P 500 index. (BTN research) The "Great Recession" began in October of 2007. The Dow peaked around 14,000 that month, and fell all the way to about 6400 in the ensuing 17 months—bottoming in March of 2009. This was an emotionally challenging time for investors, and those of us in the coaching profession. I believe the impact of this dramatic decline still hangs over the market today. Many remain very nervous about investing in stocks, and unfortunately it appears some have abandoned them all-together. Alas, even those ugly declines proved **temporary**. Once again, the world stubbornly refused to end. With the Dow approaching 27,000 today, even money invested in the Fall of 2007, at the worst time in a generation....if left alone....and/or added too...did pretty, pretty good.



Today , Oct 1, the FAFSA (**F**ree **A**pplication for **F**ederal **S**tudent **A**id) can be filed for school year 2020/2021. The early bird gets the grants! And scholarship, federal work-study and federal student loans. This opening date is a change as just a few years ago the FAFSA could not be filed until January 1st. Also, the financial questions are about the *prior-prior year's* federal tax return. So a FAFSA today will be working off 2018 tax returns. (Source: US Dept. of Education) Skipping the financial aid process is considered a big mistake by college planning experts. Even if you don't think you/your student will qualify for need based aid, *"the form is also a prerequisite for non-need-based aid such as scholarships and grants."* (WSJ 11/9/19, [The 10 Biggest Financial-Aid Mistakes](#)).



Happy Birthday Jimmy Carter, our nation's 39<sup>th</sup> president is 95 today. (I'm told 95 is the new 93!) He is the longest-lived US president. The last three to die were all nonagenarians: Bush at 94, and Reagan and Ford at 93. He has famously...frugal tendencies....these days. He lives in a "two bedroom ranch house assessed at \$167,000...spends weekends with neighbors dining on paper plates and with bargain-brand wine...has been known to buy clothes at his local Dollar General store....and often flies commercial..." Sarah Bergar, CNBC (8/22/18) Can you imagine a former president stuck in the middle seat! *"It just never had been my ambition to be rich,"* said Carter. He does receive a



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\$210K annual pension, as do all former presidents. The Dow was around 120 when Carter was born in 1924.



Fun fact—the average lifespan of the first four presidents—Washington, Adams, Jefferson and Madison (Go Dukes!) was 81, *“a particularly impressive number when you consider that average male longevity in those days was 37.”* Ron Faucheux, WSJ.

As always, I’m honored and humbled you have given me the opportunity to serve as your financial advisor. We endeavor to *“treat our clients as family. To provide genuine caring service to every client, every day”* If we fall short, let me know. MHK

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CAR-0919-04218

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