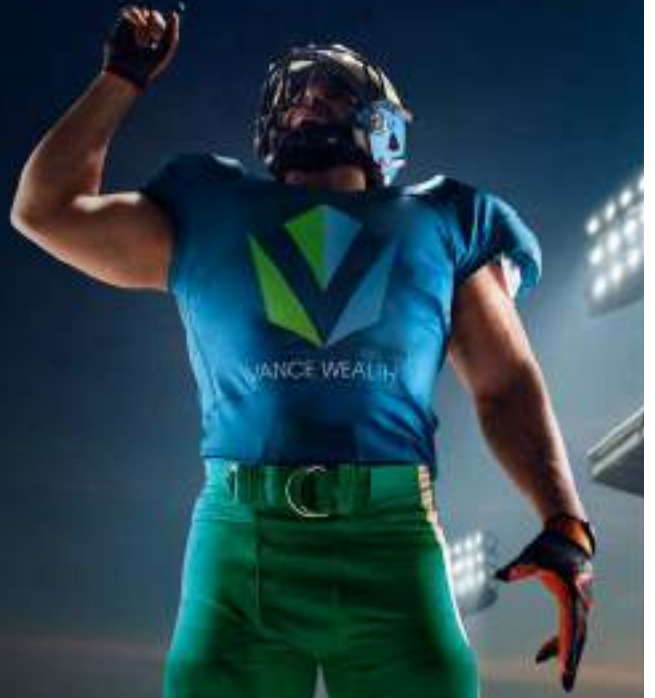




Quarterbacking Your Financial Future

How Vance Wealth Acts As The Quarterback Of Your Financial Future



When it comes to securing your financial future, assembling a trusted team is crucial.

At Vance Wealth, we take pride in acting as the quarterback of that team, leading the way in collaboration with your accountants, attorneys, insurance specialists, estate planners, business advisors, and real estate professionals, as well as your family.

To us, it's more than a responsibility. It's a care philosophy that drives our culture, values and purpose every day.

It's also how we provide our clients with the guidance and support they need to **achieve more**.

Here are three ways we help protect your legacy by serving as the quarterback of your trusted team of advisors.

1. Calling the Play Just as a quarterback analyzes the field and makes strategic decisions designed to carry the team to a win, our Wealth Advisors assess your financial situation to create a comprehensive plan that's tailored to achieve your personal wins in every season. After all, we go beyond mere investment advice. We keep your short-term and long-term goals in mind as we craft a strategy that produces wins.

2. Communicating the Play Once the play is chosen, it's the quarterback's job to communicate that strategy with the entire

team and coordinate each player's efforts on the field. We take this role very seriously! We believe it's not only a necessity but a privilege to work alongside the rest of your team.

Through seamless collaboration and open communication, we ensure that all aspects of your financial strategy are aligned so we can help protect your legacy.

3. Leading the Team to Victory Quarterbacks inspire and motivate their team, fostering a sense of confidence in each player's abilities. Similarly, our Wealth Advisors strive to provide encouragement and reassurance to their clients during challenging financial times, helping everyone stay focused and long-term objectives.

With Vance Wealth as your trusted financial advisor, you can confidently navigate the complexities of wealth management knowing that you have a dedicated partner guiding you every step of the way.

We are committed to serving you and your team of trusted professionals with expert financial advice and values that make a difference. If we can help you build a more meaningful financial future, please reach out to our team by calling 661-775-0950 scheduling a quick call.



EMPOWERING THE NEXT GENERATION:

Carrisa Flores Inspires Girls At Girl Scouts Of America Phenom Convention In Orlando, Sponsored By CFP Board

We are excited to announce that our very own Carrisa Flores was personally invited to share her story of working in the Financial Service Industry with the Girl Scouts of America! Carrisa will be sponsored by the Certified Financial Planners Board (CFPB) and aims to inspire 16-18-year-old girls to consider a life-long career as a financial planner.

At Vance Wealth, we are immensely proud to have Carrisa on our team. Her commitment to empowering the next generation aligns perfectly with our values. We are confident that her involvement in this event will have a lasting impact, instilling in these young girls the belief that they can shape their own futures.

"It was an absolute honor to share my story with these incredible young women. I wanted to empower them with the belief that they can accomplish anything they set their minds to. Whether they choose to pursue a career in the financial services or any other field,



I hope they remember the power they possess to make a positive impact and break through any barriers they may face. Together, we can uplift and inspire change for a brighter future." - Carrisa Flores, Paraplanner, Vance Wealth

To learn more about Carrisa scan the QR code:



VANCE WEALTH TEAM MEMBER SPOTLIGHT



Josh Mumper, Wealth Associate

With a background as a 401k plan auditor, Josh Mumper is passionate about guiding business owners to design the retirement plan that helps them achieve more.

Born in Pennsylvania but raised in Santa Clarita from a young age, Josh attended Trinity Classical Academy

before going on to Liberty University, where he completed his bachelor's degree in accounting with a minor in business management.

Inspired by his father, Josh got his professional start working for the family business as the Operations/Finance Manager for forensic engineering firm Richard Mumper & Associates.

"My Dad is an active investor, and as I worked with him, I developed a passion for capital markets and investing," Josh shared. "The role taught me to be systems-minded, organized, and a professional communicator."

Josh later took his first accounting role with HCVT, the 6th largest CPA firm in Los Angeles, where he specifically focused on auditing 401k plans.

When he came to Vance Wealth, however, he was ready to work more directly with clients.

Today, as an associate advisor to 401k plans, he excels in providing a seamless onboarding experience for new clients but also diligently oversees ongoing compliance for clients' 401k's, ensuring a consistent delivery of service and attention throughout the entire client relationship.

"I have a hunger to grow personally and professionally," Josh explained, "and it's my goal to become a Certified Financial Planner to better assist clients achieve their financial goals."

Outside the office, Josh stays active by taking walks with his wife, Ena, and puppy, Murphy, and also enjoys basketball, snowboarding, hiking and more. During his downtime, he can be found volunteering for his church, reading classic books or watching his favorite Philadelphia sports teams.



To Our Vance Wealth Friends and Family,

It's hard to believe that the year is already halfway over, and as we start gearing up for our end-of-year planning, we're celebrating a few important milestones at home and in the office. At home, we had two more kids finish school this year. Kate and Tara graduated from Valencia and West Ranch high schools, respectively, and we celebrated our favorite way, with a pool party and family barbecue. Tara will be attending College of the Canyons, and Kate will be going off to Temple University in Philadelphia. Before Kate heads off to school, however, I wanted to celebrate by taking Lauren and her on a summer trip to Europe. We spent 15 days in Italy and 10 days in Croatia, and we really took advantage of the natural beauty of both countries by spending a lot of time outdoors. In Italy, one of the highlights was a private boat trip on Lake Como, and in Croatia, we really enjoyed the day we spent canyoning, where you wear full wetsuits and helmets to hike deep down to the bottom. There were natural water slides and rapids, and we repelled down two 150-foot sections of the canyon. When we returned home, we had lots of ideas and stories to inspire Carmen, Evan and Tara, who are planning their own European excursion for next summer.

While we celebrate these transitions at home, we're also getting ready to transition at the firm as we kick off future planning with our annual off-site retreat to reset the strategic path of the firm. This

year, the Leadership Team met at Results University's conference space to review the firm's 1-year, 3-year and 10-year plans, and afterward, we enjoyed dinner on Main Street in Downtown Newhall. Later, we got the whole team together to celebrate with a barbecue at our house. Everyone was feeling very encouraged and excited for the future of the firm, as we were recently recognized with industry honors. Vance Wealth was named by RIA Intel Awards for RIA of the Year in the category of firms under \$1 billion AUM. Between celebrating current milestones and planning for new ones, we're looking forward to continuing to achieve more until the year end.

John Vance

John Vance, CFP®,
President, Vance Wealth



John and daughters Kate & Lauren



Jerrod, John and Niall.



Jones, Tara, Shanelle, Carmen & Julie

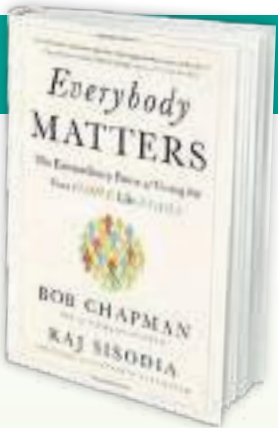


Carmen, Chris, Brandy, Robin, Matt & Anthony

BOOK RECOMMENDATION BY JASON LANE, WEALTH ADVISOR

"Everybody Matters" by Bob Chapman and Raj Sisodia

Everybody Matters" by Bob Chapman and Raj Sisodia challenges conventional leadership wisdom, urging businesses to prioritize employee well-being. With powerful examples and practical strategies, this book inspires leaders to create caring, inclusive cultures that unleash the extraordinary potential of their people. A must-read for transformative leadership.



2023 Q3 INVESTMENT UPDATE



Dear Clients and Friends,

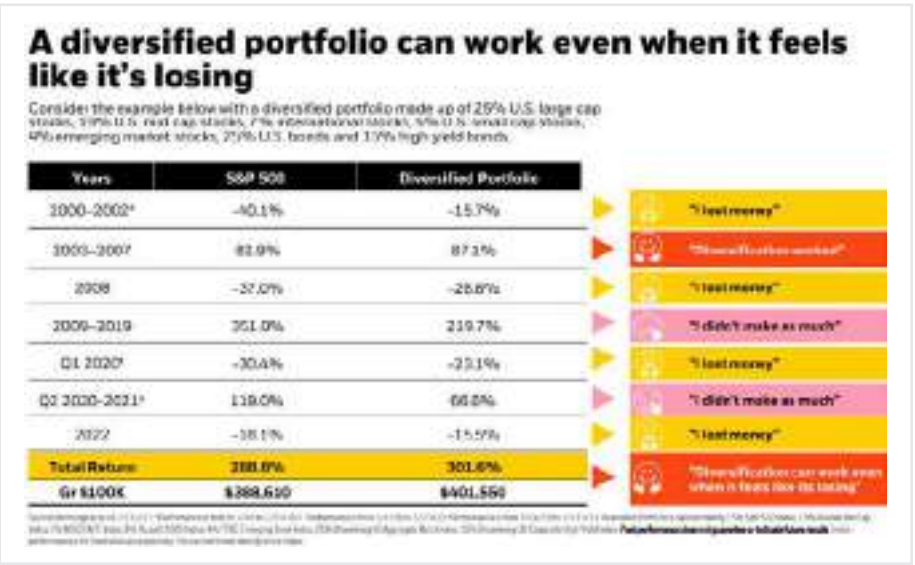
We are already more than halfway through 2023; time once again seems to elude us. We hope your summer months have been busy with the things you enjoy most in life. Markets have bounced back strong to start the year which is welcomed from investors coming off a volatile and brutal 2022.

The broad markets are up; the S&P 500 through July 28th is +19.82%, the Dow Jones is +7.01% and the Naqdaq is leading the way +37.83%¹. To drill into those figures even more, you will see from the chart below that 70% of the S&P 500's YTD have been driven by 7 stocks².

This means that if you have direct exposure here, you have greatly benefited from the outperformance. Don't forget, large growth was the hardest hit sector of the market in 2022. It is no surprise that this is the best performing sector YTD. Here is a reminder of 2022 performance to remind you of the large swings that are possible with company specific risk:

- NVDA: (-50.26%)
- META: (-64.22%)
- TSLA: (-65.03%)
- AMZN: (-49.62%)

The majority of our clients are invested in well diversified, broad market investments that will provide exposure to thousands of companies at a low cost. This means that diversified portfolio's have underperformed the companies listed above, but the broad markets as well. We understand during these periods, investors feel like "I didn't make as much." When there is a year like 2022 and the S&P 500 lost (-18.1%), investors say "I lost money" even if their diversified portfolio held up better, but still lost (-15.5%) on average. The chart below will show the diversification can work even when it feels like it's losing:



Source: BlackRock

cycle. Certain industries have already exhibited weakness, while others have remained resilient. We expect this cycle to continue going forward, which should buffer any significant economic decline. Because of this, we believe diversification is key because it will be hard to predict which sectors will outperform and when. ^{*}As illustrated on the following page.

Enjoying the U.S. stock rally? Thank big tech

U.S. equity returns have been mostly driven by seven large technology stocks. There may still be opportunity here, but be sure to diversify into other parts of the market too.



Source: BlackRock

Over the 22-year period, a diversified portfolio had a total return of 301% and the growth of \$100,000 outperformed the S&P 500 over this time frame by almost \$13,000. What this doesn't factor in is the journey over this time period likely felt a lot smoother vs. the larger swings from year to year. The key to prudent investing within a diversified portfolio is rebalancing the accounts with purpose. Because of the extreme outperformance by the large growth sector, we have been actively trimming large growth positions in favor of adding to underperforming areas of the portfolio or rebuilding our clients fixed income allocation that was possibly spent down in 2022 when equity markets were negative.

The tone for a recession has shifted dramatically from the start of the year based off easing inflation and a still-strong labor market. I think what we realized is that since COVID in 2020, there has been a non-synchronized decline of this business



Source: Raymond James Economics

At Vance Wealth, we are of the abundance mindset and know there is still so much to be excited about with our investment future. For example, the recent emergence of generative artificial intelligence (AI) raises the question of whether we are on the brink of a rapid acceleration in task automation that will significantly save time and labor costs, lead to a productivity burst, and increase the pace of economic growth. While AI technology will inevitably displace some workers, we anticipate that most displaced workers will eventually become reemployed in new occupations that emerge either directly from AI adoption or in response to the higher levels of labor demand generated by the productivity boost from non-displaced workers.

The reemployment of displaced workers due to the direct and indirect effects of technological change has plenty of historical precedent. Information technology, for example, displaced some workers in the early 2000s, but also directly led to the creation of new occupations like webpage designers, software developers, and digital marketing professionals, and indirectly increased labor demand in service industries such as healthcare, education, and food services⁴.

The positive employment effects of technological change are especially clear over longer time horizons. 60% of workers today are employed in occupations that did not exist in 1940, implying that over 85% of employment growth in the last 80 years can be

explained by the technology-driven creation of new positions⁴. Because a lot of these new jobs do not yet exist, it is hard to even comprehend at this point what this means for the future of our economy and labor force. But this is the exciting part!

If you would like to discuss your long-term financial plan in greater detail or would value a review of your current investments, please contact our office to schedule time with one of our Wealth Advisors. If you are not currently a client and value a second opinion, we are here to help. Now is a better time than ever to look at your current investments and financial plan to make sure they are properly positioned for the unexpected.

Regards,

Jerrold Ferguson, CFP®
Vice President

Sources:

1. Google Finance as of July 28, 2023
2. BlackRock Student of the Market - Q3 Outlook
3. Raymond James Economics
4. Goldman Sachs: Top of Mind - Generative AI: Hype, or Truly Transformative

Disclosures: The views expressed in this commentary are subject to change based on market and other conditions. These documents may contain certain statements that may be deemed forward-looking statements. Please note that any such statements are not guarantees of any future performance and actual results or developments may differ materially from those projected. Any projections, market outlooks, or estimates are based upon certain assumptions and should not be construed as indicative of actual events that will occur. Past performance does not guarantee future results. The information provided is for educational and illustrative purposes only and does not constitute investment advice and it should not be relied on as such. It should not be considered a solicitation to buy or an offer to sell a security. It does not take into account any investor's particular investment objectives, strategies, tax status or investment horizon. You should consult your attorney or tax advisor. All information has been obtained from sources believed to be reliable, but its accuracy is not guaranteed. There is no representation or warranty as to the current accuracy, reliability, or completeness of, nor liability for, decisions based on such information and it should not be relied on as such. Vance Wealth, Inc. ("Vance Wealth") is a registered investment advisor. Advisory services are only offered to clients or prospective clients where Vance Wealth and its representatives are properly licensed or exempt from licensure. The S&P 500 is an unmanaged index of 500 widely held stocks. Investors cannot invest directly in an index.

ACHIEVE MORE HEALTH TIP

The Bemer may be the solution for busy business owners looking for a natural way to improve their wellness and prevent health issues. This device has been used for over 20 years in Europe and works by sending a magnetic field through the body to stimulate the muscles around your capillaries. By increasing blood flow at the capillary level, more oxygen can get to your cells, which feeds your tissues and removes waste faster. President of Vance Wealth, John Vance, said, "I have been using my Bemer for years, and it has become a vital part of my health care routine. As a result, I sleep better and overall have more energy." Although using the Bemer is an investment,

many have found it very beneficial, and it only takes eight minutes in the morning and evening to see results. As always, it's essential to research and talk to your healthcare provider before trying new health products or practices. If you'd like to learn more about the Bemer, scan:



This is for educational purposes only and does not substitute professional medical advice or consultations with healthcare professionals.

ROBIN'S RECIPES

SUMMERTIME MACARONI SALAD

Ingredients

- 1lb of elbow macaroni
- 2 cans of tuna
- 1 cucumber
- ½ yellow onion
- 1 large tomato
- 2 tablespoons of apple cider vinegar
- Mayonnaise- two heaping spoon full

In a large pot boil the elbow macaroni until cooked. Drain, do not rinse and let cool in pot.

While the macaroni is cooking, dice the onion, cucumber and tomato.

Once macaroni is cooled add all dry ingredients and mayonnaise (as much or as little as you want) and the apple cider vinegar. Mix well and Enjoy!

Better when it sits overnight in the refrigerator. If you decide to try out this recipe, please let us know. Robin has enjoyed the pictures she is getting from our wonderful clients!



CAPITALIZING ON FAMILY SUPPORT

OPTIMIZE YOUR PAYROLL FOR TAX ADVANTAGES AND INCREASE YOUR RETIREMENT SAVINGS

We understand that owning and running a business often becomes a family affair. Spouses and children play vital roles in various aspects, from casual conversations at the dinner table to continuous discussions about the business's health. This is one of the many reasons we recommend optimizing your payroll to include these hardworking family members.

We believe payroll optimization is a critical component of small businesses' financial success. By paying yourself, your spouse, and even your children a reasonable market-based wage, you can reduce your lifetime tax liability while simultaneously helping to increase your retirement funding. It's an effective strategy that benefits both your family's financial well-being and the longevity of your business.

To learn more about the benefits of payroll optimization and how it can positively impact your business and family's future, we invite you to visit our website:



If you are interested in receiving more tax savings strategies for business owners as well as best practices and content explicitly tailored for proactive entrepreneurs like you, please join our monthly email Simplify365™ here:



The information provided is for educational and informational purposes only and does not constitute advice. Vance Wealth does not provide tax or legal advice. You should contact your tax advisor and/or attorney before making any decisions with tax or legal implications.

Getting to know the Vance Wealth Team

It is hard to believe we are more than halfway through the year. We asked the Vance Wealth team to share some of their favorite moments of 2023 with us.

Shanele - One of my favorite moments of 2023 was when my daughter Britney got married. It was an incredibly beautiful day filled with love and joy, surrounded by our closest family and friends. We felt incredibly grateful that so many of our out-of-state guests were able to attend and share in the celebration. Time flies. Life is truly a remarkable journey!



Tyler - I have attended six weddings this year so far. I have two more to go. It's been a busy year but also great catching up with friends and family I haven't seen in a while.



Jason - We have had a wonderful first half of the year with a memorable family cruise to the Caribbean and having all three kids home for the summer. But my favorite moment so far in 2023 has been celebrating my daughter's graduation from high school and receiving honors at senior awards night for all her hard work.



Niall - My favorite memories of 2023 have been passing my CFP® exam and going to my 2nd cousin's wedding. Although, I have to wait until mid-October when my experience requirement is met to officially hold the designation, I am thrilled to have passed the exam on the first try.

Tara - In April, we celebrated our daughter's first birthday with family and friends. It was a beautiful day and her first year truly flew by way too fast!



Jake - It's been an eventful 2023! I had a great time earlier this year in Cabo with my family. Here's a great photo of my siblings and I on the resort.



Lauren - This year, my boyfriend and I celebrated our 7-year anniversary, and he surprised me with the most incredible gift—our first home! I'm beyond proud of him for achieving this long-time goal, and I can't contain my excitement to move in together and embark on this exciting new chapter of our lives.

Brandy - Our kids and their cousins have been learning to care for animals by helping on our family ranch. It's rare to get multiple kids to voluntarily spend time together, but the kiddos are having an amazing time caring for the horses and other animals. Watching them learn and work together has been the highlight of my year.



JERROD FERGUSON ANNOUNCEMENT

Introducing the Newest Addition to the Ferguson Family!

We are thrilled to share the wonderful news that our Vice President, Jerrod Ferguson, along with his wife Julie and daughter Jocelyn, have welcomed a beautiful baby boy into their loving family. Jones Michael Ferguson arrived on May 10th at 6:14pm, bringing immense pride and joy to their hearts.

Please join us in extending our warmest congratulations to Jerrod and his family on this precious blessing. May their lives be filled with boundless love and happiness as they embark on this new chapter together.



HONORING EXCELLENCE

Vance Wealth Receives RIA of the Year Award!

We are thrilled to announce that our firm has been named RIA of the Year (Less than \$1 billion AUM) at the Annual RIA Intel Awards. This would not have been possible without the trust of our valued clients and the dedication of our team. Being named RIA of the Year is a tremendous honor, and it inspires us to continue to strive for excellence in the years ahead. We are deeply grateful for the opportunity to serve you. We remain committed to helping our families and businesses succeed at every step of their financial journey.

To view all the winners scan here!



Disclosures: Vance Wealth, Inc. ("Vance Wealth") is a registered investment advisor. Advisory services are only offered to clients or prospective clients where Vance Wealth and its representatives are properly licensed or exempt from licensure. RIA of the Year (Less than \$1 billion AUM) award is designated by RIA Intel, awarded in 2023. RIA Intel Awards are voted on by those affiliated by RIA Intel. The award is independently granted. Vance Wealth does not pay a fee to receive the award. Working with an RIA of the Year recipient advisor or wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment in the future.

The information provided is for educational and informational purposes only and does not constitute investment advice and it should not be relied on as such. It should not be considered a solicitation to buy or an offer to sell a security. It does not take into account any investor's particular investment objectives, strategies, tax status or investment horizon. You should consult your attorney or tax advisor.

Vance Wealth Happenings

Upcoming Vance Wealth Anniversaries

- August 2nd – Jason Lane – 5 years
- August 29th – Jerrod Ferguson – 15 years
- September 2nd – Lauren Fox – 3 years
- September 7th – Anthony Goring – 1 year
- September 7th – Josh Mumper – 1 year
- September 20th – Brandy Sanchez – 1 year
- October 4th – Carrisa Flores – 2 years

Upcoming Team Birthdays

- August 13th – Josh Mumper
- August 16th – Anthony Goring
- August 20th – Tyler Tilton
- September 4th – Shanele Stoll
- September 10th – Tara White
- October 4th – Brandy Sanchez

Upcoming Webinars

- September 19th – Advanced Perspective Webinar:
Year-end Tax Planning - Personal
& Business Owner Focused
- October 17th – Advanced Perspective Webinar:
Medicare & Social Security
Workshop – Cohost:
The Medicare Man

Notable Dates

- September 4th – Labor Day (Office Closed)
- October 12th – Sip & Shred at the SCV Office
- October 23rd – Vance Wealth Volunteer Day
(limited staff access/SCV
Chamber golf event)