

The Walk

By Founding Partner Jason Norton,
CFP®

GAINING INSIGHT INTO OUR PRIORITIES

I can hear it now: "There's always a broom, boys," my dad would say as I stood sweltering in a warehouse. No goofing off for me! Another example: a Sargent instructs a Private to go turn



the rocks over so they don't get a sunburn (the private wasn't allowed to be standing there idle). Our society have become obsessed with filling every minute of our day. That is, until lately.

Over the months of March, April and May, we saw a significant change in our lives, reflected in our empty calendars and

an abundance of the precious commodity, time. What did we do with it? Well, the weather was beyond perfect so some of us took walks. I think half the kids on my street learned to ride a bike.

In fact, bike sales at the store closest to my house were up 80% driving inventory down. My neighbor, who was looking for a bike in a particular color, was told by the store owner, "I have sold a lot of purple and pink bikes to dudes in the past weeks so you may be out of luck."

Yes, this Pandemic has been, and continues to be, horrific for our local communities, country, and for all of humanity. However, I do believe it would be a mistake not to find a silver lining in all of this.

A typical spring in Athens, GA, usually begins in March with baseball and other sports. Parents are running kids from schools to games and practices nonstop, not to mention, school functions, birthday parties and social events. Families jump from one obligation or event to the next without regard to quality time together, much less any time to "stop and smell the roses."

So, here we are in our atypical, pandemic world. "Oh my gosh, we have nothing to do this month," I heard a close friend say to my wife on a girls' night Zoom call. We have been forced to slow down. One day, in the middle of the afternoon, I heard Drew say, "Daaady, umm, I waanna go on a walk." I responded, "Let's go, bud!" I put Drew in his wheelchair, and off we went. On the walk we

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Estate Planning

Introducing Trust Services

By Founding Partner Chris Caldwell,
CFP®, AIF®, CRC conferred by InFRE®, MBA

HTP FILLS THE GAPS

After years in development, Highland Trust Partners is pleased to announce that we have implemented HTP Trust Services.



Years ago, many banks in our communities offered a local trust department. In the mid-90s, taking a position with a trust department in Athens was my first career move into the financial services field. That local presence was consolidated out of Athens in the early 2000s. Institutions in other communities have done the same. These services, however, are still needed.

One reason trust departments existed was to help families with a net worth above the estate exemption amount to reduce estate taxes. When my career began, the exemption was only \$600,000 and any amount above was taxed at 55%. A couple would qualify for \$1,200,000 if they titled assets correctly.

Many families, though, especially those who owned land, businesses, and real estate exceeded that amount. Trust departments would coordinate with attorneys to find ways families could reduce that high tax exposure.

In 2020, that exemption is \$11,580,000 and any amount above is taxed at 40%. At \$23,160,000 for a couple, a much smaller percentage require

estate tax planning, therefore, it makes sense for banks to reduce their trust department outreach. However, estate tax planning is just a portion of what families need related to trust services. Everyone has an estate, the money and property owned, that has to be managed after they pass. That is why there is estate planning and why it is not just for the wealthy. Not everyone needs a trust, but many do. A trust is basically an arrangement to manage assets while living or at death.

With banks reducing trust department resources, we have seen families struggling to find estate and trust planning services. As with other services we have implemented, HTP wants to meet needs that other financial institutions aren't. If you would like to learn more, visit our website or call me anytime.

Operations

A Gentle Reminder

All requests for orders and financial transactions must be verbally confirmed before we can process the request. Please do not send requests for transfers, market orders, change of personal information, etc. via email or mail. Please call our office so your identity can be verified.

Our office visitation and staffing policy is constantly changing due to the COVID-19 situation. Our office doors are still locked and we are limiting visitors. Please let us know what we can do to help!

Contributing Writer

My Year on a Boat

By Cynthia Snider

I PLANNED MY COURSE

When a long-held dream to buy a boat and “sail the seas” resurfaced two and a half years ago, I was a year away from retirement at age 70. If it ever was to be, I knew it was time to start testing the waters.

Growing up in Georgia 80 miles from the coast, some of my fondest memories are of family trips to Tybee and Jekyll Islands. The islands and the sea were calling me back. I sought wisdom from boaters, family, friends, and my church community; at the same time I researched boats and learned more about the Intercoastal Waterway. I traveled to Florida to learn about the basics



Piper the Sea Dog

of cruising and a boat’s mechanical components. Important to me were the financial implications and also my learning abilities as a senior adult. And I wondered if I would be embarrassed if I failed miserably at maintaining the engines and other equipment, docking the boat, or chart plotting. In the end, my dream prevailed.

I found the perfect boat within my budget, and I sold my house and most of my possessions. I have an experienced boat owner on board to help me learn, my best friend is First Mate, and

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Information & Tools

Technology Corner



Venmo

Venmo: With Venmo, money can be easily transferred from user-to-user. Venmo makes splitting the tab, sending gifts, and purchasing from online merchants fast and effortless. To pay individuals, simply connect your bank account or debit card to your Venmo account, search for who you are paying, enter the transaction details, and you’re done! For online purchases, add money from your bank account to your Venmo account and choose Venmo at checkout. Money in your Venmo account can be transferred to your bank account and only takes a few days to complete. This app is free.



Uber Eats

Uber Eats: Uber Eats provides users a way to eat from their favorite restaurants without even leaving their home or office. Users can browse participating locations in their area or search for a specific restaurant or cuisine. Once a restaurant is selected and the order is chosen, an estimated delivery time and price (with delivery fee) will be shown. After an order is placed, the app provides step-by-step details of your order status from when the restaurant received your order to when your order is out for delivery. The app gives you the name as well as a photo of your delivery driver, while also allowing you to track your order as it is on its way to you. This app is free and delivery charges vary.

Why I Chose Highland Trust Partners

By Troy DeCastro,
CFA®

ONE OF THE BEST DECISIONS OF MY CAREER

At Highland Trust Partners (HTP), we spend a lot of time talking with prospective and existing clients about the benefits



of partnering with our firm. As one of the team's newest financial advisors and in hopes of giving you a different perspective, I wanted to share with you why I joined Highland Trust Partners.

Let me first provide a little background. I have been working in the financial industry since 1990. The bulk of my career was with an investment management firm where I was responsible for the company's relationships with financial advisors. During that time, I met a lot of good advisors and, unfortunately, a lot of bad ones. I learned from both. Fast forward to January 2019, when I decided (much to the shock of my wife) that I wanted to do

something different. I have a calling to help people with their personal finances, so at age 53, I decided to embark on a new journey as a financial advisor. I spent the next several months seeking advice from numerous people at a variety of firms including banks, broker-dealers, and registered investment advisors. One of those firms was Highland Trust Partners.

After much thought, it became apparent that I met a lot of the requirements for the firm with whom I wanted to partner for the next stage of my professional career. Trustworthy, client-centered, experienced, independent, responsive, transparent, team-oriented, and instructive are just a few of the characteristics that I was looking for. I also wanted to join a firm that could provide me with a high level

of support and a full complement of services that would put me in an excellent position to help my clients regardless of their needs.

It will not shock you, since you are reading this in our newsletter, that I joined HTP! I have known Mark Cross and the team for over 20 years now. The firm checked all the boxes that I was looking for. I can honestly say that choosing to work with HTP has been one of the best decisions I have made in my professional career. It turns out that I joined HTP as a financial advisor for the same reasons that most of our clients have and prospective clients should.

To our clients, we appreciate your trust and our relationship. To any prospective client, please give us a call to see how we may be able to help you define your priorities and construct plans to put you in a better financial position now and for the future.

My Year on a Boat

I PLANNED MY COURSE *(continued from page 3)*

her dog, Piper the Sea Dog, the star of my Facebook postings. The coronavirus pandemic delayed our travel from Chesapeake, but my crew and I are now moving slowly southward along the Atlantic Intercoastal Waterway and enjoying the natural wonders all around us. A verse from Psalms describes how I'll view my year on a boat: "They that go down

to the sea in ships and do business in great waters; these shall see the works of the Lord and his wonders in the deep." I hardly have time or interest anymore in daily checking my financial accounts. I feel confident that my financial goal setting and planning will steer my course financially as needed. I've got to pay attention to works and wonders of a different sort.

Take Advantage of Time

By Ben Butler,
Advisor

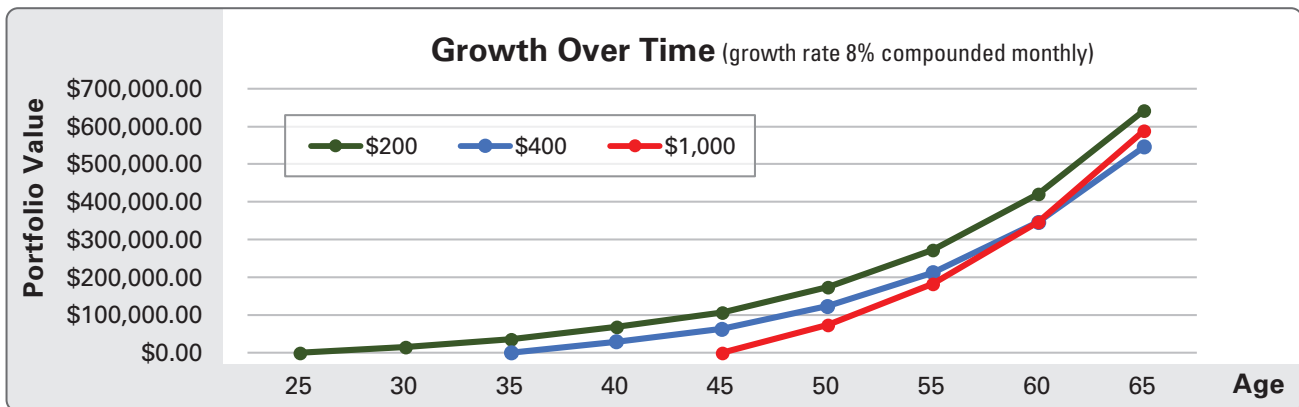
PRUDENT INVESTMENT DECISIONS AT AN EARLY AGE ALWAYS PAY OFF

One of the most important financial concepts to teach students and young professionals is the importance of starting to invest early. The earlier funds are invested, the longer they are exposed to the opportunity for growth in the market. In the graph below we have three separate scenarios. In scenario one, an individual invests \$200 each month starting at age 25 until retirement at age 65. In scenario two, an individual invests \$400 each month starting at age 35 until retirement at age 65. Finally, in scenario three, an individual invests \$1,000 each month starting at age 45 until retirement at age 65.

As you can see, increasing the contribution from \$200 to \$400 is not enough to make up for what is lost in the ten years between ages 25 and 35.

Similarly, not even an increase from \$200 to \$1,000 is enough to make up the difference from what is lost between ages 25 and 45. Compound interest, or the idea that interest continues grows in itself, is maximized the longer funds are exposed to the opportunity for this compounding effect to take place.

If you or someone in your family is interested in learning more about planning for life's current financial priorities and positioning yourself for a successful financial future, please contact our office and ask about our Define Priority Program, a monthly financial planning subscription service for young professionals and families who want to organize and simplify their financial plan.



Note: This is a hypothetical example and is not representative of any specific situation. Your results will vary. The hypothetical rates of return used do not reflect the deduction of fees and charges inherent to investing.

The Walk

GAINING INSIGHT INTO OUR PRIORITIES (continued from page 1)

waved at many families we know, said hello to strangers (all from six feet) and truly enjoyed our time, our slow time. For that moment we enjoyed the moment, something that until that point

was lost to me. We managed to take that same walk every day for the remainder of the week. My calendar may have been empty, but my heart was full by spending time with my son.

Undoubtedly, like everybody, I want this virus to end. I just hope we can all remember, post-pandemic, to take a walk every now and then.

Get to Know Us

Q&A With Mark Cross

AN HTP FOUNDING PARTNER TALKS ABOUT LIFE AND FAMILY



What was favorite childhood vacation spot?

Callaway Gardens and my experiences at the lake and hiking trails.

What was your first pet and a related good memory?

My dog Sidney. She enjoyed an ice cream cone from my dad's Dairy Queen.

What was your favorite subject in school and why?

History. I enjoyed learning about the United States and our interaction with the world.

Who do you credit as being the biggest influence in life?

My Mom. She is smart, hardworking, and determined,

while having a tremendous ability to be loving to my family and me. She is my biggest fan but also willing to hold me accountable.

What did you dream of being as a child?

A fireman or a soldier until a gentleman by the name of Jay Gary came to talk to a business economics class about bull markets and bear markets. It led me to buy \$500 of Coca Cola with money I had earned cutting grass. I wanted to be an investment advisor from that point on.

What is your favorite movie of all time and why?

That is a tough one. I would have to say that there are two favorites. They would be *Top Gun* and *Remember the Titans*. They both are about overcoming obstacles. They caused me to think about who I was at the time and how I wanted to approach life along with the people I encountered.

What is your favorite holiday and why?

Thanksgiving. I love the time

with family and having a long weekend to be with my kids and do some hunting. I also love turkey, dressing, mashed potatoes with gravy, and my mom's ambrosia (no coconut). Also, apple pie with vanilla ice cream.

What are your favorite things to do when away from HTP?

Spending time with my family. Frances and I have seven kids so there is never a dull moment. I also like to cook on the grill. There are very few items that I cannot grill! I love college football, too. A perfect Saturday is to tailgate, come home, fire up the grill and watch the Dawgs play. Hunting is also a special time for me, personally. It is relaxing to be in the woods and watch it come alive as the heat of the rising sun creates the fog rising up from a duck pond or field. And then breakfast at Gina Belle's or the Ila Restaurant with my hunting buddies. I also enjoy our family time in the summer at Amelia Island and going to Highlands, NC, with Frances for long weekends.

New Website!

We have been working on a website update for several months and it has finally been completed! Improvements include: more client interactivity options, a cleaner and more interesting design, and more information for you to use in order to make better financial decisions. Please visit www.highlandtrustpartners.com and let us know what you think!

Community Outreach

Our Commitment to Local Community

WALK TO END ALZHEIMER'S

HTP is supporting the Walk to End Alzheimer's. Every year in over 600 communities across the country, the Alzheimer's Association holds a Walk to End Alzheimer's to raise funds for care, support, and research. We have joined this effort by organizing a team, for the fifth year in a row, to participate in the Walk. The 2020 Athens area Walk is taking place Saturday, October 24, and we ask you to join our team by contributing, walking with us, or hopefully both!

There are so many great causes to support, but Alzheimer's is one that cannot be ignored. Visit <http://act.alz.org>, find the Highland Trust Partners Team, and learn more. And, please reach out to HTP directly if you have any questions. Thank you!

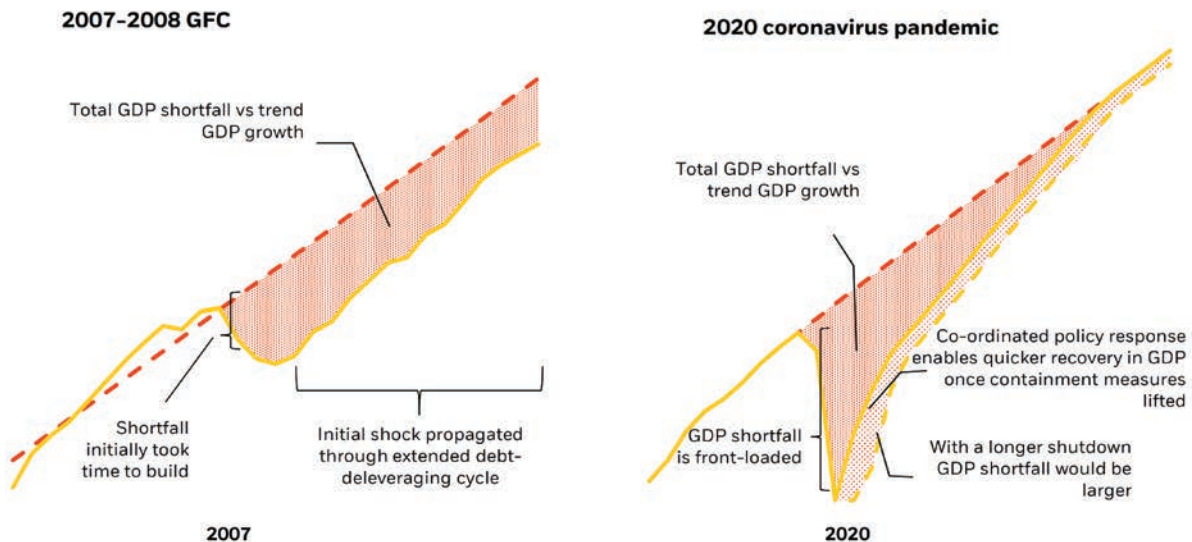


Chart of the Quarter

GAUGING THE SHOCK

Global economic activity did not simply contract – it was deliberately frozen. Yet the cumulative economic impact over time – the key for asset prices – will be likely less this time than after 2008.

Hypothetical hit to U.S. trend GDP in coming years compared with the GFC experience



Sources: BlackRock Investment Institute, with data from Haver Analytics, August 2020. Notes: These stylized charts show how GDP can evolve relative to trend after a shock. The dotted lines show what trend GDP would have looked like if there had been no shock. We compare the 2007-2008 global financial crisis to the current coronavirus shock. In 2007-2008, the initial shock – 2.3% of GDP from Q3 2008 to Q1 2009 – was not as large as the current one we expect. The GFC shock propagated through debt deleveraging that served as a longer-term drag on pre-trend potential growth. The chart on the right shows that the GDP shortfall from this shock is front-loaded, and if containment measures are lifted there can be a quicker recovery with limited permanent damage to the pre-shock growth trend. For illustrative purposes only. There is no guarantee that any forecasts made will come to pass. The hypothetical scenario is subject to significance limitations, in particular that this is an evolving situation and we are still trying to understand the potential for more extensive activity shutdowns due to the virus.

Obtained from <https://www.blackrock.com/us/individual/literature/whitepaper/bii-global-outlook-in-charts.pdf>

Market Index Returns*

Fixed Income Current Yield 8/24/2020

90-Day T-Bill	0.09%
5-Year T-Note	0.28%
10-Year T-Note	0.65%
30-Year T-Bond	1.36%

Source: Bloomberg

Index	2020 (1/1/2020–8/21/2020)	2019 (One Year)
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Dow Jones Ind.	-2.13%	22.34%
S&P 500	5.15%	28.88%
NASDAQ	26.07%	35.23%
MSCI EAFE	-7.71%	22.01%

Source: Morningstar Research

The Dow Jones Industrial Average is comprised of 30 stocks that are major factors in their industries and widely held by individuals and institutional investors. Bond yields are subject to change. Certain call or special redemption features may exist which could impact yield. The Standard & Poor's 500 Index is a capitalization weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. The NASDAQ Composite Index measures all NASDAQ domestic and non-U.S. based common stocks listed on The NASDAQ Stock Market. The market value, the last sale price multiplied by total shares outstanding, is calculated throughout the trading day, and is related to the total value of the Index. The MSCI EAFE Index is a free float-adjusted market capitalization index that is designed to measure the equity market performance of developed markets, excluding the US & Canada. The MSCI EAFE Index consists of the following developed country indices: Australia, Austria, Belgium, Denmark, Finland, France, Germany, Hong Kong, Ireland, Israel, Italy, Japan, the Netherlands, New Zealand, Norway, Portugal, Singapore, Spain, Sweden, Switzerland and the UK.

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