

MALLARD *Money Matters*

January 2022

Expanding Our Services by Joseph L. Daigle II, CFEI, CEO



MALLARD

Financial Partners INC

750 Barksdale Road
Newark, DE 19711

We are a Fee-Only firm
providing
investment management
and financial planning
to over 200 clients.

Contact us to learn more.

302-737-4546

info@mallardfinancial.com

www.mallardfinancial.com

At Mallard, we strive to be our clients' trusted financial advisor through all of life's stages. Fulfilling that mission requires we examine ourselves and our service offerings, so we're delivering exactly what our clients' need. Recently, our self-examination led us to work reorganizing and expanding our offerings to make sure our clients can get all the services they need. We believe no one should have to struggle alone with financial concerns.

Later this year, we will be rolling out our expanded service offerings, to empower as many people as possible to achieve their dreams. Some notable examples of our service expansion:

Some Mallard *ongoing services* to be offered in 2022:

- **Comprehensive Financial Advising:** will include ongoing investment management *and* comprehensive financial planning. This is similar to our existing Gold and Platinum service models.
- **Investment management:** this is similar to our Retirement GPS™ service level and to the service offered to our Nonprofit clients.

These services will continue to be charged as a percentage of assets under management.

Some Mallard *point-in-time services* to be offered in 2022:

- Retirement Projections and Plan
- Financial Education for your employees (for small business owners)
- Estate Planning Guidance

Point-in-time services are charged on a flat-fee basis.

These changes will enable clients to customize their level of support.

Equally important to us is what is not changing. The quality of service you have come to expect is not changing, the way we manage your portfolio is not changing, and most importantly, **Mallard's commitment to being a Fee-Only firm and a fiduciary is not changing.**

We are excited about the growth and progress that lies ahead for us in 2022, and we share this with the hope that you will be, too. Existing clients don't need to take any action to take advantage of our service offering expansion, since your Financial Advisor is trained to assist you in achieving your financial goals.

If you, or someone you know, are seeking financial advice – now is the time to talk to one of our Financial Advisors about the services we can provide.

If you have any questions, please reach out. We would love to hear from you. 🌿

Specialization is Good, by Susan Lehnerd, CFP®, Director of Financial Planning

At Mallard Financial Partners, we have an investment team that provides investment management and investment advice to clients. We have an operations team that supports the investment team and ensures things are running smoothly. And, we have a financial planning team that works with clients to develop and manage a comprehensive financial plan. (Note, this is not the structure at many wealth management firms where planners are picking your stocks and making the trades).



This method of organization allows my team of financial planning professionals, here at Mallard, the ability to delve more deeply into the 6 pillars of financial planning:

Cash Flow Planning – more commonly known as budgeting. Getting a handle on cash flow, income and expenses, provides an opportunity to reduce expenses and maximize cash flow. Managing cash flow is a cornerstone of a well-built financial house.

Insurance Planning – consider this risk management. Are you protected against catastrophic loss and financial hardship? Is your home insurance and auto insurance sufficient? Should you consider additional coverages, such as umbrella insurance, disability insurance and life insurance?

Tax Planning – managing your tax liability. Identifying and implementing tax strategies can help minimize taxes paid, thus, shifting the savings to growing your assets.

Estate Planning – having a final say in the distribution of your assets. I don't know anyone whose goal in working is to build assets for the purpose of giving them to the government in the end. But, if you're not implementing the proper estate planning tools – a will, trusts, listing beneficiaries and naming powers of attorney, then you're doing just that. Without the proper documents in place, the state will step in and direct the disbursement of your estate.

Retirement Planning – preparing for the non-working years. This is a time to consider what life will look like once work becomes optional and quantifying that. Changes to your lifestyle may need to be implemented now, to better meet your future goals.

Asset Management – deciding how your assets will be allocated between stocks and bonds. Stocks, also referred to as equities, provide a greater potential for return but at a higher risk level. While bonds provide a lower potential for return, but at a lower risk level.

Determining asset allocation is a very small piece of asset management. The bigger piece is managed by Mallard's investment team. This includes things such as fund analysis, account rebalancing, and matching the tax characteristics of the investment with the tax treatment of the account.

Mallard Financial Partners' current Gold and Platinum service level clients receive this specialized planning, which is included in their management fee.

Mallard is here to help you with your financial planning needs. 

Happy Anniversary in 2022

Mallard has been in business for 25 years! We want to thank (and congratulate) employees who also have major work milestones this year (pictured L to R):

Paul Baumbach, CFA, Chief Investment Officer, 25 years

Susan Lehnerd, CFP®, Director of Financial Planning, 15 years

Alan Menase, CFP®, Financial Advisor, 10 years

Carol Boncelet, Manager of the Nonprofit Division and Compliance Officer, 5 years

Mallard has mix of seasoned professionals (7 people with us for more than 10 years) and relatively new hires (11 people with fewer than 10 years). We are a multigenerational office and are very comfortable helping multigenerational families. 🌿



Stocks vs. Bonds—what to do now?

You've seen *stock market headlines*: “Next Bear Market Will Be the Worst in My Lifetime”, “Stagflation Fears Grip Markets”, “A Strange Day is Coming”. You've seen *bond market headlines*: “The Bond Market Just Called the Feds Bluff”.

So, what's an investor to do?

Current Mallard ongoing (AUM) clients will receive a letter detailing our investment philosophy during these unsettled times. This was written by Paul Baumbach, our Chief Investment Officer, reflecting the latest thinking of our Investment Committee. Our Investment Committee meets monthly to incorporate the latest economic and market data into our investment forecasts. This work drives our quarterly portfolio rebalancing process, which ensures our clients' portfolios are perpetually incorporating up-to-date investment strategies.

Current clients are also encouraged to contact their Financial Advisor to consider re-evaluating their current asset allocation (stocks vs bond mix) with an eye to putting more stock funds into their portfolio. 🌿

Are You Ready?

Are you ready to see if Mallard Financial Partners might be able to help you and your family?

Especially in times of volatile markets, you might want a Financial Advisor on your team. Just contact us to schedule your free, no obligation 60 minute “get-acquainted” meeting. You'll learn more about what we do and we will learn more about your needs. We can then work together to build your financial security.

Contact us at: info@mallardfinancial.com or 302-737-4546. 🌿



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Newark, DE 19711-3245

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Working together, building your financial security

Referrals Welcome !

We are currently accepting new clients.

If you know someone who is looking for financial advice, please think of us!

We offer a free 60 minute meeting — as a nice way to get to know each other without making a firm commitment.

We work with individuals, small businesses, family trusts, estates, and nonprofits. Our clients' portfolios range from \$20,000 to \$20 million. We can offer financial advice on specific topics, such as retirement, tax planning, education planning, estate planning, financial planning, etc. We also offer full-service Fee-Only investment management.

Your questions and comments are always welcome.
Contact us at 302-737-4546 or info@mallardfinancial.com

Fee-Only Advisors

At Mallard Financial Partners, we are fiduciaries.

That means we always put our clients' interests first.
Our business is about relationships, not transactions.

Mallard in the Community

Our volunteer efforts are organized through our Community Engagement Committee. If your local nonprofit could use some help, including physical labor, let us know.



Last fall, we helped clean up the City of Newark's native plant garden along the James Hall Trail.