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Gordon Wollman
MS-Financial Planning
CFP®, ChFC, CMFC®, ChFEBC®
FOUNDER & PRESIDENT, CFS
WEALTH ADVISOR, RJFS

I hope you are enjoying the sunshine and taking advantage of these last warm days! As your trusted financial advisors, we're committed to understanding what's important to you and what you want to achieve with your money. Once we understand, we can help you build a financial plan that empowers you to live the retirement lifestyle you've imagined.

That means going **#BeyondNumbers**. We spend each day thinking, caring, and stressing about how to help you reach the goals you've shared with us. We help take care of the details so you can focus on enjoying your life. We constantly research and evaluate information to help us stay on the cutting-edge and keep you informed on the issues that may affect you. Our advice is not one-size-fits-all. As stewards of your wealth, our genuinely committed team is here to understand your needs and provide personalized guidance for you and your family.

Gordon

WE ARE ALWAYS ON THE LOOKOUT FOR MORE CLIENTS JUST LIKE YOU.

If there's anyone you know who could use a second opinion on their investments, feel free to share this newsletter or email us at cfsteam@mycfsgroup.com to let us know who to send one to.

INVESTING IN PEOPLE - EMPOWERING OUR TEAM



Jill Mollner

MBA, CFP®

BRANCH OPERATIONS MANAGER
WEALTH ADVISOR, RJFS

In a world filled with challenges, we firmly believe in the power of taking action to make a transformative difference. Invest in People is more than a sentiment – it's a driving force that inspires us to establish deep connections and make a positive impact.

Cornerstone's Charitable Incentive Match empowers team members to support causes close to their hearts and magnify their impact. Hear from a few team members about the organizations they chose last quarter.



Elizabeth Braley

DATA INTEGRITY SPECIALIST, CFS
BRANCH ASSOCIATE, RJFS

Dress For Success - I've been connected to the organization for several years because it was the local philanthropy for my sorority during college. I love to volunteer a few times a year and see their continual growth. I'm inspired by their core values and focus on women supporting other women by providing tools to get into the professional work force. It's the leg up many women need to create their own success and achieve financial independence. What I love best is how they foster and maintain life-long relationships with clients.



Lori Mack

DIRECTOR OF FIRST IMPRESSIONS, CFS
BRANCH ASSOCIATE, RJFS

Tunnel to Towers, Frank Siller - Since 9/11, Tunnel to Towers, Frank Siller provides mortgage-free homes to Gold Star and fallen first responder families with young children, and builds specially-adapted smart homes for catastrophically injured veterans and first responders. They are also committed to eradicating veteran homelessness and helping America to never forget September 11, 2001.

Emily Thein, FPQP®

CLIENT RELATIONSHIP MANAGER

Inspiration Point Christian Camp & Retreat Center - Growing up, my week at this camp was always one of my favorites. From the staff, to the people they pour love into, and the messages of the word that they preach, I wish I could be a kid and experience it all over again. They even have family camps that I'm looking forward to taking my kids to when they are old enough. Inspiration Point means so much to my community and my church family, I want to support them in any way I can so they can continue the great work they are doing.



Team walking in Huron's memory walk

Sarah Micek

EXPERIENCE TEAM MANAGER, CFS
BRANCH ASSOCIATE, RJFS

Alzheimer's Association - This cause is very close to my heart because my grandmother was diagnosed with Alzheimer's and suffered for a few years before she passed away. It was incredibly difficult to watch the disease affect her and my family.

Shelby Bierema

MANAGER OF CLIENT RELATIONS

Casa Por Christo through Ransom Church - I'm incredibly excited about my upcoming mission trip to build a house and be the hands and feet of Jesus! I've always believed in the power of community and lending a helping hand to those in need. By participating in this mission, I hope to not only provide a safe and secure home for a family but also to learn from the local culture, build lasting connections and deepen relationships. The thought of working alongside others who share the same passion for service fills me with joy and anticipation.

Jan Taylor

CLIENT SERVICE ASSISTANT, CFS
BRANCH ASSOCIATE, RJFS

Feeding South Dakota - Because I can't stand that there are children who are hungry.



Jill's daughter, Aubrey, holding Michelle's daughter, Karsyn, at the Heart Walk in Sioux Falls in August.

Jill Mollner, MBA, CFP®

WEALTH ADVISOR, RJFS
BRANCH OPERATIONS MANAGER

Children's Hospital Nebraska - When we found out our youngest daughter was going to need open heart surgery, we chose to go to Children's Hospital Nebraska. During a very scary and emotional time in our lives, the care our daughter received and the support we were given as a family was top notch! This is another way we can show our gratitude and help other kids get the care they need in a state-of-the-art facility!



Shelli Carlson

CHIEF EXPERIENCE OFFICER, CFS
BRANCH ASSOCIATE, RJFS

Sioux Falls Prayer Breakfast - Bringing individuals from all walks of life together in prayer, reflection, and inspiration to foster a sense of unity and mutual support. The spirit of community and faith aligns with Cornerstone's core values. By supporting this event, I hope to contribute to the nurturing of spiritual growth and the strengthening of community bonds, ensuring that more people can experience the profound impact of collective faith and fellowship.

Jory Flanery

ASSOCIATE ADVISOR

Call to Freedom - Because they help vulnerable individuals while also working towards long-term systemic change to prevent human trafficking.

STRENGTH, FAITH, AND FAMILY

Article Written By: Michelle Stahl, Partner, Chief Operating Officer; CFS Office Manager, RJFS

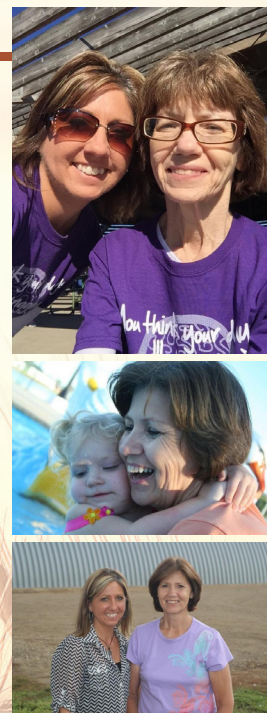
Alzheimer's disease is a cruel thief. It robs memories, erodes personalities, and has families grappling with loss long before the final goodbye. For me, Alzheimer's is the story of my mother, a vibrant and loving woman diagnosed with early-onset Alzheimer's at the age of 59, and my grandmother, who also battled this devastating disease for several years.

I'll never forget the drive home with my parents after hearing the diagnosis. The car was heavy with silence as we tried to process the news. Finally, I asked my mom if there was anything in particular she wanted to do with the time she had left. Her answer was simple, yet profound: "The only thing I want is to be with my family."

And she did. Despite the disease's relentless progression, she remained active and involved in the lives of her children and grandchildren, spending her days surrounded by the people she loved most. Her faith in God, always the bedrock of her life, never wavered. She taught me to choose purpose, love, and faith even if life takes an unexpected and heartbreaking turn.

Because of this experience, I am a strong supporter of the Alzheimer's Association. I participate in local walks and contribute because I've seen the devastating effects of this horrible disease. I am committed to fighting, not just for my mother and grandmother, but for everyone who has been touched by Alzheimer's.

Read Michelle's full story, **Strength, Faith, and Family: My Mother's Battle with Alzheimer's** at mycfsgroup.com/strength-faith-family



Andrew Ulvestad

AAMS®

WEALTH ADVISOR

When Gordon first started this business, over 30 years ago as a one-man shop, he committed to maintain high standards for himself and the team he planned to build. As he worked to earn his MS-Financial Planning and then the CERTIFIED FINANCIAL PLANNER™ designation, he did that with an eye to providing clients with an experience that they couldn't get anywhere else.

That commitment to excellence has only grown stronger over the years. It's reflected in the Cornerstone team's recognition on the Forbes Best Wealth Management Teams roster in 2023 and 2024 and Gordon's many notable recognitions, including a new award in 2024 - the 2024 Advisors to Watch list published by AdvisorHub.

These accolades underscore our laser-like focus on growth and improvement. We believe you don't have to settle for the status quo, and you can be confident you are working with an experienced, educated team, driven to enhance our services year after year. You can trust that we are always striving to evolve to meet your ever-changing needs and bring our best to our work with you.



The 2024 AdvisorHub 250 Advisors to Watch under \$1b ranking is based on an algorithm of criteria, focused on three key areas: Quality of Practice, Year-Over-Year Growth, and Professionalism & Character. The rankings weigh the scores in Quality and Growth more heavily than other areas. Time period upon which the rating is based is from 12/31/2022 – 12/31/2023, and was released on 6/20/2024. Advisors considered have a minimum of seven years' experience, a clean regulatory record with 2 or fewer complaints and no significant judgements, must have been with their current firm for at least two years and in good standing, and have at least \$100 million in assets under management. Out of 1,816 total nominations received, 250 advisors received the award. This ranking is not based in any way on the individual's abilities in regards to providing investment advice or management. This ranking is not indicative of advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with AdvisorHub.

1

DREAM

We help uncover the greater possibilities available that give you the confidence to pursue greater dreams. We want your plan to create meaningful outcomes in your life.

2

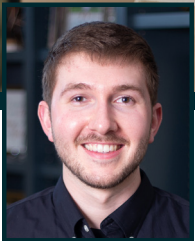
BUILD

A Cornerstone Plan in which ALL the moving pieces of your wealth are planned for and working together cohesively so nothing falls through the cracks.

3

LEAD

After developing a Cornerstone Plan, we empower you with the leadership tools to carry your dreams forward with confidence, excellence, and a sense of purpose.



Jory Flanery
ASSOCIATE ADVISOR

This article offers insights into keeping data collectors at bay while maintaining your digital convenience. But staying up to date on all the risks of identity theft and financial fraud is challenging, especially if you're also trying to keep an eye out for adult children or aging parents.

That's why we're excited to offer our valued clients a complimentary membership in EverSafe®, a leader in financial monitoring and identity theft protection. Take control by enrolling today! Find out how at the bottom of page 5.

PROTECTING YOUR PRIVACY IN A DIGITALLY CONNECTED WORLD

As our lives become increasingly integrated with technology, the data we share becomes more valuable - and vulnerable. Tech companies, apps, and services collect your personal information for various reasons, often without your full awareness. Here are some practical steps you can take to minimize data collection and secure your privacy.

TURN OFF PERSONALIZED ADS

Many of the largest tech companies, including social media platforms and email providers, now offer options to depersonalize ads. While these services still collect your data, this can limit the level of targeting they do.

ACTIONABLE TIPS:

- Adjust your settings on platforms like Google and Facebook to depersonalize your ad experience.
- Use privacy-focused browsers or extensions, such as Brave Browser, DuckDuckGo Privacy Essentials (extension), or uBlock Origin (Extension) to block trackers.

BE CAUTIOUS WITH ONLINE QUIZZES

Those fun online quizzes may seem harmless, but many are designed to collect personal information that could be used to answer security questions or sold to third parties. Questions like "What's your first pet's name?" might show up in security settings, making it easy for data collectors to gain access to sensitive information.

ACTIONABLE TIPS:

- Avoid sharing personal details in online quizzes or surveys.
- Be mindful of how apps and websites use your data—read privacy policies carefully.

- CONTINUED ON NEXT PAGE -

SHRED SENSITIVE DOCUMENTS AND GO DIGITAL

Even in the digital age, physical documents like mail can still pose a security risk. Identity thieves may target your mailbox or trash to find sensitive information. On the other hand, online accounts often provide more security than paper-based communication if properly protected.

ACTIONABLE TIPS:

- Shred all mail that contains sensitive information, such as health or financial documents.
- Opt for secure online services for managing bills and other important correspondence

MANAGE HEALTH DATA WISELY

Your fitness tracker might collect more than just your step count. Health data from fitness devices is not protected by regulations like HIPAA, which safeguards information shared with healthcare providers. It's important to know what data is being collected and how it's being used.

ACTIONABLE TIPS:

- Review the privacy settings of your fitness apps and devices.
- Familiarize yourself with the terms in the End-User License Agreement (EULA) to understand how your data is handled.

TAKE CONTROL OF COOKIES

Websites often use cookies to track your activity, but not all cookies are necessary for a smooth browsing experience. While some cookies help remember your login information or shopping cart, others are used purely for tracking purposes.

ACTIONABLE TIPS:

- Customize your cookie preferences when visiting new websites to limit unnecessary tracking.
- Use privacy-focused browser settings to block third-party cookies by default.

You can significantly reduce your exposure by being proactive and mindful about your digital footprint. From turning off personalized ads to shredding sensitive documents, you can take steps to minimize your exposure to data collectors.

OCTOBER SHRED EVENT

Bins will be available at both Cornerstone offices during the month of October.



Sources: The New York Times; Vox; The Washington Post; Fast Company; Massachusetts Institute of Technology; Consumer Reports; NPR; Goldman Sachs; ZDNet.com



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OUR GUARANTEE: Because of our commitment to excellence, upon receiving your verbal feedback, if we don't meet your expectations we will provide a no-cost transition to your next advisor.

As a member of **Ed Slott's Elite IRA Advisor Group™** Gordon keeps Cornerstone professionals on the cutting-edge of retirement, tax law, and IRA distribution planning through continuous training with Ed Slott and his team of IRA Experts. Membership includes immediate notification of changes to the tax code and updates on retirement planning, and 24/7 access to Ed Slott and Company LLC to confer with on complex cases. Just one of the tools in the Cornerstone arsenal that helps you avoid unnecessary taxes and fees on your retirement dollars!

5 Steps to Avoid Beneficiary Mistakes

Beneficiary planning mistakes can lead to costly consequences for your heirs, including unnecessary taxes. To help you avoid missteps that could create a messy situation for your loved ones, here are five important considerations to keep in mind if you plan to leave assets to multiple people.

- 1 Due date for designated beneficiaries.** September 30 of the year following the year of the IRA owner's death is the date designated beneficiaries are determined for purposes of post-death stretch and/or 10-year payments.
- 2 Due date for non-designated beneficiaries.** These beneficiaries should be cashed-out before the September 30 date mentioned above. These beneficiaries include charities, estates and non-qualifying trusts since they have no measurable life expectancies. If they are not cashed out in time, they could prevent eligible designated beneficiaries from being able to stretch out distributions.
- 3 Due date for separate inherited IRAs.** These should be established and funded for each designated beneficiary by December 31 of the year following the year of the account owner's death. These accounts must retain the decedent's name as part of their title and include language identifying them as "inherited" or "beneficiary" accounts, but they must use the beneficiary's Social Security Number for reporting purposes.
- 4 Maximize the stretch.** Each eligible designated beneficiary identified by September 30 can utilize his or her own single life expectancy to maximize the stretch IRA if a separate account is established and funded by December 31. The single life expectancy factor is determined in the year following the year of the account owner's death. Going forward, the factor is simply reduced by one each year (unless the sole beneficiary is the spouse, in which case he/she re-determines his/her life expectancy each year).
- 5 What if you don't split the account in time?** By not splitting the account in time, eligible designated beneficiaries could lose the ability to stretch payments and could be saddled with a 10-year payout requirement.

Cornerstone is pleased to bring you this article by Ed Slott and Company, LLC. With proper planning, beneficiary mistakes and potential negative consequences can be avoided. Our advisors work closely with clients to build a comprehensive plan to help ensure your assets are passed on as intended. From reviewing beneficiary designations to managing Roth conversions and tax strategies, we're here to help you navigate each phase of your financial journey. ***As always, give us a call if you'd like to discuss!***

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Barron's Top 1,200 Financial Advisors: Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved. The rankings are based on data provided by 6,595 individual advisors and their firms and include qualitative and quantitative criteria. Time period upon which the rating is based is from 09/30/2022 to 09/30/2023, and was released on 03/11/2024. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Investment performance is not an explicit component because not all advisors have audited results and because performance figures often are influenced more by clients' risk tolerance than by an advisor's investment picking abilities.

The FT 400 was developed in collaboration with Ignites Research, a subsidiary of the FT that provides specialized content on asset management. To qualify for the list, advisers had to have 10 years of experience and at least \$300 million in assets under management (AUM) and no more than 60% of the AUM with institutional clients. The FT reaches out to some of the largest brokerages in the U.S. and asks them to provide a list of advisors who meet the minimum criteria outlined above. These advisors are then invited to apply for the ranking. Only advisors who submit an online application can be considered for the ranking. This ranking is based upon the period from 06/30/2016 to 06/30/2019 and was released on 04/18/2020. In 2019, roughly 960 applications were received and 400 were selected to the final list (41.7%). The 400 qualified advisers were then scored on six attributes: AUM, AUM growth rate, compliance record, years of experience, industry certifications, and online accessibility. AUM is the top factor, accounting for roughly 60-70 percent of the applicant's score. Additionally, to provide a diversity of advisors, the FT placed a cap on the number of advisors from any one state that's roughly correlated to the distribution of millionaires across the U.S.

Raymond James Chairman's Council Membership is based on prior fiscal year production, re-qualification is required annually.

The 2024 Forbes ranking of America's Top Wealth Management Teams Best-In-State, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 3/31/2022 to 3/31/2023 and was released on 01/09/2024. Advisor teams that are considered must have one advisor with a minimum of seven years of experience, have been in existence as a team for at least one year, have at least 5 team members, and have been nominated by their firm. The algorithm weights factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Out of approximately 10,100 team nominations, 4,100 advisor teams received the award based on thresholds. Please see <https://www.forbes.com/lists/wealth-management-teams-best-in-state> for more info.

The Forbes Best-In-State Wealth Advisors 2024 ranking, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 6/30/2022 to 6/30/2023 and was released on 4/3/2024. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 42,108 nominations, roughly 8,500 advisors received the award. Please visit <https://www.forbes.com/best-in-state-wealth-advisors> for more info.

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CFP® professionals must have several years of experience related to financial planning, complete education requirements including a six-hour exam, and adhere to a strict ethical standard as set by the Certified Financial Planner Board of Standards. Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP® (with plaque design) and CFP® (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.



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HOLIDAY HOURS & OFFICE CLOSINGS

THANKSGIVING

November 28

Markets and both offices
closed all day.

November 29

Sioux Falls office closed all day.

November 29

Markets and Huron office close
at noon.

CHRISTMAS

December 24

Huron office closed all day.

December 24

Markets and Sioux Falls office
close at noon.

December 25

Markets and both offices closed
all day.

NEW YEAR'S DAY

January 1

Markets and both offices closed
all day.

SAVE the DATE

CHRISTMAS OPEN HOUSE

December 10

Huron Office
3:00-6:00pm

December 12

Sioux Falls Office
3:00-6:00pm

ARIZONA OUTREACH

January 29 and 30 | Lake Pleasant/Peoria area

January 29 • Educational Event

January 30 • Client Reviews

*If you'll be in the Peoria area those days and would like to meet with your
Wealth Advisor, call 605-357-8553 or email cfsteam@mycfsgroup.com.*

STANDARD OFFICE HOURS

SEPTEMBER - APRIL

Monday - Thursday: 8:00 am - 5:00 pm

Friday: 8:00 am - 4:00 pm