

## WELCOME!

The past three months have given us global threats, three major natural disasters, the largest hack of personal information in history and a personal accident (mine). All these things illustrate the need for emergency preparedness and proactive planning for the unexpected. We believe proactive planning for you includes preparing for the unexpected. As a practice, we have very specific business continuation plans in place for everything from the loss of an advisor to a natural disaster. The recent events have proven the effectiveness of this planning.

In this memo, we provide steps you can take to protect yourself and your family, describe some of what has been happening over the past few months in our office and share a list of upcoming events.

Despite global threats from North Korea, three major hurricanes and legislation that remains stuck in Washington, the broader U.S. equity markets have continued to set new records on almost a weekly basis. Although we are confident in the longer-term outlook for the markets, we do expect regular pullbacks and increased volatility.

We will take a deep look at the impact of tax and health-care legislation and discussing cybersecurity and the protection of your identity at our Annual Resources Breakfast on Saturday, January 13th, 2018. Our guest speaker will be Andy Zolper, the Senior Vice President and Chief IT Security Officer at

Raymond James Financial Inc. He will be visiting us from St. Petersburg, Florida.

We will continue to monitor your investments and contact you pro-actively with any recommendations between regularly scheduled planning meetings. We will reach out for your planning meeting, which is a crucial part of making sure your portfolio is designed for your current needs and objectives. As always, please contact any of our team members whenever we can be of service to you, your family or your friends.

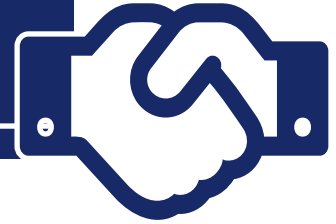
***We are here for you!***

***Randy Carver, RJFS Registered Principal***



Some of the content contained herein has been prepared by Broadridge Investor Communication Solutions, Inc. The information contained in this Client Memo does not purport to be a complete description of the securities, markets, or developments referred to in this material. The information has been obtained from sources considered to be reliable, but we do not guarantee that the foregoing material is accurate or complete. Any information is not a complete summary or statement of all available data necessary for making an investment decision and does not constitute a recommendation. Any opinions are those of Randy Carver and not necessarily those of RJFS or Raymond James. Investing involves risk and you may incur a profit or loss regardless of strategy selected. This information is not intended as a solicitation or an offer to buy or sell any security referred to herein. You should discuss any tax or legal matters with the appropriate professional. Past performance may not be indicative of future results. 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."

# THANK YOU!



Our entire team has a singular vision of making your life better. We view you as family and are always here to support you and your family. The team and I have been moved by all your letters, emails, calls and cards of support following my accident on September 25th. Your kind words, thoughts, prayers and support mean more than you could know. Thank you!

On Monday evening, September 25th, I was involved in an accident at home that fractured the femur in my right leg. The first responders and trauma surgeons did an amazing job, and a full recovery is expected. To repair the injury, two titanium rods along with pins and wire were placed in my leg. The prognosis is great, and I expect to have a full recovery shortly. I am back in the office, working on a limited basis. Giving you the best possible service and attention is always our priority, and circumstances will not impact our commitment to you because our entire team is here for you.

Carver Financial Services has continued to develop a large, experienced professional team so that we can always serve you, on your schedule, even if something happens to any of our advisors. This incident is proving the value and effectiveness of this approach. We have contingency plans in place so that we can continue to serve you for generations to come, regardless of what should happen to any team member, including me.



From December through April, I will be spending two to three weeks per month in Mentor and one to two weeks per month in Miami. As in past years, I will be connected to the office and can meet via phone, video conference or in person if you are in the Miami area. If any advisor is out of the office, including me, and you would like to meet personally, the entire team is available to you.

Regardless of the status of the advisor you generally meet with, we are a team, and we are monitoring your portfolio and overall plan. The location or status of any advisor will have no impact on the attention you receive. As we monitor your portfolio, we might reach out with recommendations, so you might hear from various team members in this regard.

Please contact me personally, or any team member, with questions about this, and let us know how we can otherwise be of service. We appreciate your support and look forward to seeing you at some of the upcoming events and speaking with you soon. Thank you for your continued support - we view this as a partnership and our clients as family. Best.

**Randy Carver**, *RJFS Registered Principal*

# UPCOMING EVENTS



## NOVEMBER 8TH, 2017 | TRAVEL BUDDIES II

Back by popular demand Carver Financial presents Travel Buddies II. This event is an opportunity for you to meet and mingle with other people who share an interest in travel. Find a travel buddy to take a dream vacation or even a local trip to a museum or shopping. Learn some travel tips and enjoy Hors D'Oeuvres and cocktails.

**TIME** - 7:00 pm – 9:30 pm (*Heavy Hors D'Oeuvres*) | **PLACE** - **FOURK**, 8500 Station Street, Mentor, Ohio 44060

## JANUARY 10TH, 2018 | ANNUAL EATON PARTY

We would like to personally invite you to an Eaton employee's night out. This special event is for past and present employees of Eaton. You do not have to be a client of Carver in order to attend; friends and co-workers are welcome to join us.

**TIME** - 7:00 pm – 9:30 pm (*Heavy Hors D'Oeuvres*) | **PLACE** - **FOURK**, 8500 Station Street, Mentor, Ohio 44060

## JANUARY 13TH, 2018 | 22ND ANNUAL RESOURCES BREAKFAST

Join us for an informative breakfast to hear what is happening in the world and how it can impact your personal vision planning. This annual event is presented by the Carver Financial Team and provides a wealth of information on how we can serve you, upcoming events, new technology and much more. You do not have to be a client of Carver in order to attend so please invite family and friends.

**TIME** - 8:30 am Breakfast – 9:00 am Presentation | **PLACE** - **La Malfa Conference Center**, Heisley Rd., Mentor, Ohio 44060

## FEBRUARY 8TH, 2018 | ANNUAL AVERY PARTY

We would like to personally invite you to an Avery employee's night out. This special event is for past and present employees of Avery. You do not have to be a client of Carver in order to attend; friends and co-workers are welcome to join us.

**TIME** - 7:00 pm – 9:30 pm (*Heavy Hors D'Oeuvres*) | **PLACE** - **FOURK**, 8500 Station Street, Mentor, Ohio 44060

## MARCH 8TH, 2018 | ANNUAL LUBRIZOL PARTY

This special event is for past and present employees of Lubrizol. You do not have to be a client of Carver in order to attend; friends and co-workers are welcome to join us.

**TIME** - 7:00 pm – 9:30 pm (*Heavy Hors D'Oeuvres*) | **PLACE** - **FOURK**, 8500 Station Street, Mentor, Ohio 44060

*\*Raymond James is not affiliated with Eaton, Avery or Lubrizol.*

## YOU'RE INVITED! 22<sup>ND</sup> ANNUAL RESOURCES BREAKFAST

### WHAT DOES IT ALL MEAN FOR YOU?

Join us for a fun and informative morning to learn more about what resources are available for you and your family and to hear our perspective on current events. This event will provide you with a wealth of information on resources, cyber security, new technology and much more. There is neither a cost nor any obligation to join us for breakfast, however, due to limited space reservations are required. You are encouraged to invite family and friends – whether they are clients or not – for this very important and timely event.

There is neither a cost nor obligation to attend; due to limited seating reservations are required. Please RSVP via phone (440) 974-0808 or email: [carverfinancialservices@raymondjames.com](mailto:carverfinancialservices@raymondjames.com).

**SATURDAY, JANUARY 13, 2018**

**WHERE** | 5783 La Malfa Center  
Heisley Rd., Mentor, Ohio 44060

**WHEN** | Registration & Breakfast 8:30am  
Presentation 9:00am

### TOPICS COVERED

- How safe is your personal information? A Cyber Security Update
- Tax & Legislative Update - Changes for 2018
- New Technology & Resources from Raymond James
- Carver Financial Services Inc. Planning update
- Special Guest Speakers:

**ANDY ZOLPER**, Chief information security Officer RJFS

**DINO MARTINBIANO**, VP Banking Consultant RJ Bank

**RANDY CARVER**, RJFS Registered Principal

# NATIONAL RECOGNITION THIS QUARTER



**SEPTEMBER 8, 2017** | Carver Financial Services Inc. was recognized as one of the fastest growing companies in Northeast Ohio by the Fast Track 50 organization. Carver Financial Services Inc. has been recognized on this list every year for the last ten years showing their continued commitment to growth and serving the community.



**SEPTEMBER 20, 2017** | Case Western University selected Carver Financial Services Inc. as a 2017 Weatherhead 100 company stating "This is a true testament to the hard work and dedication of you and your company."



**SEPTEMBER 18, 2017** | Barron's Recognized Randy Carver as one of the top 100 Independent Financial Advisors in the United States. *\*See below for details.*

**Forbes**

**AMERICA'S  
TOP WEALTH  
ADVISORS**

2017

Powered by SHOOK Research

**SEPTEMBER 26, 2017** | FORBES recognized the Top Wealth Advisors in the United States. For the second year in a row Randy Carver was recognized on this prestigious list. "This recognition is a testament to the commitment and professionalism of our entire team", commented Carver. Randy Carver and his team manage \$1.2 billion in assets for clients globally. They're located in Mentor Ohio at 7473 Center St and on the web at [www.Carverfinancialservices.com](http://www.Carverfinancialservices.com).

FULL STORY | <https://www.forbes.com/sites/halahtouryalai/2017/09/26/americas-top-wealth-advisors-2017/#23d27e0c4851>

***If you have friends or family who could benefit from our expertise and experience please have them contact us without cost or obligation. We are taking on limited new clients by referral.***

The Weatherhead is based on revenue growth for over the past five years from at least \$100K to at least \$1M in revenue. The Fast Track 50 companies is recognized for a company's revenue growth, outstanding community services, innovation programming and/ or delivery of services. Barron's rankings are based on data provided by the nation's most productive advisors. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Investment performance isn't an explicit component in any of the rankings 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. Rankings are based on the opinions of SHOOK Research, LLC which does not receive compensation from the advisors or their firms in exchange for placement on a ranking. Minimum account sizes are general since it can vary depending on a range of circumstances. Advisors are judged on individual contribution but total team assets are shown; while in some cases significant, non-custodied assets are not included due to verification difficulties.

\*Barron's "Top 1,200 Financial Advisors," DATE, 2017.

Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved. The rankings are based on data provided by over 4,000 individual advisors and their firms and include qualitative and quantitative criteria. Data points that relate to quality of practice include professionals with a minimum of 7 years financial services experience, acceptable compliance records, client retention reports, charitable and philanthropic work, quality of practice, designations held, offering services beyond investments offered including estates and trusts, and more. Financial Advisors are quantitatively rated based on varying types of revenues produced and assets under management by the financial professional, with weightings associated for each. 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 ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. Barron's is not affiliated with Raymond James. Rankings are comprised of wirehouses, independent and RIA advisors; individual advisors not required to be individually registered in FINRA. The Weatherhead 100 and Fast Track 50 are not affiliated with Raymond James. Raymond James or any of its Financial Advisors pay a fee in exchange for this award/rating.



# HOW TO PROTECT YOURSELF | LESSONS FROM HARVEY, IRMA AND EQUIFAX



The vision of Carver Financial Services Inc. has always been making people's lives better. A big part of this vision is protecting and enhancing your lifestyle. We cannot always be prepared for the unforeseen, but we can take steps to protect the quality of our lives and our future when disaster strikes. We never know when we could be impacted by a natural disaster, a financial crisis or a man-made issue. This month we experienced two major hurricanes and a huge hack of personal data from Equifax.

All kinds of natural, and financial, disasters can and do occur. The key is to be prepared for whatever may happen. As always, please contact us with questions, and let us know if we can be of service in any other way.

**Here are 10 tips for getting yourself and your family prepared for various types of disasters.**

## ENSURE YOUR PERSONAL COMFORT AND SAFETY

---

1. If there is a warning of a hurricane, tornado, earthquake or other natural disaster, get your cars, pets and personal property out of the expected path well ahead of the storm.
2. Keep a three- to five-day supply of water in your home. A gallon of fresh water per family member per day is a rule of thumb. Keep nonperishable food in your home. If there is a power outage, your refrigerator won't work unless you have a generator at home. Nuts, dried fruit, energy bars and canned goods are good choices. Make sure you have a manual can opener!
3. If you live in an area where there are power outages or where the loss of power (such as a very cold climate) can be dangerous, consider buying a whole-house generator.
4. Keep a small amount of cash at home - not a large sum, but enough for a couple of days in case credit cards and ATMs are not working because of a power outage.
5. Buy a spare power source for your cell phone and/or a hand-crank light charger.
6. Buy a manually powered or battery-operated radio so you can listen to developments in your area concerning evacuations.
7. Tools to use in case you need to turn off utilities, such as pliers or a wrench.
8. Sanitary wipes and trash bags with ties. If you lose all your utilities, you need to handle your family's bathroom needs in a sanitary way so no one gets sick.
9. Put together a survival kit that includes first-aid supplies, dust masks, a flashlight with extra batteries and heat-reflective blankets.
10. Utilize a credit monitoring service to alert you to potential identity theft and credit issues.

## PROTECT YOUR STUFF

---

Robert Hunter, director of insurance at the Consumer Federation of America, estimates that only 2 in 10 homeowners whose homes were damaged by Hurricane Harvey have flood insurance coverage. Those who now have flooded basements, soaked furniture, water-damaged walls and collapsed roofs will have significant out-of-pocket expenses.<sup>1</sup>

Don't let this happen to you! If you haven't done so already, do a full insurance review and make sure you have proper insurance coverage for your home, jewelry and other valuables so you can be reimbursed in case of theft or a natural disaster. Also get flood and/or earthquake insurance if you live in areas that experience these types of disasters.

Work closely with your insurance agent or financial advisor to make sure your insurance coverage fits your needs. Many people make costly assumptions. For example, you cannot assume that a standard policy will protect you if your house develops mold or sewage-backup problems. Many homeowners' policies do not cover this type of damage. Another costly assumption is that if you live outside California, you don't need earthquake coverage. The truth is that Alaska, Hawaii, Nevada and Washington all have more earthquakes than California.<sup>2</sup>

We recommend that you take a video of your home and all the furniture and other items in it. This can be very helpful in remembering what you had and in documenting the contents of your home for insurance purposes in the event of a complete loss. Upload this list to cloud-based storage.

1. Bernard Condon and Ken Sweet, USA Today, "About 80% of Hurricane Harvey Victims Do Not Have Flood Insurance, Face Big Bills," August 29, 2017, <https://www.usatoday.com/story/money/2017/08/29/hurricane-harvey-houston-flood-insurance-damages-claims/611910001/>.

2. Bryan Ochalla, "16 Common Homeowners' Insurance Mistakes," June 4, 2017. QuoteWizard, <https://quotewizard.com/home-insurance/homeowners-insurance-mistakes>.

## EQUIP YOUR VEHICLE

Even if there is not a widespread disaster, you could be stranded in your car. If you live in a very cold climate, keep a blanket, some water, food bars and a jump-start kit in your car. Some other items to consider include: a spare tire in good condition, a tire inflater and sealer, jumper cables, your car's operating manual, duct tape, WD-40, a first-aid kit, a flashlight with good batteries, a multi-tool, matches, a candle in a can for winter emergencies, energy bars, a weather radio, a seat-belt cutter and window breaker, flares or a reflective triangle, an ice scraper, a Mylar space blanket and a carpet remnant you can put under your tires to gain traction in the snow.<sup>3</sup>

## PROTECT YOUR IDENTITY AND PERSONAL INFORMATION

In early September, credit-monitoring service Equifax announced that 143 million Americans' personal information had been compromised five weeks earlier. This massive data breach of consumers' personal information is one of the worst data breaches in history. One way to protect yourself after this latest breach is to place a credit freeze on your security file with Equifax at [https://www.freeze.equifax.com/Freeze/jsp/SFF\\_PersonalIDInfo.jsp](https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp) and also with the other credit bureaus' Transunion and Experian. While a deterrent, credit freezes do not prevent thieves from gaining access to existing accounts.

We strongly recommend that you use a credit-monitoring service such as Lifelock or Identity Guard. You can see a list of such services at [http://www.nextadvisor.com/credit\\_report\\_monitoring/compare.php](http://www.nextadvisor.com/credit_report_monitoring/compare.php).

In addition, to make it more difficult for criminals to hack into your accounts, we recommend using two-factor authentication (2FA) where available. This adds a second level of authentication to an account login. Raymond James Investor access offers this service, as do widely used companies such as Google, Apple and Microsoft. When you enter only your username and one password, that is considered single-factor authentication. In contrast, 2FA requires you to use two out of three types of credentials before you can access an account.

### ***This can include the following:***

- Something you know, such as a personal identification number (PIN), password or a pattern
- Something you have, such as an ATM card, phone or vehicle key fob
- Something you are, such as a biometric like a fingerprint or voice print
- Something that is texted to your phone

According to the website SecurityIntelligence, public adoption of 2FA has been slow. For example, a Dropbox official recently reported that less than 1 percent of the company's customers had taken advantage of its 2FA option. Online services are often reluctant to introduce any inconvenience into the login process. But attitudes are beginning to change because of recent, well-publicized thefts of large password files.<sup>4</sup>

Please note that two-factor authentication is not the same as two-form authentication. The latter technique uses a second login gate, such as a challenge question, to validate a user's identity. It is the least effective form of two-factor security, although it's better than nothing.

## PREVENT A FINANCIAL CRISIS

Finally, let's talk about how to protect yourself from a future financial crisis.

Markets can and do fluctuate - sometimes to extremes. It is important to have enough cash and cash equivalents on hand for near-term needs while having a portfolio that is allocated in a way that meets both your long-term goals and your risk tolerance.

We are not referring to cash in the home but rather in a money market or bank account. In this regard, we recommend a six-month reserve plus any funds you anticipate taking out for larger purchases. Your portfolio should be pro-actively reviewed and updated with an eye to the future, rather than the past. Your planning should take a holistic approach that looks at your tax status, estate planning goals, insurance and income needs now and in the future. As we are often told, past performance does not guarantee future results.

Moreover, it is not how much you make that is important, but how much you keep after taxes, fees and expenses. We are always focused on your net return and meeting your needs, not on beating a random index.

We are happy to discuss your personal vision and review your portfolio to make sure it aligns with your goals and objectives. We also have a very powerful planning tool that will analyse the probability that your current portfolio will achieve your stated goals, and more importantly, provide a guide for making adjustments.

There is neither a cost nor any obligation for us to review your situation. Please contact us at **(440) 974-0808** or me at [randy.carver@raymondjames.com](mailto:randy.carver@raymondjames.com).

3. Melanie Pinola, "30 Essential Things You Should Keep in Your Car," *Lifehacker*, September 6, 2013, <http://lifehacker.com/30-essential-things-you-should-keep-in-your-car-1263514115>.

4. Paul Gillin, "Two-Factor Authentication: A Little Goes a Long Way," *SecurityIntelligence*, January 30, 2017, <https://securityintelligence.com/two-factor-authentication-a-little-goes-a-long-way/>.

The information contained in this blog does not purport to be a complete description of the securities, markets, or developments referred to in this material. The information has been obtained from sources considered to be reliable, but we do not guarantee that the foregoing material is accurate or complete. Any opinions are those of Randy Carver and not necessarily those of Raymond James. Expressions of opinion are as of this date and are subject to change without notice. There is no guarantee that these statements, opinions or forecasts provided herein will prove to be correct. Investing involves risk and you may incur a profit or loss regardless of strategy selected. Opinions expressed in the attached article are those of the author and are not necessarily those of Raymond James. All opinions are as of this date and are subject to change without notice. Links are being provided for information purposes only. Raymond James is not affiliated with and does not endorse, authorize or sponsor any of the listed websites or their respective sponsors. Raymond James is not responsible for the content of any website or the collection or use of information regarding any website's users and/or members.