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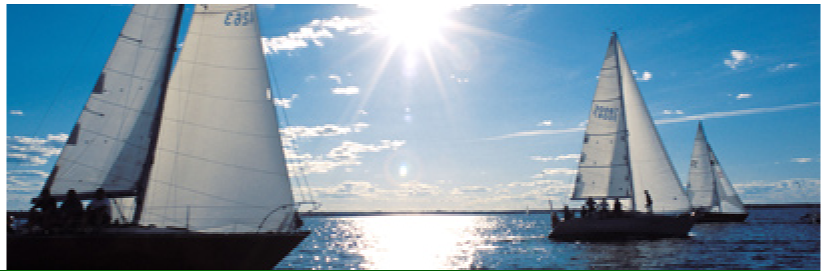

THE FINANCIAL FORMULA

Giving You The Financial Information You Need

July 2015

Hello TFF readers! Don't forget to follow MF Advisers on Twitter - http://twitter.com/mfadvisers and Facebook - http://facebook.com/mfadvisers Thanks & enjoy this month's issue!

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In This Issue

Investors: Don't Let Fear Keep You on the Sidelines

While the U.S. stock market, as represented by the S&P 500 Index, has risen a stunning 205.66% as of March 31, 2015, since its low on March 9, 2009, some investors are still reluctant to participate after the near market collapse that accompanied the 2007-2008 financial crisis.[1]

Fleeing the market certainly may have felt like the right thing to do at the height of the financial crisis. But history shows that making investment decisions based on emotion has never proven successful. For instance, greed may have led an investor to own too many technology stocks when the bubble burst on that industry in 2000. Alternatively, fear may have caused investors to cash out of stocks following the crash of 1987 and miss some or all of the subsequent rebound.

Fast forward to 2015, and the reality is that investors who missed the extraordinary rally that has occurred since March 2009 may have helped to put their long-term accumulation goals at risk. This is especially true for investors with shorter time horizons, such as those approaching retirement. Consider this: From 2010 through 2014, U.S. stocks recorded an average annualized return of 15.5%, compared to 0.1% for money market securities.[2] The nearly nonexistent returns associated with cash-like investments could have a powerful impact on investors' purchasing power over time.

Maintain Balance to Manage Risk

One of the key determinants to investment success over the long term is having a disciplined approach to balancing short-term risk (stock price volatility) with long-term risk (loss of purchasing power). Finding a "middle ground" in your investment philosophy -- and portfolio makeup -- may go far toward helping investors manage overall risk and realize their investment goals.

One of the key determinants to investment success over the long term is having a disciplined approach to balancing short-term risk (stock price volatility) with long-term risk (loss of purchasing power).

For instance, history supports the case of stocks, as they have tended to outperform other asset classes as well as inflation over long periods of time.[3] But investors who are too focused on the long term may over-allocate their portfolios to stocks -- and over-expose themselves to short-term volatility risk. Alternatively, investors who are extremely averse to short-term risk may do the opposite and face heightened long-term risk.

Easy Does It

How might this balanced approach to risk be used to get investors back in the market? One of the best ways to take emotion out of investing is to create a plan and stick with it. And one of the best ways to do that is through a systematic investment plan called dollar cost averaging (DCA).[3] Dollar cost averaging is a process that allows investors to slowly feed set amounts of money into the market at regular intervals.

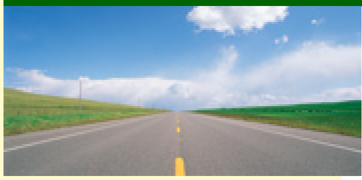
Although DCA does not assure a profit or protect against a loss in declining markets, it can help achieve some important objectives. First, it gives investors a measure of control while eliminating much of the guesswork -- and emotion -- associated with investing. Second, DCA can help investors take advantage of the market's short-term price fluctuations in a systematic way -- by automatically buying more shares when prices drop and fewer when prices rise.

It is important to remember that periods of falling prices are a natural part of investing in the stock market. But by maintaining a long-term focus and following a balanced approach to managing investment risk, you may better position yourself to meet your financial goals. A qualified financial professional can help you identify which strategies may be best for your situation.

[1] *Wealth Management Systems Inc. Stocks are represented by the daily closing price of Standard & Poor's Composite Index of 500 Stocks (the S&P 500), an unmanaged index that is generally considered representative of the U.S. stock market. The percentage increase represents the gain through March 31, 2015. It is not possible to invest directly in an index. Past performance is not a guarantee of future results.*

[2] *Wealth Management Systems Inc. For the five years ended December 31, 2014. U.S. stocks are represented by the S&P 500 Index. Money market securities are represented by Barclay's 3-Month Treasury Bill rate. Example does not include commissions or taxes. Past performance is no guarantee of future results.*

[3] *Dollar cost averaging involves regular, periodic investments in securities regardless of price levels. You should consider your financial ability to continue purchasing shares through periods of high and low prices. This plan does not assure a profit and does not protect against loss in any markets.*



Second Quarter 2015 Market Recap

Greece appears to be on the road to default while the U.S. economy shrugged off the brutal snows of winter under the warmer glow of growing consumer confidence.

(For the quarter ended June 30, 2015.)

The spring quarter finished on a flat note. Statistically, most major stock indicators ended little different from where they began the month -- the S&P 500 and Dow Jones Industrials closed out fractionally lower while the typically more volatile NASDAQ gained some ground. All were moving at paces far slower than their recent history. Trading ebbed and flowed throughout the period, with the peaks and valleys reflecting the varying intensity of Greece's struggles and the unclear signals of the U.S economy. By the end of June, Greece appeared to be on the road to default with uncertain consequences for the rest of Europe. The U.S. economy, meanwhile, shrugged off the brutal snows of winter while the warmer glow of consumer confidence boosted springtime indicators.

Through 6/30/15*	Quarter	1-Year	3-Year Annualized	5-Year Annualized	Closing Value
S&P 500	-0.23%	5.2%	14.8%	14.9%	2,063.11
Dow Jones Industrials	-0.88%	4.7%	11.0%	12.5%	17,619.51
NASDAQ Composite	1.75%	13.1%	19.3%	18.8%	4,986.87

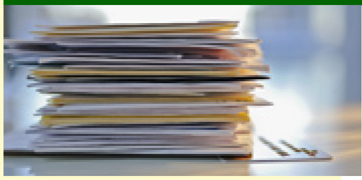
**Price only. Does not include dividends.*

Source: Wealth Management Systems Inc. The S&P 500, Dow Jones Industrials, and NASDAQ Composite are unmanaged indexes. It is not possible to invest directly in an index. Past performance is no guarantee of future results.

Economy Watch For overall GDP, the final estimate of first quarter growth (issued in June) was notably less bad than the first estimate (released in April). Q1 2015 goes into the books with a contraction of 0.2%, not the 0.7% that was first though. Income and spending in May showed continued improvement.

Grexit The second quarter closed with no end in sight for Greece's financial travails. The Greek government and its international creditors still could not find a combination of loans, aid, and austerity they all could agree on, even as the clock ticked down to the zero hour on some of Greece's obligations. The uncertainty has unsettled markets around the world but the prognosis remains unclear.

Interest rate update There are still no definitive signs about when the U.S. Federal Reserve will begin raising interest rates. The slow pace of U.S. recovery gives policy makers some wiggle room while the relative strength of the dollar in currency markets could hold them back. The benchmark 10-year Treasury yield closed the quarter at 2.35%, a little higher than the recent past but within its normal range for the past several years.



Your Credit Report: Can You Afford to Ignore It?

Federal law requires the three major nationwide consumer reporting companies -- Equifax, Experian, and TransUnion -- to each provide you with a free copy of your credit report, at your request, once every 12 months.

When was the last time you obtained a copy of your credit report? If your answer is "never" you are not alone. A recent survey found that one in four Americans have never checked their credit report. The simple reason? They don't think it is important.[1]

Credit reports ARE important to every consumer. They typically are a major factor in determining if you will be approved for a loan, be able to rent an apartment, or even get hired at a new job. They qualify your creditworthiness and are one of the first places to detect whether you have become the victim of identity fraud.

If all of those reasons are not enough to convince you that monitoring your credit report is a good idea, the no-brainer fact you can't deny is: It's free and has been for more than a decade!

The Fair Credit Reporting Act (FCRA) requires the three major nationwide consumer reporting companies -- Equifax, Experian, and TransUnion -- to each provide you with a free copy of your credit report, at your request, once every 12 months. These three companies sponsor an official website -- annualcreditreport.com-- that allows you to request credit information from all three agencies in one place.

Once you receive your report(s), be sure to review all of the following for accuracy:

- Your name (including any variations or nicknames)
- Your Social Security number
- Date of birth
- Current and previous addresses
- Employment data
- Credit accounts and history
- Public records (e.g., liens, bankruptcies, etc.)

If you find errors in the report, you'll need to contact the credit bureau and provide documentation to correct the error.

Confusion Compounded

Even among those who have checked their credit reports fairly recently, confusion persists about what is included in the report and why it matters to them. For example, a survey of more than 4,300 adults conducted in early 2015 by Credit.com found that:[1]

- 27% of those surveyed were surprised by some of the information included in the report.
- One in five found (21%) incorrect or outdated information.
- One in 10 (10%) found a collection account they didn't know existed.
- 15% were unsure of the relevance of each section of the report.

Further, the study showed that many consumers only saw their credit reports in conjunction with an application for housing or a loan and were left with little or no time to respond to any problems or mistakes that may have surfaced.

Don't be blindsided by errors in your credit report that could cost you a job or disqualify you from a loan application. Credit experts generally encourage individuals to check their credit report at least annually to ensure that the information it contains is accurate and up-to-date.

[1]*Credit.com, "Are Credit Reports Important? Many Americans Say No," March 3, 2015.*