

LET'S TALK

MONEY[®]

May/June 2026

Diversify to Mitigate Risk

Small business owners may discover that most of their net worth is invested in their business. But what happens if your business encounters a downturn? This can happen if, for example, your business's market sector experiences a decline. Diversification* is crucial for reducing risk to your personal and business wealth.

Be Cautious with Investments

If you reinvest all your profits back into your business, you aren't protected against a reversal of fortune. Similarly, if the investments you choose for your portfolio are in the same sector or industry as your business, any downturn will affect them too. To diversify and reduce risk to your net worth, pick investments that are in different industries from your business. That way, if your business takes a hit, unrelated investments can help protect you from losses.

Diversify Your Business

Consider strategies that expand your business's operations into new products or markets while complementing your current offerings. By venturing into an industry related to your existing operations, you can leverage your current resources and expertise. If you have excess resources or capacity in your current business, you might also consider entering a new market or industry that is unrelated to your current operations but shares similar characteristics.

Reasons for Diversifying

Diversifying helps you build wealth and reduce risk by ensuring your income isn't dependent on a single product or service.



When you diversify, you can spread your investments across multiple products, services, markets, industries, and geographic regions. Diversification can also help you capitalize on emerging trends that could expand your customer base. Plus, it can protect your business from market downturns and shifts in consumer preferences.

Diversification Pitfalls

Building wealth requires consistent effort from the business owner. It requires a sustained investment of time, money, and resources, so make sure you weigh the potential costs against the expected benefits. Spreading your resources too thin might cause you to lose focus on your core business. While staying ahead of competitors is important, ensure your current operations remain your top priority.

**Diversification and asset allocation cannot eliminate the risk of investment losses.*



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I am committed to helping my clients achieve their financial goals for themselves, their families and their businesses by providing them with strategies for asset accumulation, preservation and transfer.

Small Business Version

LTM Client Marketing
helping financial professionals stay connected

Basics of Estate Planning

Estate planning is a crucial process that ensures your assets are managed and distributed according to your wishes after your death. The foundation of a solid estate plan involves several key components.

Create a Will

It specifies how your assets—such as property, savings, and personal belongings—will be distributed. Without a will, state laws determine your estate's distribution, which may not align with your wishes.

Powers of Attorney

Consider establishing powers of attorney and healthcare directives. These legal documents designate trusted individuals to make financial and medical decisions on your behalf if you become incapacitated.



Trusts

Setting up a trust can be advantageous for controlling assets, avoiding probate, and minimizing taxes. Trusts can be especially helpful for managing assets for minors or beneficiaries with special needs.

Regularly reviewing and updating your estate plan is essential, especially after major life events such as marriage, divorce, or the birth of a child.

Consulting with an estate planning attorney ensures your documents comply with current laws and accurately reflect your intentions.

Top Summer Travel Destinations

Some of the top travel trends in 2026, according to U.S. News & World Report and Expedia, include iconic national parks, coastal getaways, mountain adventures, and historic cities celebrating America's 250th anniversary (America 250). Here are a few of the top trending destinations this year:



- Grand Canyon National Park, Arizona – great for summer rafting, hiking, and stunning sunsets
- Yellowstone National Park, Wyoming/Montana/Idaho – offering wildlife viewing, geysers, and hiking
- Big Sky, Montana – best known for summer hiking, rafting, and proximity to Yellowstone
- Outer Banks & San Diego Beaches – The Outer Banks offers relaxing beaches, while San Diego provides excellent surfing and vibrant waterfronts
- Philadelphia and Boston – historic hubs buzzing with America 250 events, boat parades, and festivals. Ideal time for Freedom Trail walks and Independence Hall visits.

Where will you make memories this summer, celebrating America's 250th birthday?

Budgeting for a Summer Vacation

As summer approaches, vacations offer a valuable opportunity to enjoy freedom, visit new places, and make lasting memories. To turn this dream into reality, smart budgeting is essential. Begin by setting a clear financial goal for your trip, including transportation, accommodations, food, activities, and souvenirs. Research destinations to estimate costs and prioritize experiences that match your idea of liberty—whether that's relaxing on a beach, hiking in nature, or exploring cultural sites.

Create a dedicated vacation fund by saving a small amount each month before summer. Reducing non-essential expenses, like dining out or entertainment, can help boost your savings. Consider using cashback apps or discounts to stretch your budget.

Booking early often results in lower prices for flights and hotels, helping you maximize your money. Flexibility with travel dates can also lead to savings.

With careful planning and disciplined saving, your summer vacation can be both affordable and enriching, allowing you the freedom to fully enjoy life's adventures.



Start Your College Grad's Financial Wellness Path

You may be able to do this utilizing any unused funds in the student's 529 Plan. The IRS now allows rollovers of these funds to a Roth IRA in the child's name.

Requirements

You must have owned the 529 account for at least 15 years before rollovers are permitted. Contributions made in the five years prior to when distributions begin — including the related earnings — are not eligible for a tax-free rollover. Rollovers can't exceed the 2026 annual Roth contribution limit of \$7,500 for beneficiaries under age 50 or \$8,600 for those age 50 and older (which includes a \$1,100 catch-up contribution).

The lifetime 529 rollover limit is \$35,000, so you'd have to do a rollover annually for several years. As the owner of the Roth IRA, your graduate must



have earned income at least equal to the amount of the annual rollover.

Consult your trusted advisors about your situation.

Budget-Friendly Gardening Tips

May is prime time for spring planting in many regions, with warmer soil perfect for starting vegetables and flowers. Here are practical tips to maximize your garden's output while minimizing costs:

Kick off by starting seeds in everyday recyclables—think egg cartons, yogurt cups, or toilet paper rolls. Free pots that biodegrade? Yes, please!

Whip up your own "black gold" compost using kitchen scraps and yard clippings in a simple pallet bin. Say goodbye to pricey fertilizers!

Layer on free mulch such as grass clippings or fallen leaves—it locks in moisture, blocks weeds, and reduces your water bill.

Go for high-return winners: tomatoes, basil, peppers, and zucchini. These



champions deliver harvest after harvest, perfect for eating fresh or preserving.

Hunt deals at nursery sales, join local seed swaps, direct-sow tough crops like beans and carrots, and craft trellises from branches or twine.

These fun, frugal moves keep costs low while delivering delicious rewards. Dig in, get creative, and watch your garden (and savings) grow like crazy!

Savvy New Car Shopping Tips

Memorial Day weekend kicks off summer—and some of the year's best car deals! Dealerships clear out older inventory to make way for new models, offering rebates, low APR financing, and lease specials.

Research ahead: Deals often start weeks early. Check manufacturer sites and tools like Edmunds or CarsDirect for current incentives—expect cash back, 0%-low rates, or military bonuses.

Get pre-approved: Obtain financing from banks or credit unions first to improve your negotiating position.

Target outgoing models: Previous-year vehicles typically receive the largest discounts to clear inventory for new arrivals.

Shop midweek: Avoid crowded weekends by visiting on Tuesday or Wednesday for more salesperson attention and flexibility.

Negotiate smartly: Prioritize the out-the-door price over monthly payments alone. Request quotes from multiple dealerships via email.

Test drive thoroughly: Make sure the car meets your needs, not just the deal.

With preparation, you can drive away saving thousands. Act fast—top offers end soon after the holiday!



Building a Successful Partnership

Entering into a business partnership requires more than just sharing good ideas. For the partnership to succeed, partners must collaborate on decisions about the business's structure, financing, and conflict resolution.

On the Same Page?

Initially, you and your partner should discuss your visions for the business. This might include a timeline for growth and potential changes in the business over time. Shifting goals and priorities could require restructuring responsibilities and compensation later on.

Where Will the Money Come From?

Partners should talk about funding sources for the business and strategies for raising money in the future. While taking out a business loan might be a good option, both partners need to agree on it. Sometimes, one partner might have the personal resources to loan money to the business. Partners should agree on the terms and create a repayment plan.

Choosing a Business Structure

Review the potential options for structuring your business. An LLC, S corporation, and C corporation each have their own advantages and disadvantages. Your tax and legal professionals can help you choose the best business structure for your specific situation. Also, consider whether your business will be structured so that partners share expenses equally and profits are divided based on each partner's contributions.

What if Partners Disagree?

Differences of opinion are inevitable, so having a plan to resolve disagreements is helpful. You might choose to appoint one partner to make the final decision or let each partner have

the final say in their area of expertise, then come together to decide on all major financial decisions.

Make Sure You're Covered

Partners should obtain an umbrella insurance policy that provides liability, property, and casualty coverage. Coverage for errors and omissions also protects you from claims of mistakes in professional services. Key person life insurance is typically purchased on the life of the owner(s) or another essential employee. The company is the beneficiary and uses the proceeds to cover the costs of hiring and training a replacement for the deceased person or to pay off debts and close the business.



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ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

February 10, 2026

Reference: **FR2026-0122-0362/E**

Org Id: 23568

1. LTM Small Business May/June 2026
Rule: FIN 2210
5 Pages

Our review is based on the understanding that the final version of this communication will prominently disclose the name of the member, pursuant to FINRA Rule 2210(d)(3)(A). If our understanding is inaccurate, please notify the Department immediately as additional comments are necessary.

The communication submitted appears consistent with applicable standards.

Reviewed by,

Jeffrey R. Salisbury
Principal Analyst

Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.

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