

WEALTH JOURNAL

2025

1900



FALCON
WEALTH ADVISORS



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Thank You

In This Edition



Jake Falcon

Welcome to the third edition of the Falcon Wealth Advisors Wealth Journal! We have many exciting updates to share with you.

We are honored to have welcomed over 80 new clients who enlisted us for our services in 2024. As a result of our continued success, we have expanded our team by hiring two additional members. Please join me in welcoming Dylan Veatch (Financial Planning) and Catalina Florez (Executive Assistant to Jake Falcon) to Falcon Wealth Advisors.

Our back-office support with Hightower continues to evolve, and we remain committed to focusing on serving our clients.

My role has changed significantly, and I am no longer as involved in day-to-day review meetings. I have dedicated many hours to recruiting, training, and developing a team around me to support our clients on a deeper level and help more people overall. Having our team conduct standard review meetings helps ensure a thorough and well-rounded assessment of our clients' financial situations.

At Falcon Wealth Advisors, we are always looking for ways to help enhance our service and level of knowledge. To achieve this, our review meetings will be conducted by a dedicated team of specialists. This approach allows us to bring diverse perspectives and specialized knowledge to every aspect of our clients' financial plans. Each member of our financial planning group plays a crucial role in helping ensure that our clients' investments, tax strategies, and financial goals are thoroughly reviewed and optimized. While I will be closely involved and available for specific concerns or discussions, having a team manage the routine reviews helps ensure that nothing is overlooked and that you receive the most comprehensive advice possible.



My Renewed Focus

- **Client Relationship Management:** Spending more time building relationships with clients outside of the office as well as sending personalized check-ins and updates via video emails.
- **Business Development:** Focusing on gaining new clients and expanding my network, being more involved in the community, and promoting my new book *Retiring Right: Smart Steps for Exiting Corporate America*.
- **Strategic Planning:** Steering the business towards my long-term vision, adapting, and bettering our services.
- **Team Leadership and Development:** Training new planners and advisors, while fostering a collaborative culture.
- **Client Education and Communication:** Continuing my podcast *Upticks* and hosting in-person client events focused on education.
- **Service Enhancement:** Working with Team Leaders to help ensure we are improving their groups.
- **Personal Development:** Deepening my knowledge about financial planning, investment management, and leadership.
- **Compliance and Risk Management:** Collaborating with Hightower to stay vigilant and informed on the latest updates around policies and rules.

On a personal note, Rachel and I moved across the state line to Missouri and had a wonderful time working with an interior decorator, making our historic Brookside home our own! Our favorite pooch, Einstein, continues to entertain us and provide us with unexplainable companionship. He especially loves his new backyard, which offers him plenty of room to chase squirrels and get into trouble. I hired a new business coach and have been enjoying the increased accountability. I am excited to see what takeaways I can share with my team and our clients. We strive to improve so that we can better serve our clients and work more effectively with each other. I had another great year of playing golf and was fortunate enough to play at two exclusive courses: Alotian Golf Club in Arkansas and Newport Country Club in Rhode Island. Rachel made significant strides with her business, *The Independent Magazine*, and I couldn't be prouder of her accomplishments and what lies ahead for her and her team.

Most importantly, I cannot thank our clients enough. I am very grateful to work alongside and advise some truly amazing individuals. Even though my team and I work many hours, I still don't consider what I do for a living as actual 'work.' I do it because I know it impacts our clients and changes their lives for the better. This is why our mantra continues to be: 'Clients choose to work with us to enhance their financial literacy and explain exactly what their financial plan means to them.'

Jake Falcon

FOUNDER AND CEO

About Jake

With nearly 20 years of experience in the financial services industry, Jake Falcon, CRPC™ is passionate about financial literacy and helping enhance the lives of clients of Falcon Wealth Advisors.

In his evolving role, Jake focuses on building and nurturing client relationships through personalized check-ins and updates. He is also dedicated to business development, gaining new clients, expanding his network, and being more involved in the community. Jake is committed to strategic planning and moving the business towards his long-term vision. He leads and develops new financial planners, fostering a collaborative culture. Additionally, Jake continues to educate clients through his podcast "Upticks" and hosts in-person client events focused on education. He works with team leaders to help ensure continuous service enhancement and dedicates time to his personal development in financial services and leadership.

At Falcon Wealth Advisors, we continuously look for ways to help enhance our service and knowledge. To achieve this, our client review meetings are conducted by a dedicated team of financial planning specialists. This approach allows us to bring diverse perspectives and specialized knowledge to every aspect of our clients' financial plans. Each member of our planning group plays a crucial role in helping ensure our clients' investments, tax strategies, and financial goals are thoroughly reviewed and optimized. While Jake remains closely involved and available for specific concerns or discussions, having a team manage the reviews helps ensure that nothing is overlooked and that clients receive the most comprehensive advice possible.

Jake earned his Bachelor's Degree in Business Administration from the University of Texas at San Antonio and holds the Chartered Retirement Planning Counselor™ (CRPC™) designation. He also completed the Investment Strategies and Portfolio Management Executive Education Program at The University of Pennsylvania's Wharton School of Business. Jake has been featured in Ingram's Magazine's "40 Under 40" list and Forbes' lists of America's Top Next-Gen Wealth Advisors and Best-In-State Wealth Advisors for Kansas from 2018 to 2024, as well as AdvisorHub's 2023 and 2024 Advisors to Watch list. Jake is also an Amazon best-selling author with his book, *Retiring Right – Smart Steps for Exiting Corporate America*.

In his free time Jake enjoys playing golf, attending sporting events, traveling, and spending time with his wife, Rachel, and their dog, Einstein.

WEALTH ADVISORS



Jake Falcon, CRPC™,
Founder and Wealth Advisor



Cory Bittner, CRPC™,
Co-Founder and Wealth Advisor

FINANCIAL PLANNING



Jake Cross, CFP®,
Financial Planner



Tyler Geiman, CRPC™,
Financial Planner



Joe Rost, CFP®,
Financial Planner



Dylan Veatch,
Financial Planner

CLIENT OPERATIONS



Samantha Waters,
Partner and COO



Abbie Musson,
Account Manager



Mari McGraw,
Account Manager



Drew Van Scyoc,
Account Manager

INVESTMENT MANAGEMENT



Conner Hanlon, CFA®,
Portfolio Manager



Abby Stockman, AAMS®,
Investment Analyst



Matthew Navickas, CFA®,
Investment Analyst



Maddie Crawford, FPQP®,
Investment Analyst

COMMUNICATIONS

Luke Sullivan,
Communications Manager

Catalina Florez,
Executive Assistant



Jake Cross



We have been extremely lucky here at Falcon Wealth Advisors with the amount of drive and talent within our Financial Planning group (and, of course, the rest of the team!). Within our group, I want to congratulate Joe Rost who accomplished his CERTIFIED FINANCIAL PLANNER® certification. As well as, Tyler Geiman, who received his Chartered Retirement Planning Counselor™ designation. Last, but not least, Dylan Veatch who is a fully licensed financial planner and joined us in 2024. I could not be prouder of them.

For those clients that have been with us since our inception, you more than likely have seen some sort of structure change over time. With any growing business, systems and structures must be adjusted to continue providing a high level of service for our clients. We are proud to have an ensemble approach and with that our clients have access to multiple team members providing our highest level of service possible. Our Financial Planners collaborate to take clients through our Signature Planning Process and yes, that includes tax planning! Collaboration for us means discussing and researching simple to complex solutions for clients, building financial plans, and proactively reaching out to clients together. While you may work very closely with one financial planner, know that any one of us can help at any point in time.

We had a great 2024 and are looking forward to an even brighter 2025!

Thank you for your trust,

Jake Cross

As leader of the Financial Planning group, Jake is responsible for creating comprehensive financial plans, participating in client meetings, taking the lead on answering financial planning questions, taking clients through reviews and providing support to the wealth management team — especially Jake Falcon, whom Jake joins on most client meetings.

Jake holds a Bachelor of Science in finance with a concentration in business analytics from the University of Kansas. Jake went on to obtain his CERTIFIED FINANCIAL PLANNER® certification, one of the highest designations in the financial planning field. As a CERTIFIED FINANCIAL PLANNER® professional, Jake specializes in comprehensive financial plan development, topic research, and personalized financial education. Jake also maintains his Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

In his free time, Jake enjoys playing sports, reading and going to the lake.

What do you enjoy most about your current role?

One of my most favorite parts of my role is getting to solve complex and stressful problems for clients, and truly getting to know them as people and friends.

OUR PLANNERS



Joe Rost, CFP®, Financial Planner

As a Financial Planner, Joe is responsible for creating comprehensive financial plans, participating in client meetings, taking the lead on answering routine financial planning questions, taking clients through routine reviews, and providing support to the wealth management team — especially Jake Falcon, whom Joe joins on most client meetings.

Joe earned his bachelor's degree in business administration with a concentration in finance and corporate accounting from Rockhurst University, where he was a member of the baseball team. Joe obtained his CERTIFIED FINANCIAL PLANNER® certification, one of the highest designations in the financial planning field. As a CERTIFIED FINANCIAL PLANNER® professional, Joe specializes in comprehensive financial plan development, topic research, and personalized financial education. Joe also maintains his Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.



Dylan Veatch, Financial Planner

As a Financial Planner, Dylan is responsible for creating comprehensive financial plans, generating performance reports, and providing support to the wealth management team — especially Jake Falcon, whom Dylan joins on most client meetings.

Dylan earned his bachelor's degree in finance with a concentration in investment management from Kansas State University. He also maintains his Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

In his free time, Dylan enjoys reading, exploring new restaurants with his wife, and traveling.

Inspiration to pursue career: Dylan's experience in managing his own financial plan and educating himself in the field are what inspired him to pursue a career in Financial Planning. He felt that if someone, like him, with a Finance degree can feel so lost in their own personal finances, then he could positively impact others' lives by providing education and support in managing their Financial Plan.



Tyler Geiman, Wealth Advisor

As a Financial Planner, Tyler is responsible for creating comprehensive financial plans, participating in client meetings, taking the lead on answering routine financial planning questions, taking clients through routine reviews, and providing support to the wealth management team — especially Cory Bittner, whom Tyler joins on most client meetings.

Tyler graduated from Washburn University with a Bachelor of Business Administration in Finance and Economics as well as a master's degree in business administration. Tyler maintains his Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

In his free time, Tyler enjoys playing pickup basketball, spending time with family and friends, and traveling.

What skills do you believe are essential for success in your role?

During his five-year tenure on the men's basketball team at Washburn University, he developed leadership skills and learned to build strong relationships, qualities he now brings to his role as a financial planner, where he focuses on understanding clients' individual needs and goals on a deeper, genuine level.

Paying Cash VS Borrowing Money

When making a significant purchase, deciding whether to pay cash or borrow money is crucial. Both options have their pros and cons.



PAYING CASH

PROS:

- **Avoiding Debt:** No interest or debt accumulation.
- **Negotiating Power:** Potential for better deals.
- **Financial Discipline:** Encourages saving habits.

CONS:

- **Opportunity Cost:** Funds can't be invested elsewhere.
- **Liquidity Issues:** Less cash available for emergencies.

BORROWING MONEY

PROS:

- **Preserving Cash Flow:** Spread payments over time.
- **Building Credit:** Improves credit score with timely repayments.
- **Low Interest Rates:** Can be cost-effective in a low-rate environment.

CONS:

- **Interest Costs:** Increases overall purchase cost.
- **Risk of Overborrowing:** Potential financial strain.

While these are great pros and cons, it will always boil down to someone's individual situation financially and emotionally. For example, if the interest rate to borrow is 7%, but someone's expected return on investments is 8%, it may make sense mathematically to borrow the funds. That said, it may be splitting hairs between paying 7% but making 8%, especially if someone is very debt averse. The emotional aspect might outweigh the financial benefit. Another specific situation could be if someone is able to itemize their deductions with the mortgage interest (combined with all other itemized deductions), then they may be able to deduct ordinary income above and beyond what they could have otherwise. They could take those additional tax savings to reduce the direct cost of the mortgage. In this case, a mortgage rate of 7% might end up being closer to 6.5% considering the tax impact. There are a lot of factors to consider...and we are here to talk through these with you!



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| Single | |
|-----------------------|-----|
| \$0 – \$11,925 | 10% |
| \$11,926 – \$48,475 | 12% |
| \$48,476 – \$103,350 | 22% |
| \$103,351 – \$197,300 | 24% |
| \$197,301 – \$250,525 | 32% |
| \$250,526 – \$626,350 | 35% |
| \$626,351 or more | 37% |

| Head of Household | |
|-----------------------|-----|
| \$0 – \$17,000 | 10% |
| \$17,001 – \$64,850 | 12% |
| \$64,851 – \$103,350 | 22% |
| \$103,351 – \$197,300 | 24% |
| \$197,301 – \$250,500 | 32% |
| \$250,501 – \$626,350 | 35% |
| \$626,351 or more | 37% |

| Married, Filing Jointly | |
|-------------------------|-----|
| \$0 – \$23,850 | 10% |
| \$23,851 – \$96,950 | 12% |
| \$96,951 – \$206,700 | 22% |
| \$206,701 – \$394,600 | 24% |
| \$394,601 – \$501,050 | 32% |
| \$501,051 – \$751,600 | 35% |
| \$751,601 or more | 37% |

| Married Filing Separately | |
|---------------------------|-----|
| \$0 – \$11,925 | 10% |
| \$11,926 – \$48,475 | 12% |
| \$48,476 – \$103,350 | 22% |
| \$103,351 – \$197,300 | 24% |
| \$197,301 – \$250,525 | 32% |
| \$250,526 – \$375,800 | 35% |
| \$375,801 or more | 37% |

| Standard Deductions | |
|---|----------|
| Married, Filing Jointly; Surviving Spouse | \$30,000 |
| Head of Household | \$22,500 |
| Single; Married, Filing Separately | \$15,000 |
| Blind; Over 65 – Married: Additional Standard Deduction | \$1,600 |
| Blind; Over 65 – Single; Additional Standard Deduction | \$2,000 |

| Alternative Minimum Tax (AMT) Exemptions | Amount | Phase Out Begins |
|--|-----------|------------------|
| Married, Filing Jointly & Surviving Spouse | \$137,000 | \$1,252,700 |
| Single & Head of Household | \$88,100 | \$626,350 |
| Married, Filing Separately | \$68,650 | \$626,350 |
| Estates and Trusts | \$30,700 | \$102,500 |

| Itemized Deductions | |
|--|---|
| Medical Expenses | Excess of 7.5% AGI |
| State & Local Tax Deductions | \$10,000 |
| Mortgage Interest Deduction Limit | Up to \$750,000 indebtedness (up to \$375,000 if married filing separately) |
| Mortgage Interest Deduction Limit (made prior to 12/15/2017) | Up to \$1,000,000 indebtedness (up to \$500,000 if married filing separately) |

| Charitable Contributions Limits | |
|---------------------------------|------------|
| Cash | 60% of AGI |
| Property (limited to basis) | 50% of AGI |
| Appreciated Property | 30% of AGI |

| Mileage Deductions | |
|-------------------------------|--------|
| Business Mileage Rate | \$0.70 |
| Medical & Moving Mileage Rate | \$0.21 |
| Charitable Mileage Rate | \$0.14 |

| Estate & Gift Taxes | |
|--|--------------|
| Estate Tax Exclusion Amount (per individual) | \$13,990,000 |
| Gift Tax Exclusion Amount | \$19,000 |
| Max. Transfer Tax Rate | 40% |

| Qualified Charitable Distribution (from IRA) | |
|--|--|
| \$108,000 per Individual (to reduce required minimum distribution) | |

| Estates & Trusts Income Tax & Kiddie Tax | |
|--|---------|
| \$0 – \$3,150 | 10% |
| \$3,151 – \$11,450 | 24% |
| \$11,451 – \$15,650 | 35% |
| \$15,651 or more | 37% |
| Estate Exemption Amount | \$600 |
| Simple Trust Exemption Amount | \$300 |
| Complex Trust Exemption Amount | \$100 |
| Kiddie Tax Exemption Amount | \$1,350 |

| Social Security | |
|---------------------------|-----------|
| Social Security Wage Base | \$176,100 |

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Retirement Plans

IRA and Roth Contribution Limits

| | |
|---|---------|
| Under Age 50 | \$7,000 |
| Age 50 and over | \$8,000 |
| Catch-up Contributions (Ages 50 and over) | \$1,000 |

401(k) and 403(b) Contribution Limits

| | |
|--|----------|
| Under age 50 | \$23,500 |
| Age 50 and over | \$31,000 |
| Catch-up Contributions (Ages 50 to 59) | \$7,500 |
| Catch-up Contributions (Ages 60 to 63) | \$11,250 |

SEP-IRA Contribution Limit

| | |
|----------|---|
| All Ages | The lesser of 25% of compensation or \$70,000 |
|----------|---|

SIMPLE Elective Deferral Limit

| | |
|--|----------|
| Under Age 50 | \$16,500 |
| Age 50 and over | \$20,000 |
| Catch-up Contributions | \$3,500 |
| Catch-up Contributions (Ages 60 to 63) | \$5,250 |

Phase-Outs for Deducting IRA Contributions (Modified AGI)

| | |
|---------------------------|---------------------|
| Married, Filing Jointly | \$126,000-\$146,000 |
| Single; Head of Household | \$79,000-\$89,000 |
| Spousal IRA | \$236,000-\$246,000 |

Phase-Out of Roth Contribution Eligibility (AGI Limit)

| | |
|-------------------------|---------------------|
| Married, Filing Jointly | \$236,000-\$246,000 |
| Single | \$150,000-\$165,000 |

Health Saving Account Maximum Contributions

| | |
|-------------------------------|---------|
| Single | \$4,300 |
| Family | \$8,550 |
| Catch-up Provision (age 55 +) | \$1,000 |

Child Tax Credit

| | |
|---|-------------------|
| Child Tax Credit | \$2,000 |
| Qualifying Dependent Tax Credit (per dependent) | \$500 |
| Phase-Out Begins (Single) | \$200,000 of MAGI |
| Phase-Out Begins (Married, Filing Jointly) | \$400,000 of MAGI |
| Maximum Refundable Amount | \$1,700 |

Affordable Care Act Tax Provisions

Net Investment Income Tax (aka Medicare Surtax)

Individual filers will pay an additional 3.8% on Net Investment Income (NII) above certain "Modified Adjusted Gross Income" thresholds (see table below).

Additional Medicare Tax (aka Hospital Insurance Tax)

An additional 0.9% Medicare Tax will apply to wages and compensation, as well as self-employment income, above certain "earned income" thresholds (see table below).

| Filing Status | Threshold |
|--|-----------|
| Married, Filing Jointly & Qualifying Widow(er) w/dependent child | \$250,000 |
| Married, Filing Separately | \$125,000 |
| Single & Head of Household | \$200,000 |

All wages that are currently subject to Medicare Tax are subject to Additional Medicare Tax if they exceed the applicable threshold.

Qualified Business Income Deduction

Flow Through S-Corp, Partnership and Sole Proprietorship

| Taxable Income | Qualified Trade or Business | Specified Service Trade or Business |
|---|---|-------------------------------------|
| Less than or equal to: \$197,300 (single) \$394,600 (joint) | 20% of QBI, no W-2 limit applied | 20% of QBI, no W-2 limit applied |
| Between: \$197,300 - \$247,300 (single) \$394,600 - \$494,600 (joint) | 20% deduction subject to phase out | 20% deduction subject to phase out |
| Greater than: \$247,300 (single) \$494,600 (joint) | The lesser of (1) 20% of QBI or (2) the greater of (a) 50% of W-2 wages or (b) 25% of W-2 wages plus 2.5% of qualified property | Completely Phased Out |

Education

529 Plan Contributions (annual exclusion per individual)

| | |
|----------------------------|----------|
| Individual (per recipient) | \$19,000 |
| Married (per recipient) | \$38,000 |

529 Superfunding Contribution Limits (combining 5 years of contributions into 1 year)

| | |
|--|--|
| Individual | \$95,000 |
| Joint | \$190,000 |
| American Opportunity Credit | Up to \$2,500* |
| Lifetime Learning Credit | Up to 20% of the first \$10,000 of qualified expenses* |
| Coverdell Education Savings Contribution | \$2,000 |
| Student Loan Interest Deduction | Up to \$2,500 |

**Both credits phase out for taxpayers with modified adjusted gross income between \$80,000 and \$90,000 (single) and \$160,000 and*



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| Long-Term Capital Gains Rate | |
|--|-----|
| If taxable income falls below \$48,350 (single/married-filing separately), \$96,700 (joint), \$64,750 (head of household), \$3,250 (estates/trusts) | 0% |
| If taxable income falls at or above \$48,351 (single/married-filing separately), \$96,701 (joint), \$64,751 (head of household), \$3,251 (estates/trusts) | 15% |
| If taxable income falls at or above \$533,401 (single), \$600,051 (joint), \$566,701 (head of household), \$300,001 (married filing separately), \$15,900 (estates/trusts) | 20% |
| Collectibles (coins, art, antiques) | 28% |
| Unrecaptured gain on real estate | 25% |

Holding Period

The long-term rate generally applies to gains on the sale of capital assets held for more than one year.

Short-Term Capital Gains

Net short-term capital gains (on sales of capital assets held for one year or less) are taxed at ordinary income rates.

Capital Losses

After capital gains and losses are netted against one another, any remaining net loss may be used to offset ordinary income up to \$3,000 per year. Any excess net loss may be used in future years.

MEDICARE INCOME RELATED MONTHLY ADJUSTMENT AMOUNTS

at a Glance

| Modified Adjusted Gross Income in 2023 (determines 2025 premiums) | | | Monthly Premium | |
|---|------------------------|------------------------------------|-----------------|------------------------|
| File individual tax return | File joint tax return | File married & separate tax return | Part B | Part D |
| \$106,000 or less | \$212,000 or less | \$106,000 or less | \$185.00 | Plan Premium |
| \$106,001 to \$133,000 | \$212,001 to \$266,000 | Not applicable | \$259.00 | \$13.70 + plan premium |
| \$133,001 to \$167,000 | \$266,001 to \$334,000 | Not applicable | \$370.00 | \$35.30 + plan premium |
| \$167,001 to \$200,000 | \$334,000 to 400,000 | Not applicable | \$480.90 | \$57.00 + plan premium |
| \$200,001 to \$499,999 | \$400,001 to \$749,999 | \$106,001 to \$394,000 | \$591.90 | \$78.60 + plan premium |
| \$500,000 or above | \$750,000 or above | \$394,001 or above | \$628.90 | \$85.80 + plan premium |

REQUIRED MINIMUM DISTRIBUTIONS

Example: To calculate RMDs, use the following formula for each

$$\begin{array}{c} \text{Account} \\ \text{Balance} \\ \text{as of} \\ \text{December} \\ \text{31 last year*} \end{array} \div \begin{array}{c} \text{Life Expectancy} \\ \text{Factor} \\ \text{see the Uni-} \\ \text{form Lifetime} \\ \text{Table** below to} \\ \text{find the factor} \\ \text{using the age} \\ \text{you turn this} \\ \text{year} \end{array} = \text{Your RMD}$$

EXAMPLE

$$\begin{array}{c} \$1,000,000 \\ \text{as of December} \\ \text{31 last year*} \end{array} \div \begin{array}{c} 26.5 \\ \text{IRA owner turned} \\ \text{73 this year} \end{array} = \$37,735.85$$

For use by: unmarried owners, married owners whose spouses aren't more than 10 years younger, and married owners whose spouses aren't the sole beneficiaries.

| Uniform Lifetime Table | | Uniform Lifetime Table | | Uniform Lifetime Table | | Uniform Lifetime Table | |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Age | Life Expectancy Factor | Age | Life Expectancy Factor | Age | Life Expectancy Factor | Age | Life Expectancy Factor |
| 73 | 26.5 | 85 | 16.0 | 97 | 7.8 | 109 | 3.7 |
| 74 | 25.5 | 86 | 15.2 | 98 | 7.3 | 110 | 3.5 |
| 75 | 24.6 | 87 | 14.4 | 99 | 6.8 | 111 | 3.4 |
| 76 | 23.7 | 88 | 13.7 | 100 | 6.4 | 112 | 3.3 |
| 77 | 22.9 | 89 | 12.9 | 101 | 6.0 | 113 | 3.1 |
| 78 | 22.0 | 90 | 12.2 | 102 | 5.6 | 114 | 3.0 |
| 79 | 21.1 | 91 | 11.5 | 103 | 5.2 | 115 | 2.9 |
| 80 | 20.2 | 92 | 10.8 | 104 | 4.9 | 116 | 2.8 |
| 81 | 19.4 | 93 | 10.1 | 105 | 4.6 | 117 | 2.7 |
| 82 | 18.5 | 94 | 9.5 | 106 | 4.3 | 118 | 2.5 |
| 83 | 17.7 | 95 | 8.9 | 107 | 4.1 | 119 | 2.3 |
| 84 | 16.8 | 96 | 8.4 | 108 | 3.9 | 120 and older | 2.0 |

Source: Publication 590-B (2023), Distributions from Individual Retirement Arrangements (IRAs) | Internal Revenue Service. (n.d.). https://www.irs.gov/publications/p590b#en_US_2023_publink1000129520

* Adjust if you have assets that were in the process of being recharacterized, transferred or rolled over on December 31.

** The Uniform Lifetime Table can be used by all IRA owners, unless their sole beneficiary for the entire year is their spouse who is more than 10 years younger. In that case, the regular Joint Life Expectancy Table should be used.



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ADDITIONAL TAX INFORMATION TO KNOW

We additionally provide a summary of the major tax provisions proposed by former President Trump who will be sworn back into office on January 20, 2025. Knowing that the Republican Party will control the presidency, the House, and the Senate, it is believed that President Trump's Tax Cuts and Jobs Act from 2017 will be extended and made permanent.

We detail the likely tax provisions that could be made permanent on January 1, 2026.

Rates and brackets

The top rate for individuals was reduced from 39.6% to 37%, with reductions in some of the lower brackets as well.

Standard deduction

The standard deduction was significantly increased for all filers, close to doubling the existing deductions.

Personal exemptions

Personal exemptions were eliminated, with the increase in the standard deduction mentioned above partially meant to offset this change.

Child tax credit/other dependent tax credit

- The child tax credit was increased from \$1,000 to \$2,000, and a \$500 nonrefundable credit for other dependents (such as elderly parents) was introduced.
- The income threshold was increased, allowing more higher-income families to benefit.

Limitation on itemized deductions and elimination of the Pease limitation

- **The state and local income/sales tax and property tax deduction was capped at \$10,000. It is thought that this cap will be removed as part of any tax legislation.**
- The mortgage interest deduction was limited to interest on mortgages of up to \$750,000 (down from \$1 million).
- Miscellaneous itemized deductions subject to the 2% of AGI (adjusted gross income) floor, such as unreimbursed employee expenses and advisor fees, were eliminated.
- The Pease limitation, which reduced itemized deductions by the lesser of 3% of the taxpayer's AGI in excess of a threshold, capped at 80% of the total value of itemized deductions, was eliminated.

Alternative Minimum Tax (AMT) reforms

The AMT exemption was increased and the income threshold for the phaseout of the exemption was decreased, significantly reducing the number of filers subject to alternative minimum tax.

Section 199A pass-through deduction

- A 20% deduction for pass-through business income (for sole proprietors, partnerships, S corporations, etc.) was introduced, subject to certain restrictions based on income levels and business type.

Noncorporate loss limitation

- A \$500,000 limitation was imposed on the amount of business losses noncorporate taxpayers could deduct each year.

Estate Tax (to be effective 1/1/2026)

The estate/gift/generation-skipping tax exemption was doubled for individuals and was set to an inflationary adjustment so that the 2024 exemption is \$12.92 million for an individual and \$25.84 million for a married couple.

Business Taxes Changes (to be effective 1/1/2026)

- Bonus depreciation: 100% bonus depreciation applied to new and used property purchased between September 27, 2017 and December 31, 2022, with the 100% rate decreasing by 20% each year starting in 2023. It is expected that 100% bonus depreciation will be restored.
- R&D expensing: Starting in 2022, businesses were required to capitalize and amortize R&D expenditures over 5 years (15 years for foreign expenditures). Previously, R&D expenditures were deductible, and it's expected that the ability to deduct such expenditures will be restored.
- Interest expense limitation: The deduction for business interest is limited to 30% of EBIT (earnings before interest and taxes). Previously, under the TCJA, the deduction was limited to EBITDA (earnings before interest, taxes, depreciation, and amortization), which allowed for a higher interest deduction. It is expected that the limitation will be increased back to EBITDA.

Other Changes Expected/Proposed by Candidate and/or President-Elect Trump

- The corporate tax rate was permanently reduced by the TCJA from 35% to a flat 21% effective for years beginning after December 31, 2017. It is expected that the domestic production activities deduction (DPAD) will be reinstituted at 28.5% to lower the effective corporate tax rate for domestic production to 15%.
- Tips, Social Security benefits, and overtime pay may be exempted from income taxes.
- An itemized deduction for auto loan interest may be created.

The following have been suggested to pay for the above proposals (but these suggestions are not projected to completely pay for the tax proposals)

- The elimination of green energy subsidies from the Inflation Reduction Act
- Increase in current tariffs on goods imported from China to 60%
- Imposition of a universal tariff on all US imports of 20%

Managing Excess Cash

Fueling Financial Growth

With the vast improvement in today's technology, it allows us more than ever to manage excess cash for our financial growth. For most of us, it's easy to let cash build up in our bank accounts. Whether it's from the fear of investing or simply the unknown of where to put it. When we look at someone's financial plan with a runway of 10...20...40...50 plus years of longevity, something as simple as moving cash to different buckets makes a considerable impact. If this is you, here are some strategies to explore.

High-Yield Savings Account,

Place your excess cash in a high-yield savings account. These accounts offer higher interest rates than traditional savings accounts, allowing your money to grow while remaining easily accessible for emergencies or short-term goals.

Pay Down Debt,

Use excess cash to pay off high-interest debt, such as credit card balances or personal loans. Reducing debt can save you money on interest payments and improve your overall financial health.

Brokerage Account,

Utilizing a non-retirement account will provide you with flexibility to access those dollars without an early withdrawal penalty. We usually refer to this account as the "second line of defense" for emergencies. Keep in mind with any investment, there may be fluctuations, and the account will still need to be invested properly based on your financial plan.

Retirement Account,

If there are no short-term goals with these funds, you may consider maxing out your retirement contributions for the year. This may include, but is not limited to, "Backdoor Roth" contributions, Roth contributions, traditional IRA contributions, and even Health Savings Accounts (HSA) contributions. With that said, keeping an adequate emergency reserve of at least 3-6 months in safe and accessible cash or cash-like vehicles is paramount.



New “Super-SIZE” Retirement Contribution



With the recent Secure Act 2.0, came a new adjustment in 2025 called the “super” catch up contribution for retirement plans. It is exclusively available for those 60-63 years of age. This would take place of the normal catch-up available once you turn age 50. For retirement plans like 401(k)'s, 403(b)'s, 457's, and Thrift Savings Plans, the super catch-up contribution is \$11,250 (instead of the \$7,500 normal catch-up). For Simple IRA's, it's \$5,250 (instead of the \$3,850 normal catch-up).

What does this mean for you? Well as you may be approaching retirement, this gives you the ability to make additional contributions to help fund your retirement. Keep in mind, this additional contribution does not apply to SEP IRA's, as those don't have catch-up contributions to begin with. Every dollar counts!

The Falcon Wealth Advisors'

Signature Planning Process

Our Signature Planning Process helps ensure all aspects of your financial life are well cared for and working together toward achieving your goals.



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Introductory Meeting

Your path to wealth begins with an in-depth discussion about you, your aspirations, concerns, and financial situation. This initial meeting lays the foundation for an understanding of your circumstances, allowing us to craft a personalized plan that aligns with your goals.

Plan Delivery

In this crucial step, we present your personalized financial plan, confirming the proposed strategy and discussing our observations and recommendations. This open dialogue allows us to address any concerns you may have and helps ensure that the plan accurately reflects your objectives.

Ongoing Review and Investment Management

Our relationship doesn't end with the implementation of your plan. We believe in fostering long-term partnerships built on trust and transparency. Through regular review meetings and our discretionary investment management services, we continually monitor and adjust your portfolio, helping ensure that it remains aligned with your evolving needs and goals.

Team Collaboration and Plan Assembly

Following our introductory meeting, our ensemble team collaborates to analyze your financial data and determine the optimal asset allocation and location strategies. We meticulously assemble a customized plan, identifying opportunities for improvement and helping ensure that every aspect of your financial life is strategically managed.

Account Opening and Onboarding

Our dedicated onboarding specialists will guide you through the account opening process, helping provide a seamless transition. Once your accounts are funded, you'll gain access to our secure online portal, enabling you to review your statements and track your progress with ease.

No Products.

Our investment philosophy is rooted in curating a personalized portfolio of stocks and bonds meticulously crafted to align with your specific goals and risk tolerance. We eschew third-party products and the on-size-fits-all mentality, recognizing that each individual's path to wealth is different.

Responsiveness.

Our commitment to being accessible and attentive helps ensure that your questions are answered promptly, and your concerns are addressed with the utmost care. In fact, if we fail to respond within 24 business hours, we offer to buy you lunch — a testament to our dedication and pride in our service.

Ensemble.

When you work with Falcon Wealth Advisors, you're supported by our entire team. While you'll have primary contacts, everyone collaborates behind the scenes to help you. We aim to build strong relationships and a sense of community, all united in helping enhance our clients' lives!

Investment Management Insights

At Falcon Wealth Advisors, the primary objective of the Investment Management team is to work within the guidelines of each client's individual financial plan to achieve their target return. This objective is our North Star and drives all our daily and weekly activities, including the "Four R's"

1 RESEARCHING

Financial markets are constantly evolving, and it is both our duty and passion to stay abreast of the latest economic and market trends. By doing so, we give ourselves the opportunity to make decisions based on the most current information available. Our team takes a blended approach to research, using both top-down and bottom-up analysis. Top-down analysis starts with examining the "big picture," including macroeconomic conditions such as GDP growth, interest rates, and inflation. Bottom-up analysis, on the other hand, drills down on company specifics like financial health, valuation, and competitive position relative to peers. We believe this blended approach allows us to make well-rounded decisions by considering different perspectives.

2 REBALANCING

After our Financial Planning team takes a client through our Signature Planning Process, a target asset allocation blend will be determined to guide investment. For example, the target blend may be 60% stocks and 40% bonds. Depending on market conditions, the actual blend can drift from the target blend over time. When the actual blend drifts over 5% from the target blend, we take action to rebalance the portfolio. Following with our 60/40 example, if equities experience a sustained bull market, the weighting may drift to 65% stocks and 35% bonds. In this situation, we would take the opportunity to trim stocks that have performed well and buy bonds to get back to our target blend. Conversely, if equities experienced a bear market and the weighting drifted to 55% stocks and 45% bonds, we would sell bonds that have performed well and buy stocks at more attractive valuations to get back to our target blend. This practice is essential to keep client portfolios aligned with financial plans and allows an opportunistic approach to portfolio management.



3 REVIEWING

Our investment philosophy emphasizes a long-term perspective, which can involve patience. What it does not involve, however, is complacency. We are constantly reviewing our theses to make sure we still rate each position in our portfolio a “buy.” Unlike other firms, we do not use a “hold” or “neutral” rating and believe if it is not a “buy,” it is a “sell.” The Investment Management group holds weekly meetings where we review positions, confirm our theses, discuss market trends, and share new ideas.

4 REINVESTING

If you have been following along with our content, you have probably heard us pound the table on the importance of time in the market vs. timing the market. Trying to get in or out of the market at the perfect time is a fool’s errand and can be detrimental to a financial plan. We value the power of compounding returns and focus on helping ensure our clients’ funds remain actively invested. As clients receive interest from fixed income and dividends from our equity portfolio, we take advantage of market opportunities to reinvest those funds, strategically allocating them to positions that are underweight.

While the Investment Management team meets with clients less frequently than our Financial Planners and Wealth Advisors, I want to emphasize that we are always available to answer questions about the portfolio, the economy, or the market in general. Please don’t hesitate to reach out to me, Abby Stockman, Matthew Navickas, or Maddie Crawford; we are here to help. If you are interested in learning more about financial markets and hearing our perspective on the evolving landscape, be sure to keep an eye out for my Market Updates in your email inbox. I compose and share them quarterly, and they are accompanied by a glossary of the equities in our portfolio as well as a summary of recent portfolio trades.

2024 was a dynamic and exciting year in the market, and with a strong economy, a stable labor market, and a healthy consumer, we are optimistic about the year ahead. In 2025, the Investment Management team is committed to staying disciplined, staying invested, and identifying opportunities to help our clients achieve their goals.

Thank you for your continued trust,

Conner Hanlon



Conner Hanlon



Portfolio Manager

As leader of the Investment Management group, Conner is responsible for researching stocks and bonds, monitoring economic trends, and analyzing investment opportunities in the market. His role involves individual security selection as well as asset allocation decisions.

Conner earned his Bachelor of Science in Finance from the University of Kansas. Conner holds his Series 7 General Securities and Series 63 licenses. He also completed the CFA Program and has been a CFA® charterholder since 2019.

In his free time, Conner enjoys golfing, traveling, and spending time with his wife, Sam, and daughter, Mary.

What do you enjoy most about your current role?

The most exciting aspect of investment management is the constant change. The ever-evolving environment helps ensure there’s always a new opportunity to discover.



Credit Spreads

Credit spreads represent the difference in yield between two debt investments with the same maturity but different credit ratings, typically comparing corporate bonds to U.S. Treasury securities. Currently, these spreads are at historically tight levels, indicating investors' confidence in the economic landscape and corporate financial health. The significance of tight credit spreads extends beyond simple yield comparisons. When credit spreads tighten, it suggests that investors perceive lower risk in corporate debt, allowing companies to borrow at more favorable rates. This environment can be particularly beneficial for the stock market, as it signals potential for corporate growth and investment. The current tight spreads are reminiscent of prosperous economic periods, such as the 1990s where the stock market delivered an annual average return of 16.1% for the decade, according to the Federal Reserve Bank of New York.

Credit spreads are typically measured in basis points, where 1 basis point equals 0.01%. The calculation is straightforward: subtract the Treasury bond yield from the corporate bond yield. For example, if a 5-year corporate bond yields 5% and a 5-year Treasury note yields 3%, the credit spread is 200 basis points or 2%. As of this writing, the credit spread for investment-grade bonds compared to Treasuries stands at a mere 0.81%, a figure dramatically lower than the 3.05% spread observed during the early stages of the COVID-19 pandemic. Investors demanded a premium of over 2% above current spreads to compensate for the perceived risk of corporate bonds compared to the relative safety of Treasuries. This substantial risk premium underscores the dramatic shift in market sentiment between periods of economic turbulence and stability.

At Falcon Wealth Advisors, we will continue to invest in a prudent fixed income strategy to navigate these tight spreads. While the tight spreads give us confidence in the health of US corporations, we also recognize that this may not be the time to reach down in credit quality to increase yield. If credit spreads were to return to more normal levels, high-yield bond prices may be adversely affected. Since the reward for taking on additional risk is historically small, we maintain a diversified allocation among fixed income asset classes like investment-grade corporate bonds, US Treasury bonds, preferred stocks, and municipal bonds. We also diversify from a duration perspective. We employ a 10-year ladder strategy, which ensures a regular cadence of opportunistic reinvestment. The ladder strategy helps mitigate reinvestment risk by helping ensure that fixed income is reinvested across various interest rate environments. The dramatic swings in interest rates observed in recent years reaffirm our confidence in this approach.

What's a credit spread?

Credit spreads represent the difference in yield between two debt investments with the same maturity but different credit ratings

What does 'yield' mean?

Yield is the income return on an investment, such as the interest or dividends received from holding a particular security.

What does "basis points" mean?

Basis points are a unit of measurement for interest rates and other percentages in finance. One basis point equals 0.01%.



Matthew Navickas

As an Investment Analyst, Matthew is responsible for researching stocks and bonds, as well as keeping up to date with the current positions in our portfolio. His role also involves tracking the performance and allocations of client accounts and executing portfolio trades.

Matthew earned his Bachelor of Science in Finance with a concentration in Business Analytics from the University of Kansas. He currently maintains his Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses and maintains the Accredited Asset Management Specialist (AAMS®) designation. He also completed the CFA Program and has been a CFA® charterholder since 2025.

In his free time, Matthew enjoys watching sports, playing golf and traveling.

What are your areas of specialization?

Matthew specializes in creating and executing options strategies for our clients.

What is fixed income?

Fixed income refers to investments that pay you a set amount of money regularly, like interest from bonds. It's like getting a steady paycheck from your investments.

What is reinvestment risk?

Reinvestment risk is the chance that when you reinvest your money, you might get a lower interest rate than before.

Why are tight credit spreads important?

Tight credit spreads show that investors trust the economy and companies, which can help companies borrow money more easily and grow.

Sector Allocation Strategy

At Falcon Wealth Advisors, our unique approach to portfolio construction sets us apart. We do not use any products. Instead, our portfolio is comprised of individual stocks and bonds, and for certain clients, we also implement options strategies.

Sector Allocation Strategy

We use the Equal Weighted S&P 500 as a blueprint for determining sector allocations. While the Equal Weighted S&P 500 and the S&P 500 are both indexes of the 500 leading U.S. companies, they each employ different strategies when it comes to the weighting assigned to the individual stocks.

The stocks in the S&P 500 are weighted by market capitalization, meaning companies with larger market caps have a greater influence on the performance of the index. Consequently, the largest companies can significantly drive performance, like the “Magnificent 7.” It’s important for investors to remember that this influence can work both ways. While the “Magnificent 7” have generated tremendous returns in recent years, a downturn in these stocks can equally impact overall performance.

In the Equal Weighted S&P 500, each stock is given an equal weight of 1/500th, or 0.20%. This promotes better sector and market-cap diversification, which we believe is beneficial over the long term. At Falcon Wealth Advisors, we focus on achieving consistent, steady returns—aiming for singles and doubles rather than swinging for home runs and risking a strikeout. Our goal is to maximize long-term returns while minimizing risk, within the framework of each client’s individual financial plan. This is why we use the Equal Weighted S&P 500 as a blueprint for our equity portfolio.

Style Allocation Strategy

In addition to sector diversification, we believe style diversification is essential. This is another key difference between our portfolio and “index investing.” While the Equal Weighted S&P 500 exhibits prudent sector diversification, the index consists primarily of large-cap companies domiciled in the United States. On the other hand, our portfolio includes a broader strategic blend of investment styles including large-cap, mid-cap, small-cap, real estate, commodities, international developed, and emerging markets. The importance of this diversification is illustrated by the Callan Periodic Table of Returns, which shows how top-performing asset classes vary each year.



Abby Stockman, Investment Analyst

Abby is responsible for researching stocks and bonds, as well as keeping up to date with the current positions in our portfolio. Her role also involves tracking the performance and allocations of our portfolio.

Abby earned her Bachelor of Science in business administration with a focus in marketing from Liberty University. Abby also maintains her Series 7 General Securities license, Series 66 NASAA Uniform Combined State Law license and Accredited Asset Management Specialist (AAMS®) designation.

In her free time, Abby enjoys reading, traveling, and spending time with her husband, Trey, and sons, Oliver and Greyson.

What has been the most rewarding aspect of your career so far?

In my time working at Falcon Wealth Advisors, it has been rewarding to build relationships with our clients and learn about their various passions and travel experiences.

The Callan Periodic Table of Investment Returns

Annual Returns for Key Indices Ranked in Order of Performance (2005–2024)

The Callan Periodic Table of Investment Returns conveys the strong **case for diversification** across asset classes (stocks vs. bonds), capitalizations (large vs. small), and equity markets (U.S. vs. global ex-U.S.). The Table highlights the uncertainty inherent in all capital markets. Rankings change every year. Also noteworthy is the difference between absolute and relative performance, as returns for the top-performing asset class span a wide range over the past 20 years.

A printable copy of The Callan Periodic Table of Investment Returns is available on our website at callan.com/periodic-table/.
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| 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------------------------|------------------------------------|------------------------------------|-------------------------------------|------------------------------------|-----------------------------------|-------------------------------------|-------------------------------------|------------------------------------|------------------------------------|
| Emerging Market Equity 34.00% | Real Estate 42.12% | Emerging Market Equity 39.38% | U.S. Fixed Income 5.24% | Emerging Market Equity 78.51% | Small Cap Equity 26.85% | U.S. Fixed Income 7.84% | Real Estate 27.73% | Small Cap Equity 38.82% | Real Estate 15.02% |
| Real Estate 15.35% | Emerging Market Equity 32.17% | Developed ex-U.S. Equity 12.44% | Global ex-U.S. Fixed 4.39% | High Yield 58.21% | Real Estate 19.63% | High Yield 4.98% | Emerging Market Equity 18.23% | Large Cap Equity 32.39% | Large Cap Equity 13.69% |
| Developed ex-U.S. Equity 14.47% | Developed ex-U.S. Equity 25.71% | Global ex-U.S. Fixed 11.03% | Cash Equivalent 2.06% | Real Estate 37.13% | Emerging Market Equity 18.88% | Global ex-U.S. Fixed 4.36% | Developed ex-U.S. Equity 16.41% | Developed ex-U.S. Equity 21.02% | U.S. Fixed Income 5.97% |
| Large Cap Equity 4.91% | Small Cap Equity 18.37% | U.S. Fixed Income 6.97% | High Yield -26.16% | Developed ex-U.S. Equity 33.67% | High Yield 15.12% | Large Cap Equity 2.11% | Small Cap Equity 16.35% | High Yield 7.44% | Small Cap Equity 4.89% |
| Small Cap Equity 4.55% | Large Cap Equity 15.79% | Large Cap Equity 5.49% | Small Cap Equity -33.79% | Small Cap Equity 27.17% | Large Cap Equity 15.06% | Cash Equivalent 0.10% | Large Cap Equity 16.00% | Real Estate 3.67% | High Yield 2.45% |
| Cash Equivalent 3.07% | High Yield 11.85% | Cash Equivalent 5.00% | Large Cap Equity -37.00% | Large Cap Equity 26.47% | Developed ex-U.S. Equity 8.95% | Small Cap Equity -4.18% | High Yield 15.81% | Cash Equivalent 0.07% | Cash Equivalent 0.03% |
| High Yield 2.74% | Global ex-U.S. Fixed 8.16% | High Yield 1.87% | Developed ex-U.S. Equity -43.56% | Global ex-U.S. Fixed 7.53% | U.S. Fixed Income 6.54% | Real Estate -6.46% | U.S. Fixed Income 4.21% | U.S. Fixed Income -2.02% | Emerging Market Equity -2.19% |
| U.S. Fixed Income 2.43% | Cash Equivalent 4.85% | Small Cap Equity -1.57% | Real Estate -48.21% | U.S. Fixed Income 5.93% | Global ex-U.S. Fixed 4.95% | Developed ex-U.S. Equity -12.21% | Global ex-U.S. Fixed 4.09% | Emerging Market Equity -2.60% | Global ex-U.S. Fixed -3.09% |
| Global ex-U.S. Fixed -8.65% | U.S. Fixed Income 4.33% | Real Estate -7.39% | Emerging Market Equity -53.33% | Cash Equivalent 0.21% | Cash Equivalent 0.13% | Emerging Market Equity -18.42% | Cash Equivalent 0.11% | Global ex-U.S. Fixed -3.08% | Developed ex-U.S. Equity -4.32% |
| 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
| Large Cap Equity 1.38% | Small Cap Equity 21.31% | Emerging Market Equity 37.28% | Cash Equivalent 1.87% | Large Cap Equity 31.49% | Small Cap Equity 19.96% | Large Cap Equity 28.71% | Cash Equivalent 1.46% | Large Cap Equity 26.29% | Large Cap Equity 25.02% |
| U.S. Fixed Income 0.55% | High Yield 17.13% | Developed ex-U.S. Equity 24.21% | U.S. Fixed Income 0.01% | Small Cap Equity 25.52% | Large Cap Equity 18.40% | Real Estate 26.09% | High Yield -11.19% | Developed ex-U.S. Equity 17.94% | Small Cap Equity 11.54% |
| Cash Equivalent 0.05% | Large Cap Equity 11.96% | Large Cap Equity 21.83% | High Yield -2.08% | Developed ex-U.S. Equity 22.49% | Emerging Market Equity 18.31% | Small Cap Equity 14.82% | U.S. Fixed Income -13.01% | Small Cap Equity 16.93% | High Yield 8.19% |
| Real Estate -0.79% | Emerging Market Equity 11.19% | Small Cap Equity 14.65% | Global ex-U.S. Fixed -2.15% | Real Estate 21.91% | Global ex-U.S. Fixed 10.11% | Developed ex-U.S. Equity 12.62% | Developed ex-U.S. Equity -14.29% | High Yield 13.44% | Emerging Market Equity 7.50% |
| Developed ex-U.S. Equity -3.04% | Real Estate 4.06% | Global ex-U.S. Fixed 10.51% | Large Cap Equity -4.38% | Emerging Market Equity 18.44% | Developed ex-U.S. Equity 7.59% | High Yield 5.28% | Large Cap Equity -18.11% | Emerging Market Equity 9.83% | Cash Equivalent 5.25% |
| Small Cap Equity -4.41% | Developed ex-U.S. Equity 2.75% | Real Estate 10.36% | Real Estate -5.63% | High Yield 14.32% | U.S. Fixed Income 7.51% | Cash Equivalent 0.05% | Global ex-U.S. Fixed -18.70% | Real Estate 9.67% | Developed ex-U.S. Equity 4.70% |
| High Yield -4.47% | U.S. Fixed Income 2.65% | High Yield 7.50% | Small Cap Equity -11.01% | U.S. Fixed Income 8.72% | High Yield 7.11% | U.S. Fixed Income -1.54% | Emerging Market Equity -20.09% | Global ex-U.S. Fixed 5.72% | U.S. Fixed Income 1.25% |
| Global ex-U.S. Fixed -6.02% | Global ex-U.S. Fixed 1.49% | U.S. Fixed Income 3.54% | Developed ex-U.S. Equity -14.09% | Global ex-U.S. Fixed 5.09% | Cash Equivalent 0.67% | Emerging Market Equity -2.54% | Small Cap Equity -20.44% | U.S. Fixed Income 5.53% | Real Estate 0.94% |
| Emerging Market Equity -14.92% | Cash Equivalent 0.33% | Cash Equivalent 0.86% | Emerging Market Equity -14.57% | Cash Equivalent 2.28% | Real Estate -9.04% | Global ex-U.S. Fixed -7.05% | Real Estate -25.10% | Cash Equivalent 5.01% | Global ex-U.S. Fixed -4.22% |



Samantha Waters,

Partner and
Chief Operating Officer

As we reflect on another transformative year at Falcon Wealth Advisors, I am excited to share some personal insights and milestones that have shaped our journey in 2025.

In late 2024, Jake and I celebrated 16 years of working together, a journey that has been both profound and rewarding. While the financial landscape has changed dramatically during this time, our core mission remains unchanged: enhancing our clients' lives.

The success of our practice has always been rooted in our fundamental values: Knowledge, Integrity, Discipline, and Tenacity. These aren't just words on a page, but the principles that guide every interaction, every recommendation, and every decision we make on your behalf.

We are incredibly selective about our team, believing that high quality client service starts with high quality people. Our commitment is not to grow for growth's sake, but to carefully cultivate a team that can provide the most insightful, personalized wealth management experience possible.

In January 2025, I was honored to be appointed Chief Operating Officer, a role that feels like a natural progression after years of dedicated partnership with Jake, Cory, and the rest of our team. This transition represents more than a title change – it's a continued commitment to the high quality service and strategic vision that has defined our business.

On a personal note, my family recently settled into our newly renovated home in Carrollton, MO. Watching our twins start kindergarten has been a beautiful reminder of the long-term perspective we bring to our work – planning, nurturing, and helping families build lasting financial security.

As we look forward, I am sincerely grateful. Grateful for our incredible clients who trust us with their financial journeys, grateful for our dedicated team who brings knowledge and passion to their work every day, and grateful for the opportunity to continue serving you.

Thank you for being part of our story.

Warmest regards,

Samantha Waters



Samantha and Jake have worked together since 2008. Her primary role is to help ensure every client receives an excellent experience when working with our team. As a Partner, she is also responsible for mentoring and training new client service team members, as well as making sure that the daily functions of the business run smoothly.

Samantha earned a Bachelor of Arts in finance with a minor in economics from Park University. She currently maintains her Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

Outside of the office, Sam enjoys spending time outdoors in her hometown of Carrollton, Missouri, and spending time with her husband, Jimmy, and their twins, Jackson and Ava.

OUR OPERATIONS TEAM



Abbie Musson, Account Manager

As an Account Manager, Abbie is responsible for onboarding new clients as well as helping current clients understand their account statements, take distributions, and rollover and transfer funds. Her responsibilities also include preparing account maintenance paperwork and performing other administrative roles around the office.

Abbie earned her bachelor's degree in marketing and management from the University of Kansas. She also maintains her Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

In her free time, Abbie enjoys playing sand volleyball and spending time with her husband, Bryce, and her dog, Minnie.

What skills do you believe are essential for success in your role?

Attention to detail is a big one in my role! It's important to carefully review all paperwork and transaction requests to help ensure they are processed correctly and on time.



Mari McGraw, Account Manager

As an Account Manager, Mari is responsible for onboarding new clients as well as helping current clients understand their account statements, take distributions, rolling over accounts and transferring funds.

Her responsibilities also include other supporting administrative roles.

Mari earned her bachelor's degree in English, Political Science and Women's Studies from Kansas State University. She also maintains her Series 7 General Securities and Series 66 NASAA Uniform Combined State Law licenses.

In her free time, Mari enjoys spending time with her three boys, reading and gardening, spending time with family and friends, and traveling.



Drew Van Scyoc, Account Manager

As an Account Manager, Drew is responsible for helping current clients understand their account statements, take distributions, and preparing account maintenance paperwork. His responsibilities also include helping manage day-to-day communication as it relates to current clients and performing other administrative roles around the office.

Drew earned his Bachelor of Science in Professional Golf Management from The University of Nebraska-Lincoln. Drew has over 13 years of experience in the Private Club/Hospitality Industry.

In his free time, Drew enjoys playing golf, following his favorite sports teams, and spending time with his wife Jamie, and their three children: Parker, Tripp and Saylor.



CLIENT OPERATIONS

Drew Van Scyoc | Abbie Musson | Samantha Waters | Mari McGraw

Our Client Operations team is here for you! Please reach out to any of our team members if you need assistance or have questions on our accounts.

SERVICE@FALCONWEALTHADVISORS.COM • 913-326-1900

LEVEL ONE Must Haves

GOAL: Plan for and document the transfer of assets per your wishes with minimized transfer costs.



Last Will and Testament

A will specifically spells out how you want your assets distributed and appoints guardians for any minor children.

Living Trust

A living trust avoids probate, allows for privacy, and designates how assets are to be divided upon your death.



Healthcare Power of Attorney

Designate an agent to make your healthcare decisions in the event you are unable to make them while you are living.

Financial/Property Power of Attorney

Designate an agent to make financial decisions in the event that you are unable to make them while you are living.

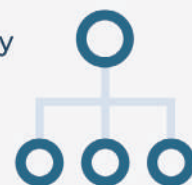


Review co-ownership provisions & account titling

Correct ownership and account titling ensure assets and accounts pass the way you intend.

Periodically review beneficiary designations

This is important as some assets (such as IRAs, Life Insurance, and Annuities) pass to your designated beneficiaries.



LEVEL TWO Considerations

GOAL: Further Enhance the direction of assets, minimize state taxes or increase asset protection.



Grantor Retained Annuity Trusts

Grantor Retained Annuity Trusts (GRAT) seek to pass assets to beneficiaries free of estate and gift tax that have appreciated over the IRS Section 7520 interest rate.

Charitable Options

Explore charitable giving options, such as Charitable Trusts, Donor-Advised Funds and Private Foundations, for both philanthropic and tax benefits.

Irrevocable Life Insurance Trust

Because life insurance is not necessarily estate tax free, consider establishing an Irrevocable Life Insurance Trust.

Qualified Personal Residence Trust

A Qualified Personal Residence Trust (QPRT) is a type of trust that allows its creator to remove a personal home from his or her estate.

Spousal Lifetime Access Trusts

Spousal Lifetime Access Trusts (SLATs) allow spouses to pass assets to each other and other loved ones free of estate and gift tax while maintaining limited, indirect access to the assets.

Intra-Family Loans

Intra-Family Loans can provide family members lower borrowing rates than traditional financing options.

Special Needs Trusts

A Special Needs Trust preserves a beneficiary's eligibility for needs-based government benefits.

How Assets Pass Upon Death

Probate vs Non-Probate Assets

Probate is a public court process that helps settle legal and financial matters upon death according to a will, if written.

Court costs, length of time, the lack of privacy and family disagreements are all potential issues that may arise within the probate process. With proper estate planning, you can limit the amount of assets that pass through probate.

ASSETS THAT BYPASS PROBATE

Jointly held assets

- Joint Accounts
- JTWRROS
- Tenancy by the Entirety

Assets with beneficiaries

- Retirement Accounts
- IRA & Annuities
- Transfer on Death
- Life Insurance

Assets held in trust

- Trust Agreements



TO **JOINT OWNER**



TO **NAMED BENEFICIARY**



TO **TRUST BENEFICIARY**

PROBATE ASSETS

Individually-owned assets with no beneficiary

(ex. cars, home bank account and personal belongings)

Assets titled Tenancy in Common

Last Will and Testament



TO **WILL BENEFICIARY**



Digital Assets

Nearly all 50 states have passed a version of the Uniform Law Commission's Fiduciary Access to Digital Assets Act, Revised that legally allows for an executor, trustee, etc. to access a deceased's digital accounts. Consider discussing your digital estate with your attorney and the potential need to share online access information with your executor or trustee.



Luke Sullivan,

Communications Manager

Just under two years ago, we established a new group at Falcon Wealth Advisors dedicated to efficient and effective communication and engagement with clients and future clients. Since then, we've been refining our communication styles and approaches, and we appreciate all the feedback we've received from you. From creating this Wealth Journal and producing Upticks every week to hosting educational and fun social events, our goal remains the same: enhancing your financial literacy and explaining exactly what your financial plan means to you. We understand that the financial industry is filled with jargon and complexities, and our mission is to help simplify these concepts so you can better understand your financial life.

Building a cohesive and well-rounded brand takes significant effort. We work tirelessly to intertwine all our communication, content, events, and image into a unified message. I truly hope you find our content valuable and know that we are continuously working to improve our offering to you.

Thank you for reading this Wealth Journal. This publication is a labor of love for my group each year. When planning for this journal, we bring out previous editions from the archive. It's inspiring to see the company wide improvements we've made over the years, and we look forward to what the future will bring. It's our pleasure to join you on your path to wealth.

Luke Sullivan



As leader of the Communications group, Luke guides our marketing efforts and oversees the curation and cultivation of our brand. Luke is responsible for producing content, designing materials, planning events, and managing both internal and external communications. Luke collaborates closely with Jake, Cory, and team leaders to support various initiatives.

Luke earned his Bachelor of Science in Finance with a concentration in corporate finance and investments from Missouri State University. Additionally, Luke earned his private pilot certificate in 2022.

In his free time, Luke enjoys flying as a general aviation pilot, spending time with his family, and traveling to new destinations.

How do you approach continuous learning and professional growth?

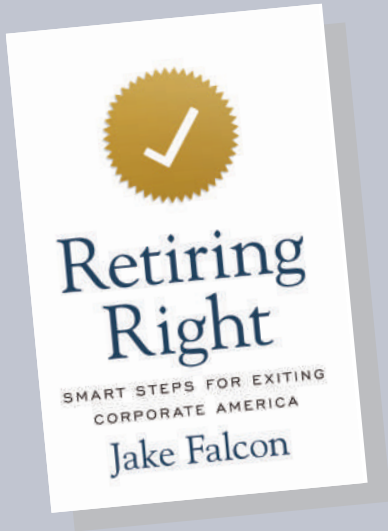
Reading! I believe knowledge is power and something that can't be taken away from you. Curiosity is a core value of mine and something I hold dear. Personal and professional development can take you far so long as you are willing to pursue it.



Events

9/18 – Financial Planning
Educational Event

12/11 – Holiday Happy Hour



Unlock a Fullfilling Retirement!

Every day brings you closer to retirement. Are you ready?

You've got a comfortable routine, colleagues who like and respect you, and days filled with purpose. But what will happen when you retire? Can you afford healthcare? Will the money you've saved and invested be enough?

You have a list of questions about what will happen when you're no longer working. In *Retiring Right*, Jake Falcon helps you find answers, explaining in detail how to prepare to leave the office behind.



Upticks is your podcast for financial insights. Hosted by Jake Falcon, CRPC™ and Cory Bittner, CRPC™, who discuss the philosophy of wealth management, exploring tailored retirement plans, tax strategies, and timely market topics.

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THANK YOU

Cory Bittner

Thank you for reading our third annual Falcon Wealth Advisors Wealth Journal! We're thrilled to publish this again and trust this year's edition was valuable and useful for the year ahead.

Recurring themes in this year's Wealth Journal have been growth and expansion. In the last year, our practice has continued to grow with new clients coming onboard, the team expanded with the addition of Dylan and Catalina, and individual roles continued evolving. Abby Stockman has worked with Falcon Wealth Advisors since 2018 and is an Investment Analyst on our Investment Management team. In 2024, Abby stepped up to also serve as my Executive Assistant at Falcon Wealth Advisors as my role has evolved, too. I'm now overseeing and managing the company's financial operations, and excited to announce Samantha Waters was promoted and named COO in early 2025!

We've committed countless hours to building, training, and developing our team to support our clients and help enhance our service offering. That's the reason we now have four full-time, dedicated Financial Planners who conduct most day-to-day review meetings with clients. Each person in our financial planning group plays a critical role in helping ensure our client's financial situations are optimized and that we're taking a full 360-degree view necessary for proper planning.



We are here to enhance our clients' lives and positively impact their finances. There are more stories about clients benefitting from personalized advice than I have space to share them, and that's why we are focused on innovation in providing it. I work closely with the financial planning group daily and I'm available for any specific questions and concerns as they arise, but in managing the standard review meetings, the planning group is helping ensure that nothing is overlooked and we're going deeper with our clients' plans. We're grateful for the positive feedback we've received from structuring our business this way, and clients take comfort knowing they have a team working for them instead of one person.

My role is focused on building client relationships outside the office along with personalized check-ins. It's also focused on business development and growing Falcon Wealth Advisors to work with more clients and help more people, client education and communication with Upticks and our events, team leadership, and managing Falcon Wealth Advisors finances with prudence.

Big news on the personal front in 2024, Cassie and I welcomed our daughter and first child, Daisy, in June! Words cannot describe how proud I am of Cassie for becoming Mom. Daisy's birth threaded the needle perfectly between my birthday and Father's Day though to ensure that week in June is the gauntlet for Mom each summer! It seems the pace at which Daisy is achieving milestones is accelerating, and it turns out everyone that gave me the advice that time would only speed up have been correct. Our pup, Otis, is adjusting to someone else getting all the attention now, but he and Daisy were fast friends, and he's happy to be part of the pack.

Also, last year, I was honored to be elected to the Executive Committee for the UCM Alumni Foundation Board of Directors where I'm proudly serving my sixth year of service, and I hired two business coaches that I am working with in 2025. I couldn't be more excited for the year ahead – bring it on.

Lastly, and most importantly, thank you to every client of Falcon Wealth Advisors. I am routinely struck by the generosity of our clients and cannot overstate our appreciation of your continued trust. We don't take it lightly, and it's an honor and a privilege to earn your business. We are committed to meeting your needs, helping enhance our offering for you, and your valuable feedback continues to inform and influence our decisions. Your satisfaction remains our top priority, and I am confident the best is yet to come.

Cory Bittner

**Thank you for your trust,
Cory Bittner, CRPC®
Co-Founder & COO**

About Cory

Cory is a dedicated professional with a lifelong commitment to helping enhance clients' lives. His passion for the people business began his junior year in college when he started his first internship in finance and there's never been a Plan B. He is an outlier in his generation, working in one industry, in one evolving role, since 20 years old.

Cory approaches building relationships with clients by closing his mouth and listening to their wants, needs, and wishes along with their concerns and what keeps them up at night. He focuses on connecting financial planning, investment management, and tax planning with personal relationships, to guide clients toward their desired outcome and filter out information overload of the modern world.

Cory prioritizes open communication and trust, working in partnership with clients to identify and pursue THEIR financial goals. He meets with prospective clients to establish comprehensive, goals-driven financial plans and investment strategies to achieve them. Careful planning and attention to detail is critical so Cory works closely with the team at Falcon Wealth Advisors to implement and update those plans with clients as life happens and things change.

As the Co-Founder at Falcon Wealth Advisors, Cory is proud to be part of building an incredible team of friendly, high-performing professionals who prioritize their clients' best interests. He's responsible for the professional development of team members, and maintaining a client-centric environment.

Cory graduated Summa Cum Laude from the University of Central Missouri and holds the Chartered Retirement Planning Counselor™ (CRPC™) designation. He has also completed the Investment Strategies and Portfolio Management Executive Education Program at The University of Pennsylvania's Wharton School of Business. Cory has been featured in Ingram's Magazine's "20 in their Twenties" list, Forbes' list of Top Next-Gen Wealth Advisors Best-in-State in 2022-2023, and Forbes' list of Best-in-State Wealth Advisors in 2023-2024.

Outside the office, Cory serves on the Executive Committee for the Alumni Foundation Board of Directors at his Alma mater, the University of Central Missouri. Cory loves spending time with his family. His wife Cassie, their daughter Daisy, and their rescue dog Otis love walking around the Brookside neighborhood and spending time outside. Cory also enjoys playing platform tennis, tennis, studying history, and spinning vinyl records at home.

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