

Enhance Today | Enrich Tomorrow



**FINANCIAL SYMMETRY**

ANNUAL  
REPORT  
2020

# 2020: A YEAR OF ADAPTATION

Looking back on 2020 brings up a wide range of emotions. With so many ups and downs and navigating unprecedented times, 2020 was certainly a memorable year. The first few months of the pandemic brought upon one of the fastest bear markets in stock market history. Markets moved 10% up or down daily and kept us constantly tuned in to the market headlines. As the pandemic showed no immediate sign of slowing down, we began to have difficult conversations with many clients who were experiencing layoffs, furloughs, or even government mandated shutdowns of their businesses. On top of all the financial impacts the pandemic created, this bear market and recession also brought upon concern over our client's health. The idea that our finances touch every area of our life was unfolding on what seemed to be a daily basis, which allowed us to strengthen relationships with our clients. While 2020 was difficult for so many, we are also thankful to be in a profession where we can be there for our clients during the highs and lows that life brings us.

Diligence and integrity are among our core values, both in personal financial planning and for our business. In keeping with those values, we build contingency plans to ensure we maintain our independent business model and stability in client service through market and economic turmoil. We regularly perform stress tests on both your financial plans and our business to prepare for inevitable market declines. This planning allowed us to not only keep all our current team members, but also to promote and expand our team to accommodate our growing client base.

In 2020, we hired our three very talented NC State interns Emma Turner, Kyle Blue, and Meredith Keel to begin working at Financial Symmetry full-time.

We also hired in areas that provide support to our services for our clients. Tax planning and development of our client experience were focal points in these two hires: Mini Akita and Justin Graffagnini.

In addition to our new hires, Heather Gudac was promoted to Chief Operating Officer and Grayson Blazek became Financial Symmetry's newest shareholder. We also had two new promotions to financial advisor – Haley Modlin and Darian Billingsley. This brings our financial advisor count to 10, with 100% having their Certified Financial Planner (CFP®) designation.

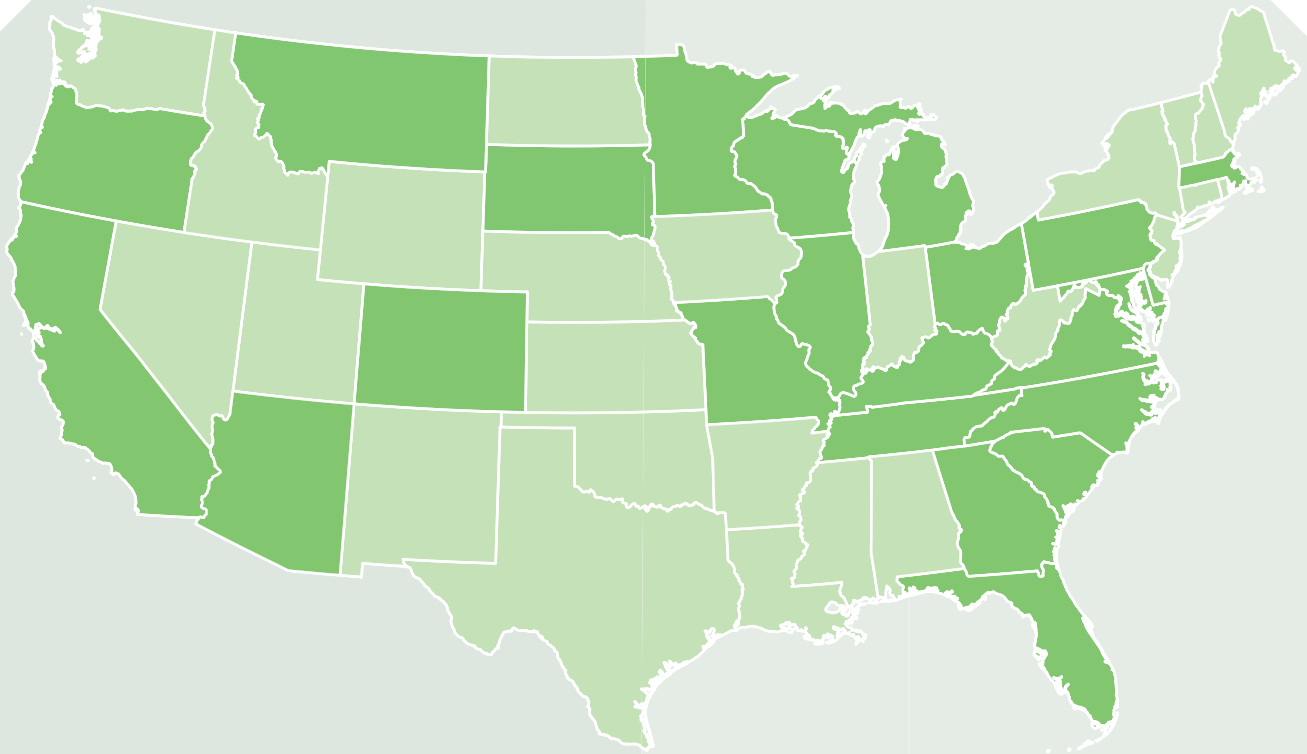
2020 shifted the Financial Symmetry "office" into remote work with team members working from home along with their kids, spouses, pets, etc. While client meetings became virtual and in person interactions were mostly eliminated, this didn't slow down Financial Symmetry's growth and excitement as we were able to still help our clients live our vision of enhancing today and enriching tomorrow. Some exciting events included being named to RIA Channel's list of top 50 emerging RIAs in the United States\*\*. Grace Kvantas was recognized in the 2020 WRAL Voters' Choice Award for financial advisors. Allison Berger continued her volunteering with the fee-only advisor organization – NAPFA, which included many of our advisors attending the NAPFA conference virtually this year!

Now as we turn our eyes to 2021, we are excited to celebrate Financial Symmetry's 20th anniversary! With the pandemic continuing into the 2021 calendar year, we remain diligent in keeping our clients informed of the latest economic changes and adjusting as necessary. We also strive to provide peace of mind by taking advantage of new opportunities in a constant effort to improve client investment experiences and outcomes. Thank you to our clients for the continued trust you've placed in us and we look forward to a great year together!

Connect with us on social media or subscribe to our podcast and YouTube channel. Keep up with more of Financial Symmetry happenings as we share the personal side of our team members mixed in with relevant financial information of interest to you.

\*\*Methodology: RIA Channel ranked the 2020 Top 50 Emerging RIAs using a proprietary set of criteria and data. The ranking is based on both size and growth in assets reported to the SEC as of October 31, 2020. Wealth management firms with negative disclosures on their ADV Part I were excluded. Wealth management firms that were growing 30% or more over the past five years, and had total assets under management of less than \$500 million were included. RIA Database (RIADatabase.com) was used for regulatory data, growth data, organic research, and advisor surveys. We recognize these firms as leaders in their field and congratulate them on their success.

# **LOCAL ROOTS WITH A NATIONAL REACH**



Thanks to our growing online presence,  
clients moving across the country, and your  
referrals of family and friends, we now have  
clients in 23 states!

# YEAR IN REVIEW

## JANUARY

Haley Modlin became an advisor



## FEBRUARY

Grayson Blazek became a partner and Mina Akita joined the FSI team



## MARCH

Started remote work



## APRIL

First FSI ladies book club virtual meeting



## MAY

DFA Virtual Investor Symposium



## JUNE

Emma Turner, Meredith Keel, and Kyle Blue joined the FSI team and Darian Billingsley became an advisor



## JULY

Completed more than 200 tax returns



## AUGUST

Justin Graffagnini joined the team



## SEPTEMBER

DFA Virtual Advanced Conference



## OCTOBER

FPA Symposium



## NOVEMBER

FSI exhibitor in the Women > A Force event



## DECEMBER

Heather Gudac promoted to COO



# BY THE NUMBERS

**125,746**

Website views

**5**

New team members

**\$600+**

Million assets managed

**9**

Press features

**240**

Continuing education hours

**42**

New clients

**1,007**

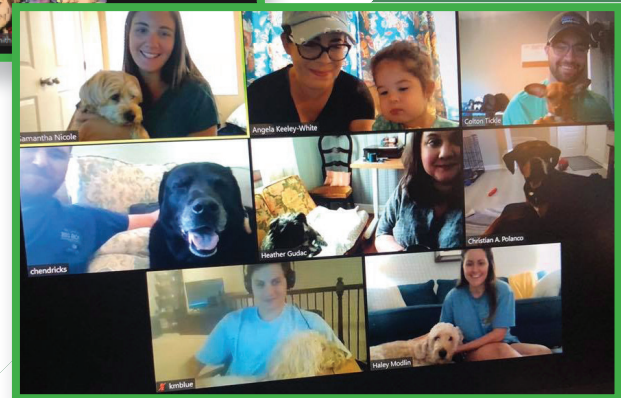
Social media followers

**80%**

Of website traffic by desktop in 2020

**Thousands**

Of Zoom/Team Meetings



**We appreciate the opportunity to serve you. If there is anything else you would be interested to see in our future annual reports, let us know!**

