



NOVEMBER 2016

LIFE AFTER THE ELECTION

Written by David Ferrucci

November 9, 2016

Dear Diary,

Though routine, another fantastic day! Met friends at the coffee shop for breakfast. Settled at my desk by 7:30... busy morning schedule with a handful of phone calls and plenty of e-mails. Quiet afternoon... a great chance to catch up on odds-and-ends. Dinner with Michele and the kids... treated ourselves to ice cream afterward! Tomorrow will certainly be a busy day, and the weekend promises to be hectic too.... however, a lot of fun ahead! I'll keep doin' what I do!

If I did keep a diary, my recap of November 9th – the day following our upcoming election – might read a bit like that. And, looking back, I suppose entries on November 5th, 2008, and November 8th, 2000 would have been similar.

The two common threads among the three dates: first, a new President was (is to be) elected on the day preceding each; second, regardless of the outcomes, *I kept – and will keep – doin' what I do!*

For me, *doin' what I do* covers a lot of ground. Today, I am a husband, father, brother, and son. I am a professional advisor and

I'll keep doin' what I do!

Keep doin' what you do!

confidant to a select group of individuals, couples, and families. I am a friend and acquaintance. I am a recreational golfer, jogger, and cyclist. I am an overindulgent lover of ice cream! On November 9th, the day after the upcoming election, I will remain as such and keep doin' what I do.

Whoever wins this year's presidential election, polls suggest half of America will be pleased and the other half not. Yet, regardless of the outcome, all Americans will wake up on November 9th and continue doing what they do. Some will go to work, others to play. Some will drink Coke, others Pepsi.

What will you do on November 9th? Work or play; Coke or Pepsi. Whatever you choose, rest assured that Paul, Frank, and I will continue to do what we do here at The Ferrucci Company: provide you with financial guidance and leadership, freeing you to pursue your most important goals and values. In other words, **keep doin' what you do!**

The Ferrucci Company is a wealth management boutique where families turn for financial guidance and leadership, freeing them to pursue their most important goals and values.

David Ferrucci: Over twenty-five years ago, David began helping individuals, couples, and families make balanced – and smart! – financial decisions. Earning Bachelor's and Master's degrees from Trinity College, he focused his studies within the field of behavioral finance; an academic discipline that factors human elements into traditional economic assumptions. David also earned a Master's degree from Columbia University, where he examined the complex relationship between personal finance and family dynamics. Currently, he is pursuing a Master of Philosophy degree through Wesleyan University, deepening his understanding of personal, family, community, and global matters as they relate to finances. Today, David's expertise lies in the macro-economic realm of coordinating, synchronizing, and advancing individual and family goals.

david@ferruccicompany.com

1-800-633-3051

Paul Ferrucci: Over twenty-five years ago, Paul began helping individuals, couples, and families make balanced – and smart! – financial decisions. Earning Bachelor's and Master's degrees from Trinity College, he focused his studies in the areas of financial economics, applied portfolio theory, and personal finance. Paul completed the University of Pennsylvania's Private Wealth Management Program at Wharton School, where he examined a rich assortment of personal and family case studies. Today, Paul's expertise lies in the micro-economic realm of portfolio management, cash flow management, and multi-generational asset transference; all with the aim of advancing individual and family goals.

paul@ferruccicompany.com

1-800-633-3051

balance is a monthly feature written by Paul and David Ferrucci,
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