



NACHMAN NORWOOD & PARROTT  
WEALTH MANAGEMENT CONSULTANCY

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Q4/11

## UPCOMING EVENTS

Meals on Wheels Sweetheart Charity Ball: February 4, 2012  
[www.mealsonwheelsgreenville.org](http://www.mealsonwheelsgreenville.org)

The Guild of the Greenville Symphony Black and White Ball: February 25, 2012  
[www.guildgso.org](http://www.guildgso.org)

Memphis at The Peace Center: February 21 – 26, 2012  
[www.peacecenter.org/shows/2012/memp](http://www.peacecenter.org/shows/2012/memp)

Reedy River Run: March 2 – 3, 2012  
[www.reedyriverrun.com](http://www.reedyriverrun.com)

American Heart Association Upstate Heart Ball: March 24, 2012  
[www.heart.org/upstatesheartball](http://www.heart.org/upstatesheartball)

## LET US HEAR FROM YOU

We value your opinion. Have a question or topic that you'd like to see addressed in this newsletter? Let us know. Contact Anna Beninate at 864.467.9800 or by email at [anna.beninate@nnpwealth.com](mailto:anna.beninate@nnpwealth.com).

## THE ELECTION AND YOUR PORTFOLIO

As we enter an election year, the nation's eyes have turned to Washington. And as an investor, your eyes are also focused on the market and how it will be affected by this year's events.

Historically, a pattern has emerged between market performance and election years. For example, looking at the S&P 500 Index for each election year since 1928, there have been only three election years where the index had a negative return.

So does this mean we can predict that the 2012 S&P 500 Index will have a positive return? Not necessarily.

Elections and political events do have a bearing on the markets, but forecasting their impact can be difficult with so many complicating factors. You might be tempted to make assumptions on the impact the election of a particular candidate may have on the market and want to adjust your portfolio; however, reacting severely to the election or any other major event typically goes against the fundamentals of a sound investment plan.

At Nachman Norwood & Parrott, we are dedicated to a consistent strategy that has produced long-term results for our clients—regardless of whether it is an election year or not. Although we take current events and political headlines into consideration, their impact to your portfolio should be analyzed on an individual basis. As we move into 2012, we will be examining your current investment plans with you to help ensure they are in line for both the coming year and your long-term success.

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## 2012: A YEAR OF CELEBRATIONS

2012 holds significance for four Greenville institutions. The Greenville Hospital System University Medical Center, Greenville Technical College, Greenville-Spartanburg International Airport and YMCA Camp Greenville all celebrate major anniversaries over the next 12 months.

**The Greenville Hospital System University Medical Center** celebrates its centennial in 2012. Expanding from a singular Greenville city hospital in 1912, it is now a countywide institution with five campuses and numerous affiliated practices. The system employs over 7,500 employees, making it one of the largest employers in the state. Additionally, the University of South Carolina School of Medicine – Greenville, achieved preliminary accreditation in October 2011. The inaugural class of this four-year medical program will start this August.

**Greenville Technical College** will recognize its 50th anniversary this year. This public, two-year college began in 1962 with only one building, eight acres and 800 students. Now, Greenville Tech is a thriving four-campus system with over 15,000 academic students and more than 21,000 continuing education students. With over 160 academic programs, Greenville Technical College seeks to prepare its graduates for a successful transition to either a continued education or fulfilling career.

**The Greenville-Spartanburg International Airport** opened in 1962 and will commemorate its 50th anniversary this year. The airport directly employs over 800 full and part-time persons and facilitates business for numerous Upstate companies. The airport's seven airlines carry more than 1.2 million passengers per year. Additionally, monthly seat capacity has increased by almost 40 percent from last year, an increase attributed to the addition of Southwest Airlines.

Celebrating 100 years this year, **YMCA Camp Greenville** opened at a site near Cedar Mountain, North Carolina, in 1912, and 25 boys attended camp that initial year. After years of planning, the camp moved to its current location in 1925. Today, YMCA Camp Greenville is an innovative leader in the field of camping, welcoming hundreds of boys and girls each summer and serving as a retreat and educational center year-round.

Since their inceptions, these organizations have made significant contributions to the Upstate. 2012 will be a year to recognize these institutions' noted histories and their importance in our community's future.

## LIVING WITHIN YOUR MEANS

When we first started in this business, we were naïve to believe that those with significant wealth would be immune to cash flow and spending issues. Boy, have we learned a lot since then! Although the degree of difficulty may vary, the basic challenge of living within a budget is not reduced as net worth increases. The reality is that most people have a hard time spending less than they earn, regardless of their wealth. Adhering to a budget is one of the keys to successful financial management. Unfortunately, disregarding a budget is one of the easiest ways to sabotage an investment plan.

As a rule, we are all guilty of becoming accustomed to a lifestyle that becomes harder and harder to change or reduce, and the years of accumulated overhead can become overwhelming. Dealing with the issue of overspending takes courage and commitment. Remember, if there was an easy answer, everyone would be doing it.

Here is a simplified strategy for tackling a detrimental financial situation:

### FACE THE PROBLEM

Most people who overspend don't want to dig too deeply into the details; they are afraid of what they will find out. Our experience shows that the only way to get started is to figure out where you are. Begin by analyzing income vs. expenses to create a clearer picture of your financial situation.

### LOOK AT "WANTS" VS "NEEDS"

The definition of a need has been distorted over the years. Needs are the costs required to live, whereas things like eating at restaurants and having cable TV are actually wants. Make a list of "wants" and "needs" and be honest with yourself. You'll be surprised at what you discover.

### MAKE DECISIONS

You would now be ready to determine what you are willing to change in order to help get your finances back on track. Your NNP advisor is happy to counsel you in these decisions and suggest tactics for ongoing management.

The new year is the perfect time to get your finances in order. Implementing even small changes may make a difference over time. NNP's objective is to help you reach your financial goals, and living within your means is a key part of the strategy.



Greenville Memorial Hospital; Greenville Technical College, Barton Campus; Greenville-Spartanburg International Airport and YMCA Camp Greenville

## NEW YEAR, NEW LOOK

You may have noticed that this quarter's newsletter looks differently from those you've received in the past. At Nachman Norwood & Parrott, we strive to make environmentally-responsible decisions.

We've chosen to print our newly-designed newsletters on 100% recycled paper with soy-based inks. The content is still written and delivered to you by our associates. Only now, it comes to you in a way that helps preserve our environment now and for future generations.



Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

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