



# **SOCIAL MEDIA & DIGITAL MARKETING SEMINAR**

---

**FEB 21, 2019**

---

THE SCHWAB CONFERENCE CENTER  
**SAN FRANCISCO, CA**

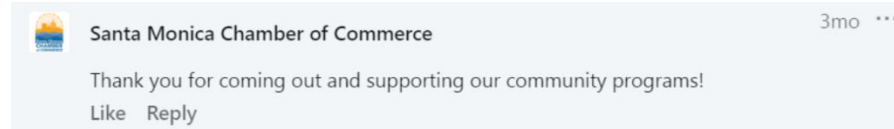
Joshua M. Bradburn, CFP<sup>®</sup>, CWS<sup>®</sup>

Vice President - Financial Consultant  
Charles Schwab & Co., Inc.

# Spinning Wheel of Financial Education



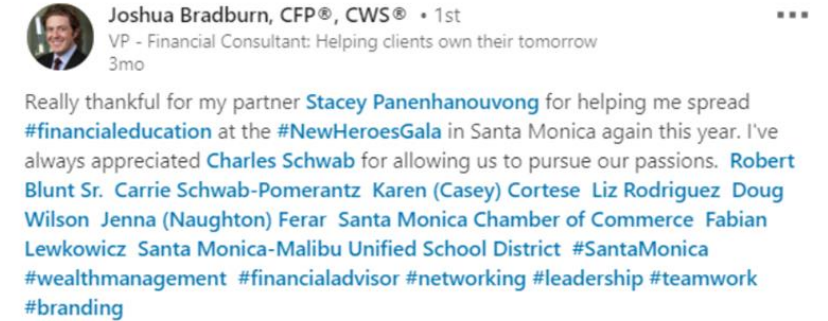
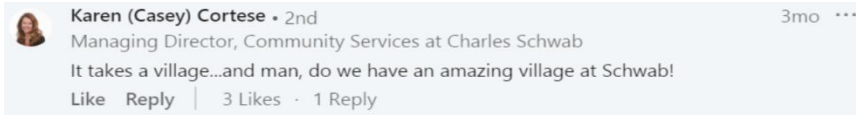
- 95 likes/comments
- Visibility with local business groups
  - Sidecar Doughnuts
- Engagement with sponsoring organization





# #NewHerosGala

- 110 likes/comments
- Ability to showcase team efforts in supporting local initiatives
- Engagement from across the nation



102 Likes · 8 Comments

# SNAP FatHeads



- 133 likes/comments
- Conversation starter



# Reaching Millennials and GenZ, too

- 105 likes/comments



William Trigleth, CWS • 2nd

Executive Director Certifications at Cannon Financial Institute

5mo \*\*\*

It is great to see a CWS graduate successfully helping prospects and clients improve their lives and at the same time seeing Joshua grow his practice and representing the Charles Schwab brand in such a positive way! Great win for everyone!



Greg Hasty • 2nd

Simulation Coordinator at Indiana University Health

5mo \*\*\*

We care. I wonder if decades of telling our generation that a social safety net of retirement probably won't exist scared them away from personal retirement plans as well. Good to see this!



Joshua Bradburn, CFP®, CWS® • 1st

VP - Financial Consultant: Helping clients own their tomorrow  
5mo

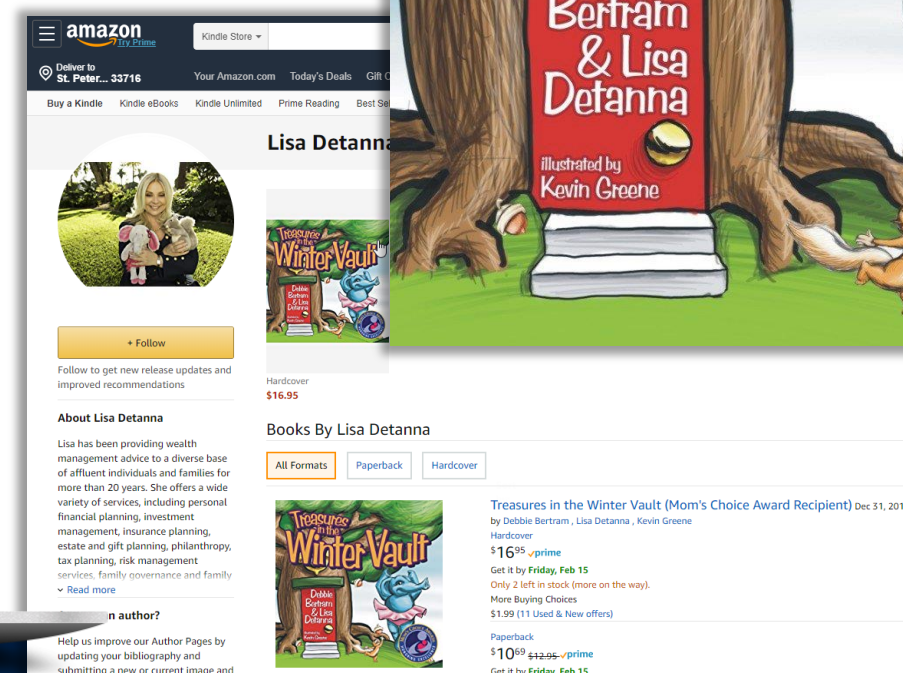
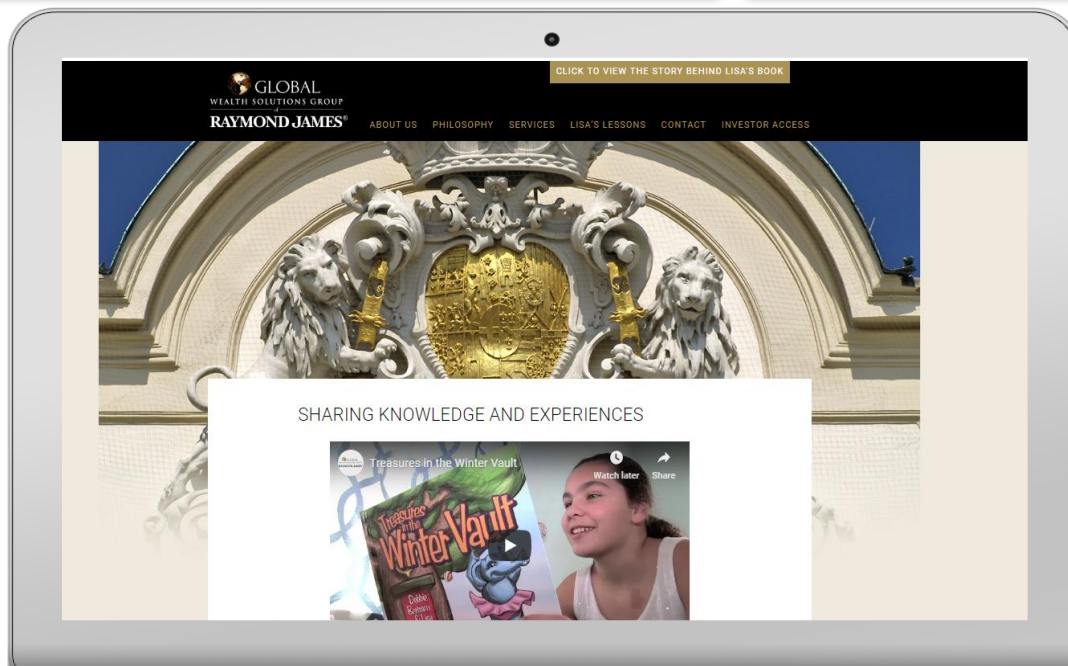
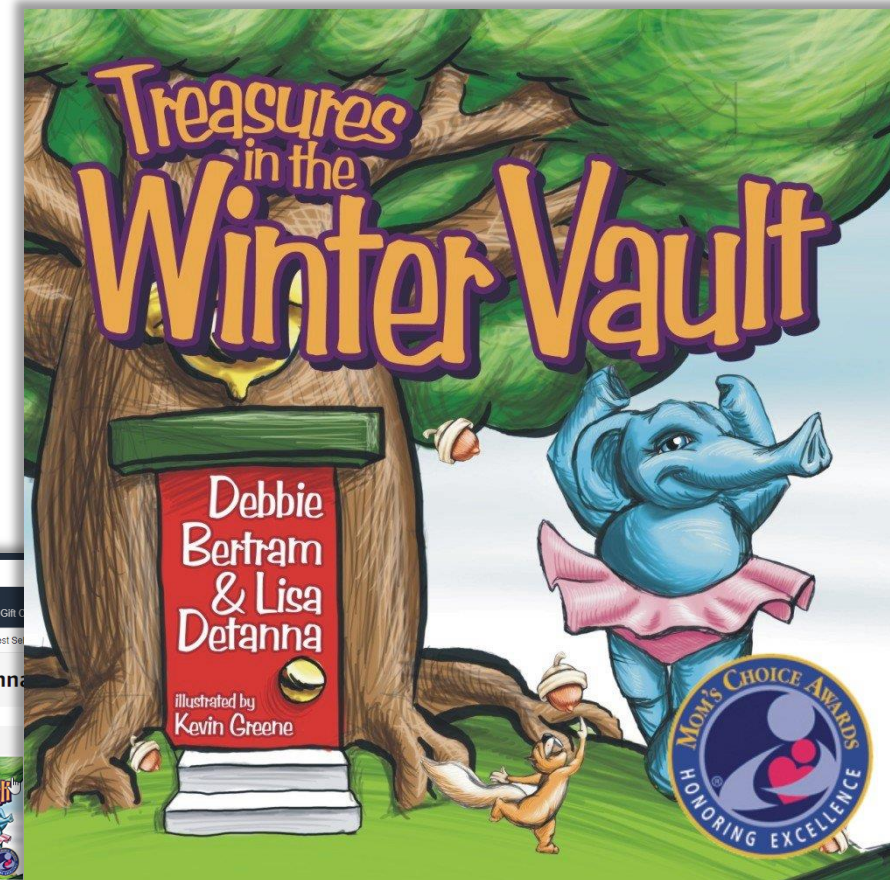
Who says #Millennials and #GenZ aren't interested in their finances. I've got a crowded house actively engaged. [Charles Schwab](#) [Cannon Financial Institute](#) [CFP Board](#) [Financial Planning Association \(FPA\)](#) [University of California, Los Angeles](#) [University of Southern California](#) [#financialfreedom](#) [#financialeducation](#) [#wealthmanagement](#) [#financialadvisor](#) [#moneymatters](#)



92 Likes · 13 Comments

Lisa A. Detanna, AIF<sup>®</sup>, MBA, WMS<sup>®</sup>  
Senior Vice President, Managing Director  
Raymond James








HOME SERVICES NEWS EDUCATION ABOUT USLog In Sign Up

This site uses cookies. By continuing to browse this Business Wire site (and/or any other Business Wire website), you accept the use of cookies. [Learn more](#)

### Lisa Detanna and Global Wealth Solutions Group of Raymond James Host 'Flourish' Event for Female Clients to Teach Financial Planning, Charitable Giving





RAYMOND JAMES  
FINANCIAL, INC.  
NYSE:RJF

Tweets by @LisaDetannaRJ



Lisa Detanna  
@LisaDetannaRJ

Read the weekly bond market commentary from Doug Drabik.  
[raymondjames.com/pointofview/it...](http://raymondjames.com/pointofview/it...)


Lisa A. Detanna, AIF®, MBA, WMS®, Senior Vice President, Investments




November 20, 2018 04:06 PM Eastern Standard Time

BEVERLY HILLS, Calif. --(BUSINESS WIRE)--Lisa Detanna, President, Investments, of Raymond James hosts first ever 'Flourish' event for female clients to teach financial planning, charitable giving.




Lisa Detanna of Global Wealth Solutions Group of Raymond...


Chetsea



Lisa Detanna of Global Wealth Solutions Group of Raymond James  
@GlobalWealthSolutionsG  
roup

Home Posts

Liked Following Share




Lisa Det  
James  
January 1

<https://www.yout...>



Lisa Det  
James  
January 1

<https://www.yout...>



Lisa Det  
James  
January 1

<https://www.yout...>


YOUTUBE.COM  
Petersen Museum Event

Like Comment Share

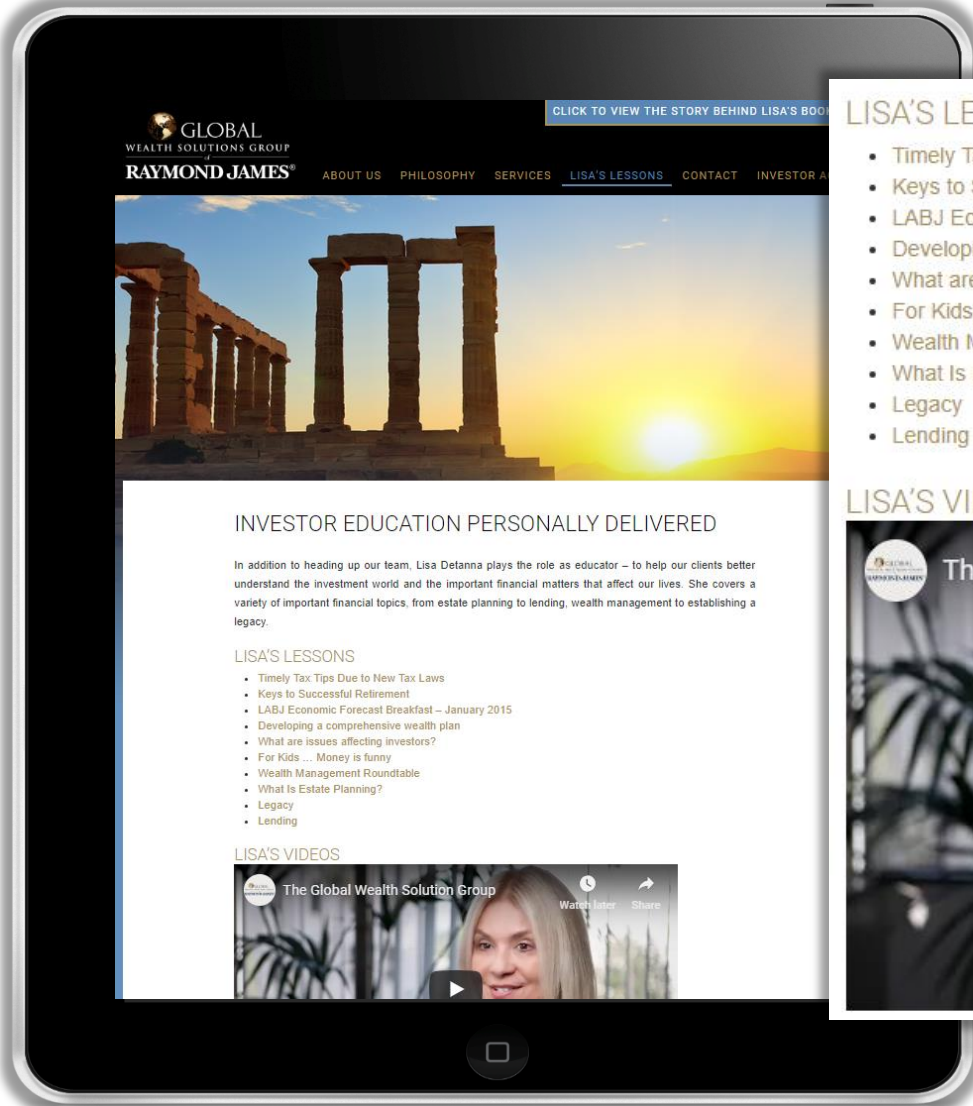
Lisa Detanna of Global Wealth Solutions Group of Raymond James

January 17 at 9:17 AM

Want to find out more about how our services help you prepare for the future? Visit <https://www.raymondjames.com/globalwealthsolut.../services.htm> now.







## LISA'S LESSONS

- Timely Tax Tips Due to New Tax Laws
- Keys to Successful Retirement
- LABJ Economic Forecast Breakfast – January 2015
- Developing a comprehensive wealth plan
- What are issues affecting investors?
- For Kids ... Money is funny
- Wealth Management Roundtable
- What Is Estate Planning?
- Legacy
- Lending

## LISA'S VIDEOS



## TAX PLANNING: Income & Retirement

### Understanding How The Tax Law Affects Income & Retirement Planning

flexibility of the code of the estate and changes in late 2014 have on and to our estate are not and, tax-rate corporations, and residual and

shouldn't consider a Roth conversion when it makes sense. For example: You anticipate a lower effective tax rate in retirement, or, alternatively, for wealth transfer planning to children or grandchildren.

**Itemized Deductions**  
**Interest on new home debt:** If you are planning to purchase a home, consult with your tax advisor regarding the deductibility of any new or refinanced mortgage indebtedness.

**Home equity loans:** Interest is still deductible on home equity lines of credit used to buy, build or substantially improve the home that secures the loan. If you have home equity lines of credit used to finance other endeavors, you may want to evaluate repaying them, depending on rates and net cost.

**Vacation homes:** You may want to discuss with your tax advisor whether it makes sense to convert a vacation home into a rental property and possibly transform the deductibility of interest and taxes.

**Conversions:** Conversion of a plan no longer mean you

**Goodbye AMT:** Given the increased exemption and phase-out thresholds, as well as the elimination or limitation of certain itemized deductions, you may find you are no longer subject to the Alternative Minimum Tax (AMT).

**Stock options:** Corporate employees with vested and unexercised incentive stock options (ISOs) may benefit for the same reasons noted above. So, you may be able to exercise and hold larger numbers of these options, thus obtaining significant income tax savings by converting more ordinary income into long-term capital gain.

**AMT credits:** If you have AMT carryovers from 2017, you could find it much easier to recoup them given the higher exemption levels.

casualty losses are no longer deductible – with some exceptions – and a tax benefit will likely be unavailable until 2025, you may wish to reconsider deductible levels on your liability insurance policies.

**Alternative Minimum Tax**  
**Goodbye AMT:** Given the increased exemption and phase-out thresholds, as well as the elimination or limitation of certain itemized deductions, you may find you are no longer subject to the Alternative Minimum Tax (AMT).

**Stock options:** Corporate employees with vested and unexercised incentive stock options (ISOs) may benefit for the same reasons noted above. So, you may be able to exercise and hold larger numbers of these options, thus obtaining significant income tax savings by converting more ordinary income into long-term capital gain.

**AMT credits:** If you have AMT carryovers from 2017, you could find it much easier to recoup them given the higher exemption levels.

**Domicile**  
**Tax jurisdictions:** People have long evaluated the benefits of changing their domicile to a more tax-friendly state, such as Florida, to avoid state income and/or estate taxes. This trend likely will continue, and the deduction limits on mortgage interest and state and local taxes may influence residents of states with high income tax rates, property taxes and property values to relocate to more tax-friendly states.

**Divorce**  
**Alimony:** Since alimony is no longer deductible to the payor spouse, or taxable to the payee spouse, divorce, prenuptial and postnuptial agreements should address these changes, be completed before 2019, if possible, and contemplate the law's potential sunset on Jan. 1, 2026.

**Future law changes:** If you are seeking a divorce, consult with your legal counsel about including a provision that the divorce agreement can or must be renegotiated if the tax law changes again.



### FOCUS TO WHAT MATTERS MOST IN YOUR FINANCIAL LIFE

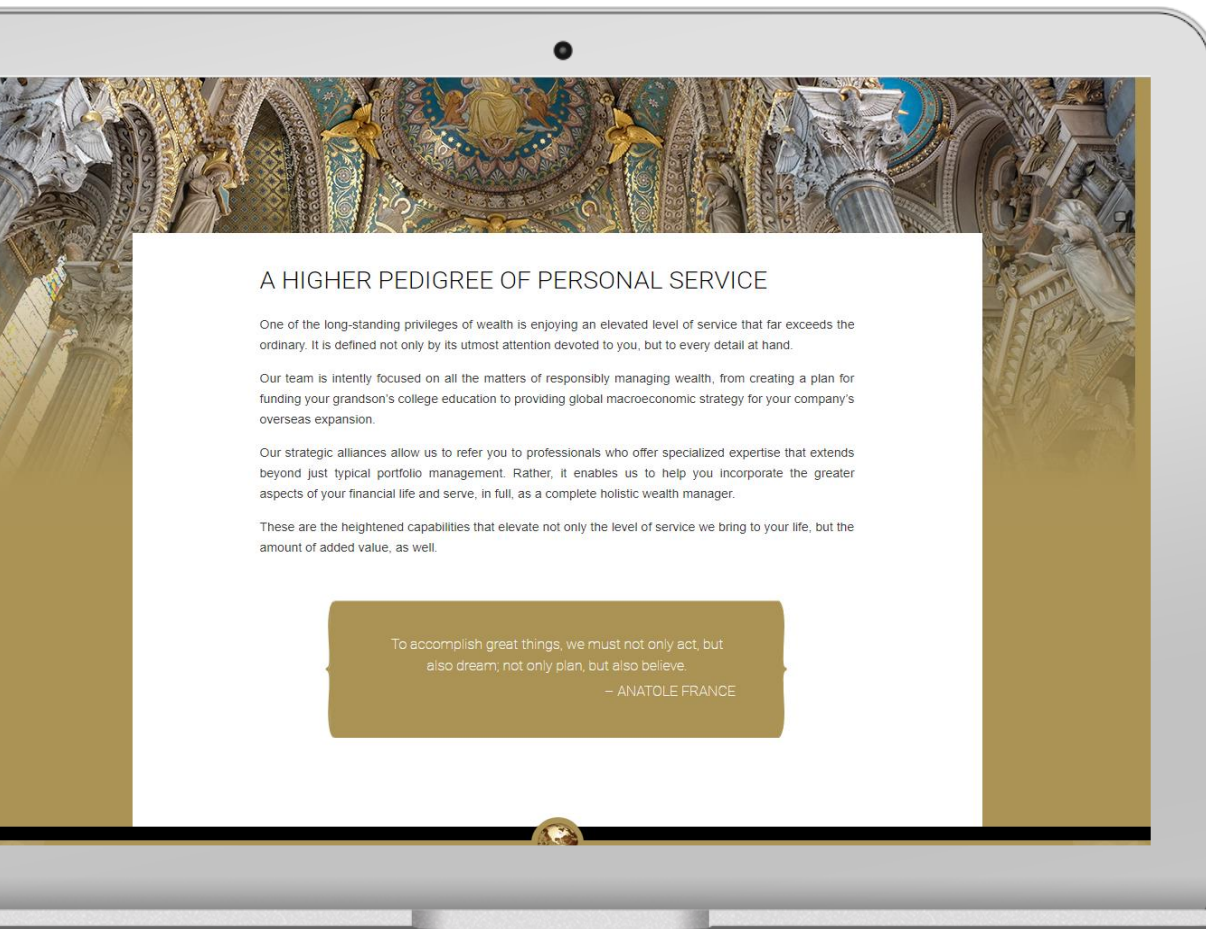
Please call Lisa Detanna, AIF®, for a complimentary overview of your financial wealth plan.  
globalwealthsolutionsgroup.com

Senior Vice President, Investments / Managing Director

BEVERLY HILLS | 310.551.1111 | www.globalwealthsolutionsgroup.com

© 2015 Global Wealth Solutions Group, LLC. All rights reserved. This document is for informational purposes only and does not constitute an offer of any financial product or service. Please consult your advisor for more information.

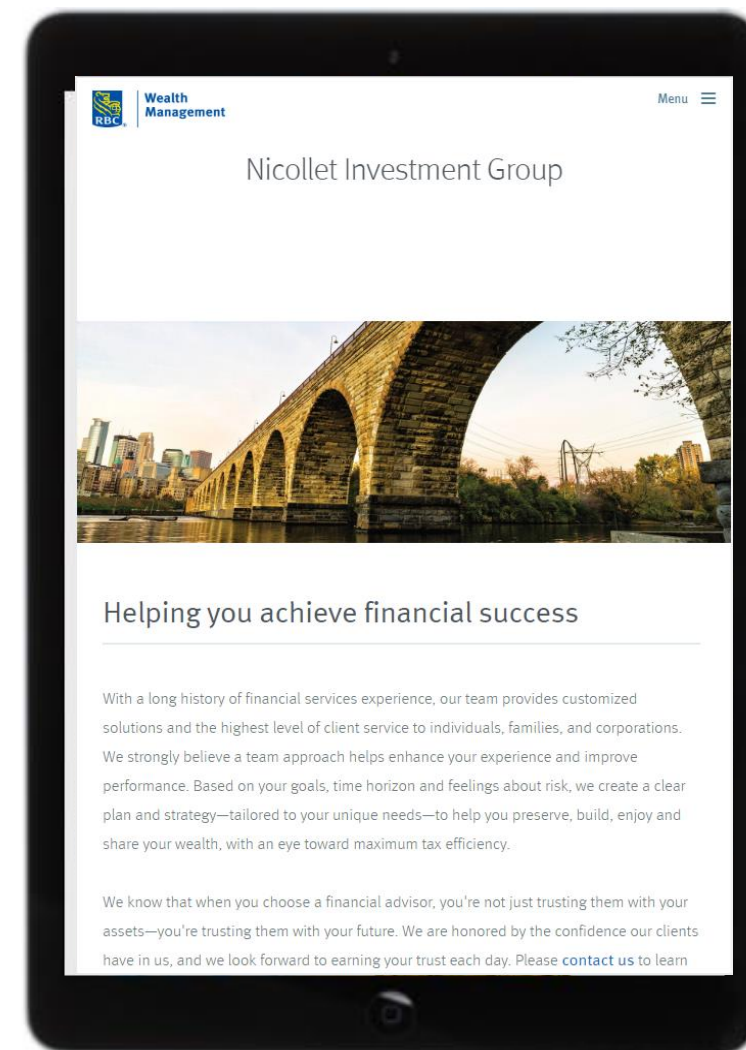
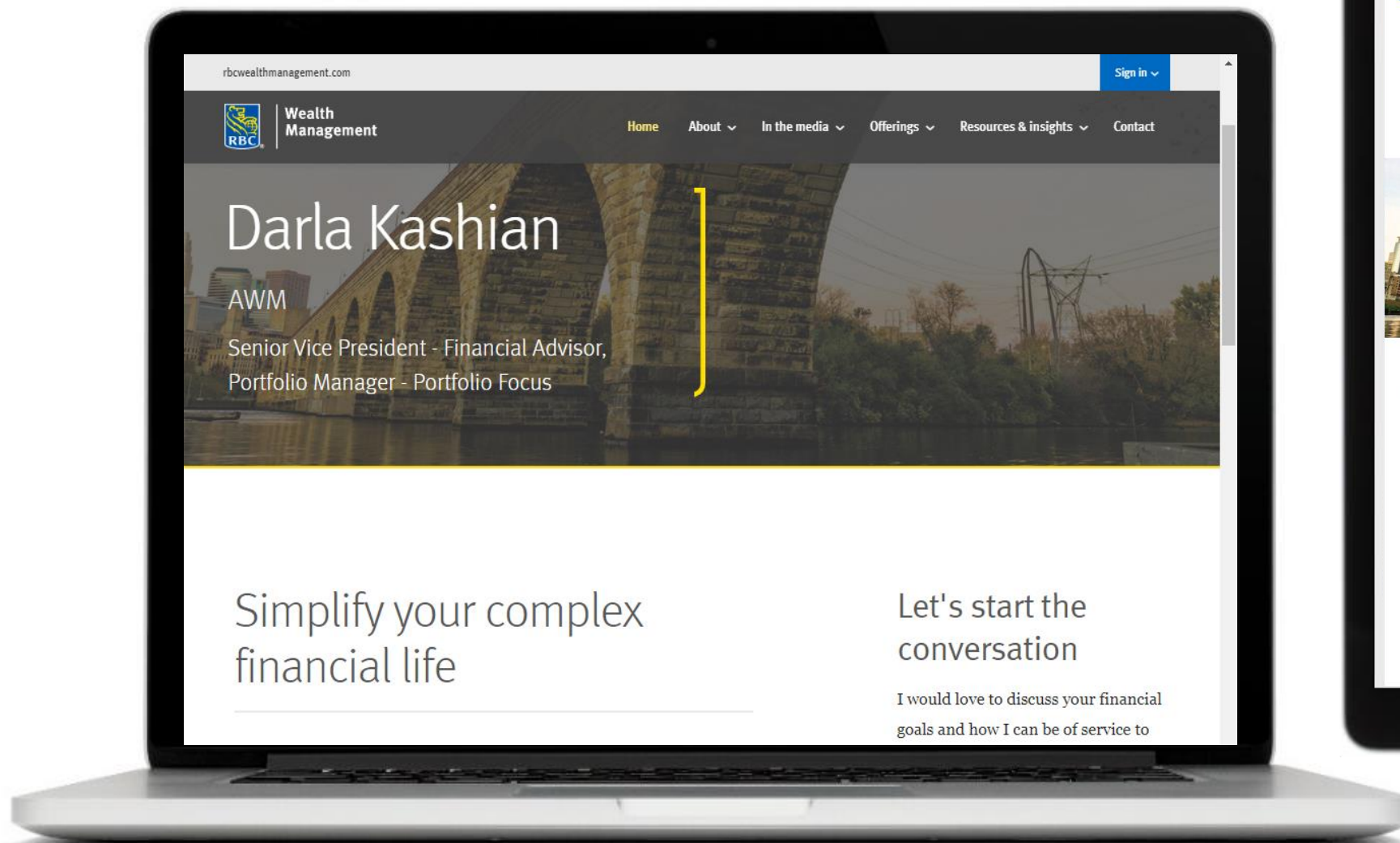






# Darla Kashian

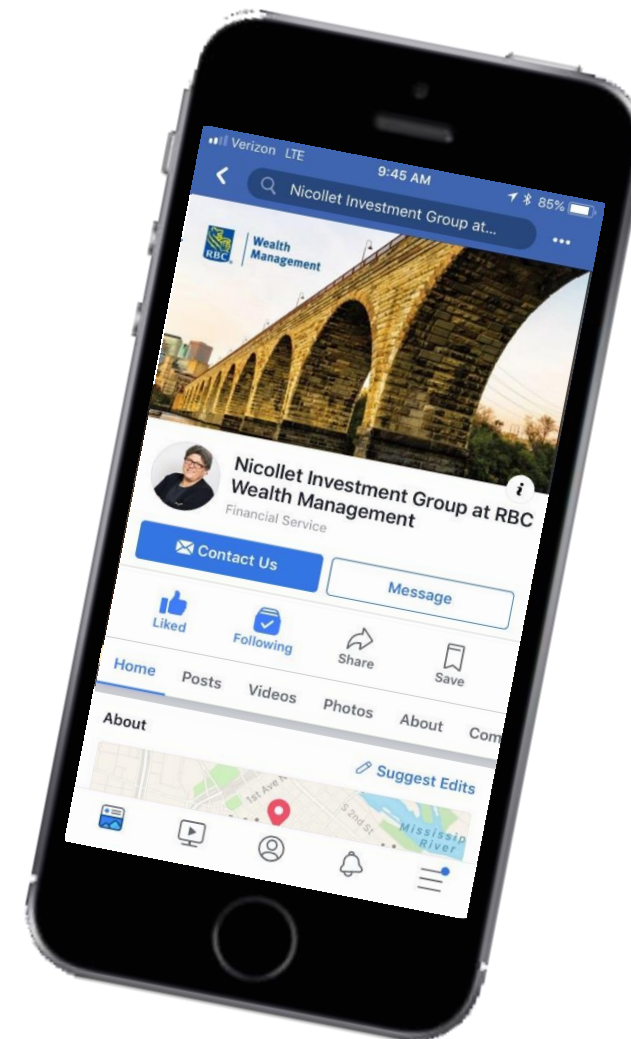
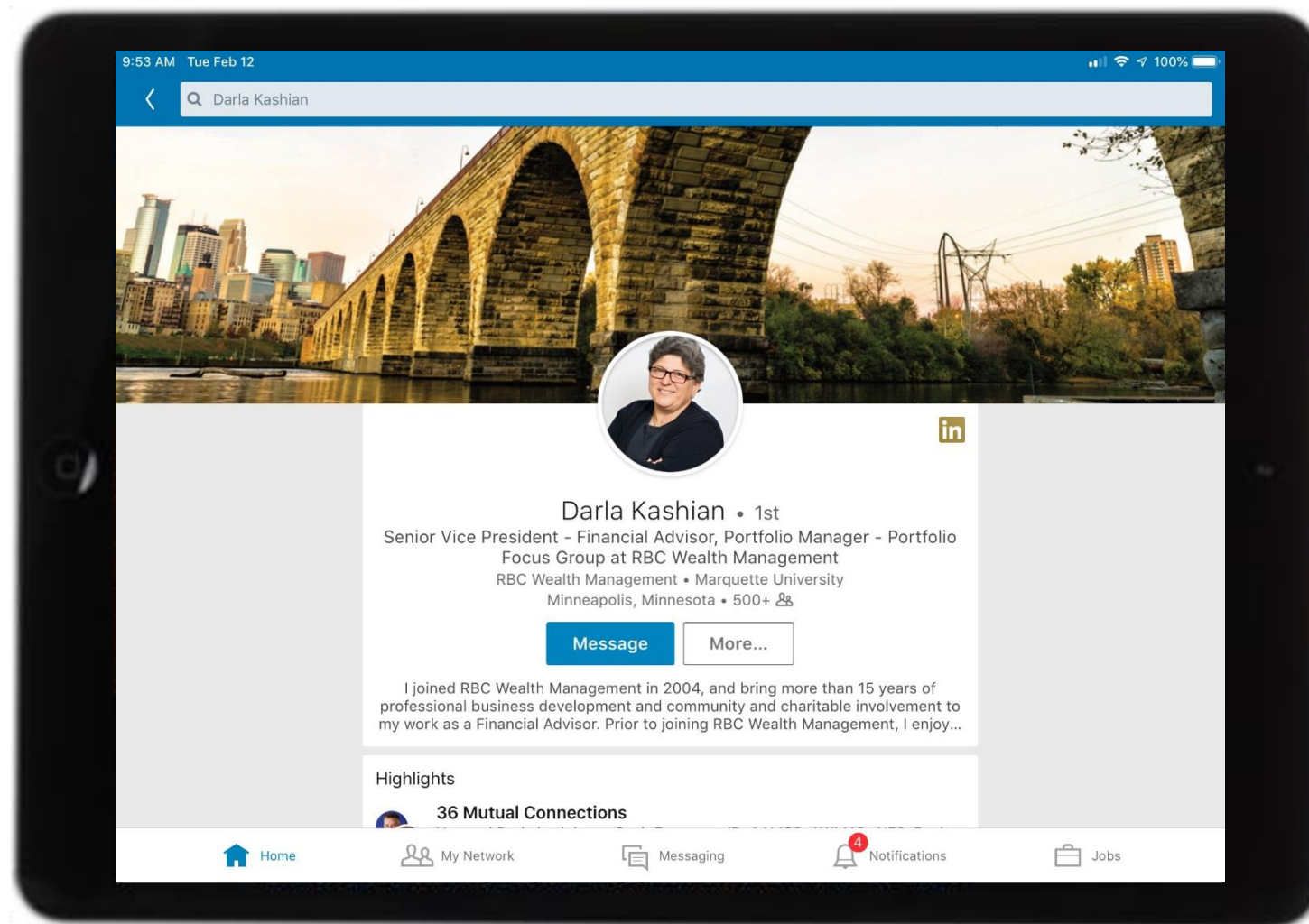
Senior Vice President, Financial Advisor  
RBC Wealth Management



Disclosure: RBC Wealth Management, a division of RBC Capital Markets, LLC, Member NYSE/FINRA/SIPC



**SOCIAL MEDIA & DIGITAL MARKETING SEMINAR**



Disclosure: RBC Wealth Management, a division of RBC Capital Markets, LLC, Member NYSE/FINRA/SIPC



**SOCIAL MEDIA & DIGITAL MARKETING SEMINAR**



**Nicollet Investment Group at RBC Wealth Management** November 28, 2018 · 🌐

As we express gratitude this holiday season, we are pleased to show our appreciation by supporting the St. Louis Park Emergency Program. STEP directly provides food and clothing to St. Louis Park residents residents in need, as well as advocacy, referrals, and build a collaborative relationship. For more information about STEP, visit their website at <http://bitly.com/2SdwblQ>




**Nicollet Investment Group at RBC Wealth Management**  
Financial Service

53 2 Comments 5 Shares

[Learn More](#)

**Darla Kashian** · 1st  
Senior Vice President - Financial Advisor, Portfolio Manager - Portfolio Focus Gro...  
1yr

It may be hard to imagine a future where you need long-term care, but it's an important—and costly—possibility to consider as you plan for your retirement. Contact me to talk about your RBC WealthPlan.



**Plan ahead for potential long-term care expenses - RBC Wealth Management**  
[rbcwealthmanagement.com](http://rbcwealthmanagement.com)

8 Likes · 1 Comment

👍 Like 💬 Comment ➦ Share

**Add a comment...**

**Kelly M O'Brien** · 2nd  
CFO, Project Manager, & Senior Communications Professional with Passi...  
11mo


This issue has been gnawing at me. Thanks for the reminder.

Like Reply

**RBC Wealth Management** Menu ☰

## My path to RBC

My path to RBC Wealth Management is evidence that our firm values the unique proposition that individuals bring to serving the wealth management needs of families. Watch the video below to hear why we are passionate about our work. If you're inspired, [reach out to me](#) and to talk about your path.



**DARLA KASHIAN, AWM**  
First Vice President - Financial Advisor  
RBC Wealth Management - Minneapolis, Minnesota

Disclosure: RBC Wealth Management, a division of RBC Capital Markets, LLC, Member NYSE/FINRA/SIPC

Lisa Kranzler-Kent, CRPC<sup>®</sup>, CIMA<sup>®</sup>

Senior Vice President

Wealth Manager Advisor/Portfolio Manager

The Kent Team

Merrill Lynch

All references to LinkedIn® for business purposes is regarding the Merrill Lynch LinkedIn® program. Advisors must be part of this program if they use LinkedIn® for business. GWIM Social Media Policy prohibits the use of personal social media accounts for conducting business.

Merrill Lynch Wealth Management makes available products and services offered by Merrill Lynch, Pierce, Fenner & Smith Incorporated (“MLPF&S”) and other subsidiaries of Bank of America Corporation (“BofA Corp.”). Banking products are provided by Bank of America Members FDIC and wholly owned subsidiaries of BofA Corp.

Investment products offered through MLPF&S:

<b>Are Not FDIC Insured</b>	<b>Are Not Bank Guaranteed</b>	<b>May Lose Value</b>
-----------------------------	--------------------------------	-----------------------

Nothing discussed or suggested in these materials should be construed as permission to supersede or circumvent any Bank of Ameirica, Merrill Lynch Pierce, Fenner & Smith Inc. policies procedures, riles and guidelines.

MLPF&S is a registered broker-dealer, Member SIPC and a wholly owned subsidiary of BofA Corp.

© 2019 Bank of America Corporation. All rights reserved. | ARWY9FSM | 02/2019

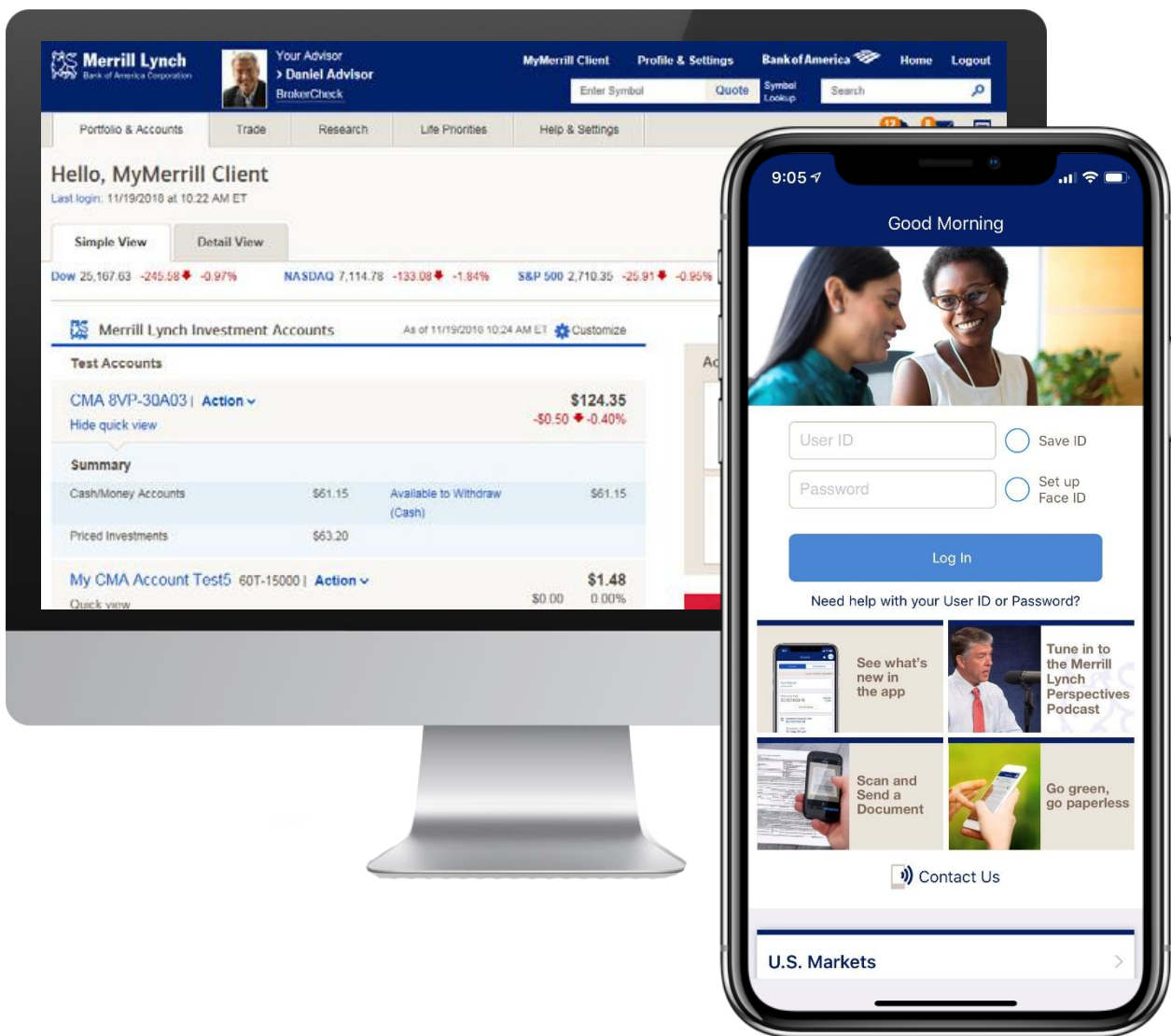


# How Advisors Use Social & Digital Tools At Merrill Lynch



- **Social Media** – business LinkedIn account to share pre-approved content
- **Digital Presence** – websites for every ML advisor or team with curated content
- **Texting** – compliant capability to text clients from business number
- **Mobile Apps** – ability to show clients workstation reports while in the field
- **eCommunications** – systemically email ML content to clients and track usage

# How We Serve Merrill Lynch Clients With Digital Tools



- **Banking Integration** – view all accounts in one place across the enterprise
- **Spending & Cash Flow** – see spending & income across enterprise accounts
- **Mobile Check Deposit** – deposit checks directly to mobile app
- **Doc Scanning** – take picture of documents & send securely to advisor via mobile app
- **Prospect Experience** – sign up for online & mobile app before becoming a client

**Meron Yemane, Financial Advisor**  
Associate Vice President, Family Wealth Advisor  
Morgan Stanley





## RockvilleBridgeGrpMS

@RockBridgeGrpMS

Financial Advisors at Morgan Stanley. For more information please visit our website. NMLS # 1285404

📍 Camp Hill, PA

🌐 [morganstanleyfa.com/rockvillebridg...](http://morganstanleyfa.com/rockvillebridg...)

📅 Joined January 2013

🖼️ 38 Photos and videos



Tweets **1,648** Following **325** Followers **104** Lists **0** Moments **0**

Edit profile

### Tweets Tweets & replies Media



**RockvilleBridgeGrpMS** @RockBridgeGrpMS · 1h

April 15th will be here before you know it. Here's an overview of the latest tax changes and what the new law could mean for your situation.

Morgan Stanley

Logged in as: John A. Fabian



#### Prepare for Changes this Tax Season | Morgan Stanley

April 15th will be here before you know it. Here's an overview of the latest tax changes and what the new law could mean for your situation. [morganstanley.com](http://morganstanley.com)



**RockvilleBridgeGrpMS** @RockBridgeGrpMS · 4h

While the Fed's signal that it will curtail quantitative tightening sounds like a positive for asset prices, Chief Investment Officer Mike Wilson hears warning signs in the drumbeat of corporate earnings revisions.

Morgan Stanley

Logged in as: John A. Fabian



### Your Tweet activity

Your Tweets earned **2,797 impressions** over the last **28 days**

[View your top Tweets](#)

### Who to follow · Refresh · View all



**Una Martone** @unamartone ×

Follow



**Pro Clean** @ProClean11 ×

Follow



**Sam Nakhleh** @SamNakhl... ×

Follow

[Find people you know](#)

### Trends for you · Change

**Trump**

1.7M Tweets

**Whitaker**

Acting Attorney General Matt Whitaker tells Rep. Nadler his 'five minutes are up'

**#SOTU**

Newsweek is Tweeting about this

**Nadler**

77.5K Tweets

**#HouseJudiciaryCommittee**

2,055 Tweets

**Doug Collins**

11.1K Tweets

**Mr. Chairman**



**RockvilleBridgeGrpMS** @RockBridgeGrpMS · Jan 30

The coming 'Youth Boom.' How demographic changes could reshape the U.S. economy in coming decades

Morgan Stanley

Logged in as: John A. Fabian



**Millennials, Gen Z and the Coming "Youth Boom" Economy**

As Gen Z join Millennials in the workforce, the two cohorts could deliver a sizable jolt to U.S. GDP, consumption, wages, and housing—and put the ...

[morganstanley.com](https://morganstanley.com)



**RockvilleBridgeGrpMS** @RockBridgeGrpMS · Jan 30

Thinking of going green in the New Year? Here are three decisions you should make before building your portfolio:

Morgan Stanley

Logged in as: John A. Fabian



**How to Build a Green Investment Portfolio | Morgan Stanley**

You can seek to generate positive financial returns while benefiting the environment, but shifting your entire portfolio may take patience.

[morganstanley.com](https://morganstanley.com)







## The Rockville Bridge Group at Morgan Stanley

Consulting Group

214 Senate Avenue  
7th Floor  
Camp Hill, PA 17011

tel: (717) 730-1800  
toll-free: (800) 237-1700  
fax: (717) 730-1894

[\[Click to enlarge\]](#)

The Rockville Bridge Group

[» Email Us](#)

### Marketwatch

Dow 24988.48 **-181.05** 1:52PM

Nasdaq 7266.95 **-21.40** 1:52PM

S&P 500 2694.42 **-11.63** 1:52PM

Separate Symbols with a Comma

### Welcome

As your Financial Advisors, we can help you define and strive to meet your goals by delivering a vast array of resources to you in the way that is most appropriate for how you invest and what you want to achieve. Working together we can help you to preserve and grow your wealth. You'll have access to some of the world's most seasoned and respected investment professionals, a premier trading and execution platform and a full spectrum of investment choices.

### Bulletin Board

[Request Information](#)  
[Request Appointment](#)  
[E-mail Us](#)

[Log in to your portfolio »](#)

### FEATURED NEWSLETTERS

[The Rockville Bridge Group - Team  
Brochure - Flipbook](#)