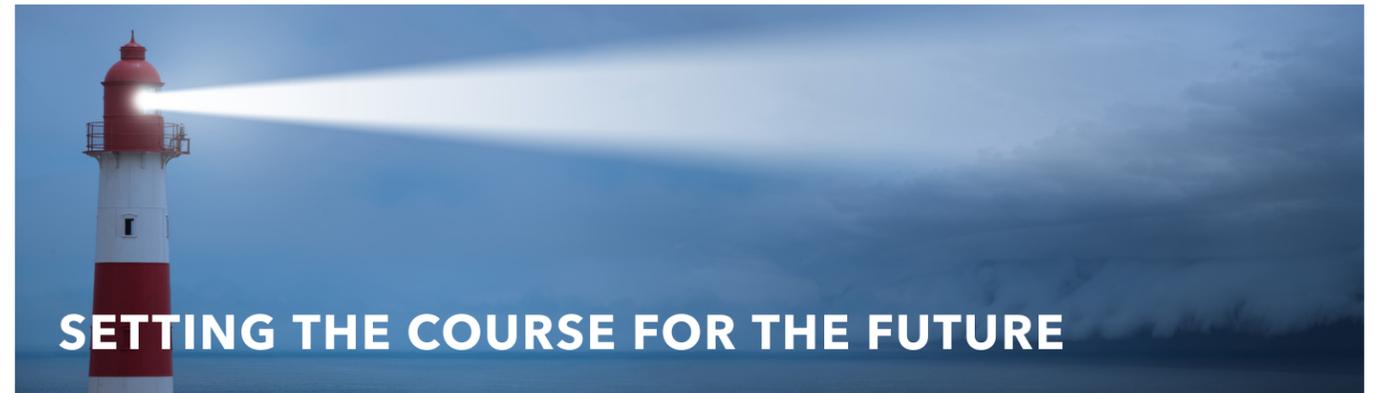


NEWS FROM NNP



Welcome to our first newsletter as a Registered Investment Advisor (RIA). After a long due diligence period and a lot of hard work, we now enter the stage of completing the transition process with the ultimate goal of delivering a better client experience.

Without a doubt, this conversion is the largest project we at Nachman Norwood & Parrott Wealth Management Consultancy (NNP) have ever embarked upon. It has been, and will continue to be, a huge commitment on behalf of our team. At times, it causes us to step back and revisit the **why**. Business has been good, and we have plenty to do to keep us busy. We could have coasted; however, we have always believed that in an evolving world we need to continue to move forward to fulfill our mission of delivering top-tier service and advice, especially in a world of greater transparency and rapidly changing technology. So, what's in it for NNP, and most importantly, for our clients?

- 1. We have separated ourselves from much of the confusion within the industry. As a result of this transition, we can now clearly state we are a fiduciary on our entire business.**
- 2. We are utilizing a deeper suite of tools and technology that includes:**
 - A more robust financial planning capability as we partner with industry leader, Money Guide Pro®.
 - Enhanced performance reporting via Black Diamond.
 - Account aggregation software that allows us and our clients to track their full net worth, including assets outside NNP.
 - A client portal that provides greater online abilities for our clients, including a vault to help us and our clients securely store and share important documents and reports.

- A mobile app with notification capability.
 - More flexibility to communicate with clients.
 - Greater remote capabilities.
- 3. We will now have an increased ability to adapt to change at a more rapid pace. If we find a better way, we can take advantage of the opportunity quickly rather than wait for a large institution to react.**
 - 4. We have partnered with the largest RIA custodian, Charles Schwab.***

Although this sounds like a lot of change, some things will remain the same. We will do our best to continue to evolve our business rather than accept the status quo. Technology is changing the business world, and while we will use these tools, we remain committed to personal service and attention. We recognize that the relationships we have built between our team and our clients have been the foundation of our success. We pledge to work even harder to grow these relationships for years to come.

One of the true benefits of the last several months has been the opportunity to visit with most of our clients and their families. This process has helped remind us of the friendships we have made, how long we have worked with many of our clients and their loyalty to NNP. We cannot thank you enough for your confidence and patience. 🙏

*<https://events.wealthmanagement.com/charles-schwab/>

UPCOMING EVENTS

GREENVILLE

Restaurant Week | August 9-19 | restaurantweeksouthcarolina.com/city/greenville/
Marshall Tucker Band | August 30 | peacecenter.org
Jones Gap Marathon and Trail Run | September 15 | upstateultra.com

CHARLESTON

Isle of Palms Beach Run | July 21 | iop.net/iop-beach-run
Mama Mia! | August 29-September 23 | charlestonstage.com
Lowcountry Jazz Festival | September 1-2 | lowcountryjazzfest.com/10th/

ATLANTA

The Book of Mormon | July 17-22 | foxtheatre.org
Piedmont Park Arts Festival | August 18-19 | piedmontparkartsfestival.com
Music Midtown | September 15-16 | musicmidtown.com

UNDERSTANDING THE DIFFERENCE BETWEEN A BROKER AND A REGISTERED INVESTMENT ADVISOR

In March 2018, the United States Court of Appeals for the Fifth Circuit added to the lingering saga of the DOL Fiduciary Rule by voting to vacate the rule. As a result, the debate over who is and who is not a fiduciary continues. The lack of clarity on this subject was one of the main reasons we decided to form our own Registered Investment Advisor (RIA) and leave the confusion behind. So, what's the difference between a broker and an advisor?

A critical distinction between the two is regulatory. A broker is registered with the Financial Industry Regulatory Authority (FINRA) and owes a duty of fair dealing to their clients. They are only required to make recommendations that are suitable for clients and can legally put their interests above the clients'. On the other hand, an RIA is registered with the Securities Exchange Commission (SEC). As a fiduciary, an investment advisor has an affirmative duty of care, loyalty, honesty and good faith to act in the best interests of clients.

Compensation is also typically different between the two. By definition, a broker is someone who buys and sells products on behalf of another for a commission. This compensation can be a natural conflict of interest. Advisors, on the other hand, provide advice for a fee and generally provide a more comprehensive array of services, including financial planning, estate planning, tax guidance, etc.

Another difference is transparency. The standard for the brokerage industry is disclosure, which means a lot of voluminous documents, often creating greater confusion. The RIA world is about clarity. Advisors adhere to the highest standard of transparency, sharing details about their services, fees and even the makeup of their firm. This information is required to be provided to clients and is published on the SEC website.

While there are clear differences between a broker and an advisor, good and bad individuals can be found in both categories. Although we have always held ourselves to the fiduciary standard and tried our best to be transparent in our dealings, the time was right to make it clear where we stand. We are committed to the highest standards of care and will do our best to validate this newest change. 📄

TECHNOLOGY UPDATE: CLIENT PORTAL

One of the advantages of being a Registered Investment Adviser is the ability to select and utilize various technology systems to enhance the client experience. We are very excited to introduce our new NNP client portal, which will allow you to customize your investor experience. With one click from our website, you'll be taken to the portal where you'll be able to view account-specific information, as well as see how your overall plan is aligned with your goals. In addition, you'll have access to your client vault, which will not only house various reports and forms, but will also allow clients to securely store their own important documents. We'll also be able to send messages to you, post our newsletters and give market updates in the timeline portion of the portal.

This is just another way we are striving to improve our communication and provide tools to strengthen our partnership with you. 📄

In the coming weeks, be on the lookout for an email from us with a link and setup instructions inviting you to the client portal. We are available to assist you in person or by phone, so please call us at 864.467.9800 to speak with a member of our team.

Sample portal Welcome page.

MEET LAUREN



Lauren Starks joined NNP in April 2018 as our new Senior Wealth Planner. Lauren is a CERTIFIED FINANCIAL PLANNER™ (CFP) and has been a part of the wealth management industry since 2006. Prior to joining Nachman Norwood & Parrott, Lauren worked with Smith & Howard Wealth Management in Atlanta, GA, as a senior planner. Lauren graduated from the University of Georgia with a bachelors of arts degree in sociology and earned a certificate in personal finance planning at UGA's Terry College of Business.

As Senior Wealth Planner, Lauren and her team will partner with the advisors on all aspects of financial planning for our NNP clients. We are committed to providing unparalleled financial planning for our clients, and we are fortunate to have the experience and knowledge Lauren brings to our team.