

# PROFESSIONAL FINANCIAL SERVICES, INC.

THE PRACTICE OF INSURANCE AND FINANCIAL SERVICES

*A REGISTERED INVESTMENT ADVISOR*

10913 LAWYERS ROAD  
RESTON, VIRGINIA 20191-4908  
TEL (703) 391-0299 \* FAX (703) 391-0277  
E-mail: [bobtucker@pfsinc.info](mailto:bobtucker@pfsinc.info)  
Web site: [www.pfsinc1.com](http://www.pfsinc1.com)

ROBERT E. TUCKER  
PRESIDENT

August 20, 2008

Ms. Faye Messer  
10913 Lawyers Road  
Reston, VA 20191

Dear Faye:

Much has happened since my last letter to you and an update is worthwhile. There is much to share, so this letter is lengthy. I hope you find it useful.

**[www.pfsinc1.com](http://www.pfsinc1.com)**

Our website is a valuable tool created for several uses. A brief visit will reveal that it has a wealth of information, such as continually updated articles, financial tools and information for your use, an explanation of what we do, my credentials, a description of the methodologies I use to assist clients, and services I provide.

For the colleagues, friends and family you feel may find our services of value, we suggest you ask them to view it and to call us for an appointment. Please ask them to mention your name as we will provide an introductory, one hour meeting at no charge if they would like to explore how we may be able to assist them.

## **New Website Information on Identity Theft**

Recently my CPA, Tom Miller of Thompson Greenspon – who is always responsive – was hard to reach for two days. When we finally spoke, he told me he had spent the last 48 hours dealing with credit card companies, government authorities, etc., etc. because someone obtained his social security number and stole his identity. One unsuspecting vendor had even filed papers with their fraud investigation unit. Can you imagine?

Here's what he shared with me. Call your homeowner's insurance company representative and make sure you have identity theft insurance protection. If you're a business owner, check with your commercial insurer. Don't blow it off. This mess can happen to anyone.

*Securities Transactions Offered Through*

H. Beck, Inc., Member FINRA/SIPC, 11140 Rockville Pike, 4<sup>th</sup> Floor, Rockville, Maryland 20852, (301) 468-0100  
Robert E. Tucker is a registered representative of H. Beck, Inc., which is unaffiliated with Professional Financial Services, Inc.

August 20, 2008  
Page Two

To assist you, we have posted information on how to protect yourself with a security freeze, provided contact information for the three credit agencies, and sample letters for your use. Just visit our website at [www.pfsinc1.com](http://www.pfsinc1.com) and click on the Identity Theft tab on the left side. The information is for Virginia residents. The source of this data is [www.FinancialPrivacyNow.org](http://www.FinancialPrivacyNow.org) which also contains instructions for Maryland and D.C. residents.

Believe me, this isn't an issue you want to face alone! I immediately made sure my family and my business are protected, and I urge you to do so as well.

### **New Website Information on Client Communications**

We also have begun to post informational letters we send to our clients. Our letter of April 15, 2008 is under the tab "Client Communications." You can access it via – did I mention – [www.pfsinc1.com](http://www.pfsinc1.com).

### **Due Diligence Trips**

In my April letter, I mentioned that I was going on several "due diligence" trips. These are educational trips provided by the various vendors to allow them to provide details and further information about philosophies, strategies and methodologies used in their respective products. Most are conducted at the companies' headquarters and include presentations by a variety of department heads.

I attended the following presentations:

<u>Investment Product</u>	<u>Company</u>	<u>Trip Location</u>
Strategic Asset Management Portfolio of Mutual Funds	Principal Financial Group	New York, NY
Real Estate Investment Trust (REIT)	Behringer Harvard	Dallas, TX
Real Estate Investment Trust (REIT)	Inland Real Estate	Chicago, IL
Real Estate Investment Trust (REIT)	KBS Real Estate	New York, NY
Real Estate Investment Trust (REIT)	Wells Real Estate	Atlanta, GA

In addition, I've had two office meetings with Hines Real Estate Company and a Due Diligence trip to Cypress Equipment Leasing Company in San Francisco is scheduled for September.

Additional vendor presentations will be attended at our annual Dealer Broker Conference in California in October.

It is important – no, critical – that continuing education be taken seriously, and these are part of the efforts I expend in this regard.

### **Economic Market Commentary**

The last four months have not been kind. Evidence abounds – gas prices are ridiculous, the credit crunch (perhaps well deserved) is real, inflation is rising, market drops are significant, residential real estate prices are down, and so on and so on.

The key questions are, “What should you do? What action(s) should you take?”

First of all, there is absolutely no single answer that applies to everyone – never has been and never will be. The answers lie in an evaluation of your personal situation – whatever it may be.

So, has something in your life changed? Is there a need for cash that didn't exist before? Are you properly diversified? Are too much of your assets subject to severe risk?

Here's what I think I know. Historically, time has been the ultimate leveler. For example, given enough time – stocks outperform bonds which outperform cash. True enough, this is a broad generalization. However, there's something to old adages. You know, “A stitch in time saves nine” or “A penny saved is a penny earned.” Well, how about the wisdom of this strategy. Buy low and sell high.

So, yes, markets are down. Yes, market driven account values are down. The question is do you need to sell low?

An overall strategy I have long promoted is the notion of broad diversification – using not just stocks, bonds and cash, but also other types of investment products such as

- Portfolios of Mutual Funds
- Annuities – Fixed and Variable
- Real Estate Investment Trusts
- Futures Funds
- Equipment Leasing Programs
- Energy Partnerships

Each have their own unique purpose, objectives and results. What applies to you? Again, the answer lies in an understanding of the unique facts and circumstances of your financial life.

In April 2008 I suggested that the times we're in may well present unparalleled opportunities. When is the best time to buy? When markets are low or high? I don't know when the markets will rebound, but I believe they will – not near term, but longer term.

If you're feeling confused about what to do or how all of this economic data affects you, then I'd suggest we review your situation as it is today.

We can help you evaluate whether or not you need to make changes in your investments, your planning and/or your strategies. Of course, we cannot guarantee results, but a fresh look may be worthwhile in providing you with peace of mind that your current planning is satisfactory or determining if changes are needed.

### **Designing Wealth**

In October 2008, you will receive a copy of our new magazine, *Designing Wealth*. It replaces *Financial Playbook*, and it will still feature a variety of interesting and informative articles. I hope you enjoy it and welcome any feedback you wish to share.

### **UPOD**

In July I had the privilege of giving a one hour presentation to the entire headquarters' staff of my Broker Dealer, H. Beck, Inc. H. Beck is located in Rockville, Maryland and I've known the five owners and most of the staff for years. I was asked to talk about the importance of service.

The core message was UPOD. What's UPOD? Under Promise Over Deliver. A recurring theme was "take responsibility" and "silence doesn't work."

We try very hard always to over deliver, to take responsibility and to be as immediately responsive as we can to all requests for help or service. While no one is perfect, we all constantly work at it.

The good news is that so does H. Beck, Inc. – as a company and as individual employees. All I really did was affirm what they already do.

Please let me know if there is ever any suggestion or criticism you have of our service and responsiveness. We will always make it our highest priority.

### **Senior Men's Club Championship**

I shall conclude with mention of the Senior Men's Club Championship at Westwood Country Club. Most of my clients know I am an avid – but tragically "bad" – golfer. While my wife has a handicap fluctuating between 7 and 10, my handicap shall go unpublished.

Every year there is a Senior Men's Club Championship at Westwood. There are the championship flight (really good golfers), the 1<sup>st</sup> flight (good golfers), 2<sup>nd</sup>, 3<sup>rd</sup> and then 4<sup>th</sup> flight (stinky golfers). I – to no one's surprise – was in the 4<sup>th</sup> flight.

Each day, the person who wins the most holes wins their respective match. The 4<sup>th</sup> flight had 8 competitors. The 4 winners on the 1<sup>st</sup> day competed on the 2<sup>nd</sup> day. The 2 winners then competed for the championship of their flight.

August 20, 2008  
Page Five

Now my first foray into this event occurred three years ago. Sadly, I lost the entire match on the 10<sup>th</sup> hole. All done – finito. I went into hiding for a year.

Well, this year I won on the 1<sup>st</sup> day, then on the 2<sup>nd</sup> day, and to everyone's surprise (mostly mine), I also won on the 3<sup>rd</sup> day. All of this means I am the 2008 Club Champion of the 4<sup>th</sup> Flight of Stinky Golfers! Believe it or not, there is more to this story, but it will not be printed. If interested, call me and I'll tell the rest of it to you.

Hope your summer has gone well. Call me – seriously – call me if I can be of help or if you have questions or concerns.

Until next time.

Best regards,



Robert E. Tucker, CLU  
Chartered Financial Consultant

scr

P.S. A 2009 Planning Calendar will be sent to you this Fall.