***Sample Email in Response to Recent Market Activity***

*Dear Clients,*

*On Friday, August 26th, Federal Reserve Chair Jerome Powell gave a short speech in which he signaled that the Federal Reserve would consider still aggressively raising interest rates to defeat high inflation.  This caused immediate uncertainty and U.S. stocks sank lower in response. Equity markets can be highly volatile, especially in the short-term.  As investors, we understand that on a daily basis, equity markets go up and down. While this can be uncomfortable, our focus is long-term and that is why we monitor your accounts and recommend aiming for your equity investments to be viewed as long term holdings.*

*While times like this are unpleasant, acting emotionally or impulsively, can cause even worse consequences.  We will continue to communicate with you but if you have any questions, as always just call us.  Our hope is that you enjoy what is left of Summer and have a blissful early Fall season.*

*Thank you for being a valued client!*

*Insert approved BD information and disclaimers.*