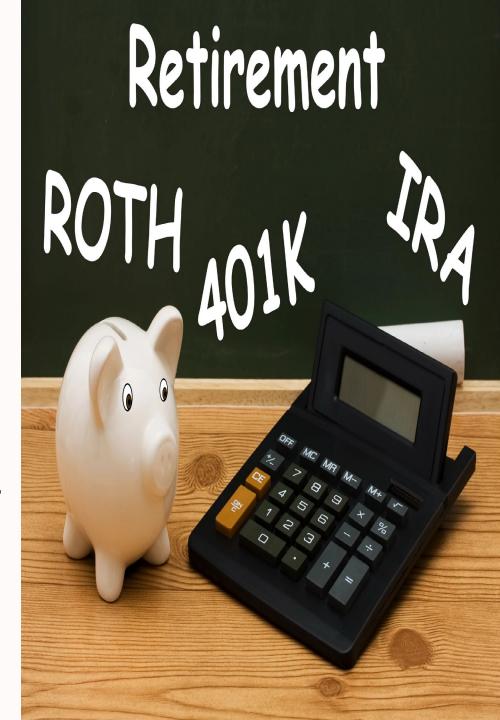
Economic Snapshot: US Economy Sept 2025

Current information as of 6 AM today.

Disclosure: Things may be different by 5 pm.



Navigate the Now: Economic Clarity in Uncertain Times

Insights
Impact
Immediate Action

Opening

What economic issues are currently impacting your business or your decisions?

At your table, please take 3 minutes to:

- Share current pain points/worries
- Discuss common concerns
- Choose someone to share concerns with the group



The economy is okay (highly technical term here)

$$GDP = C+I+G+(X-M)$$

2024 = \$29 Trillion 2.8% increase 2025 = 1.6% 2026 = 1.5%

Strong on consumer spending, exports, and govt spending

\$29TECONOMY BY STATE



*U.S. military and federal civilian economic activity abroad. **Source:** U.S. Bureau of Economic Analysis

Data as of Q3 2024.



Economic Growth: Resilient Recovery?

1.6% 2025 GDP Growth

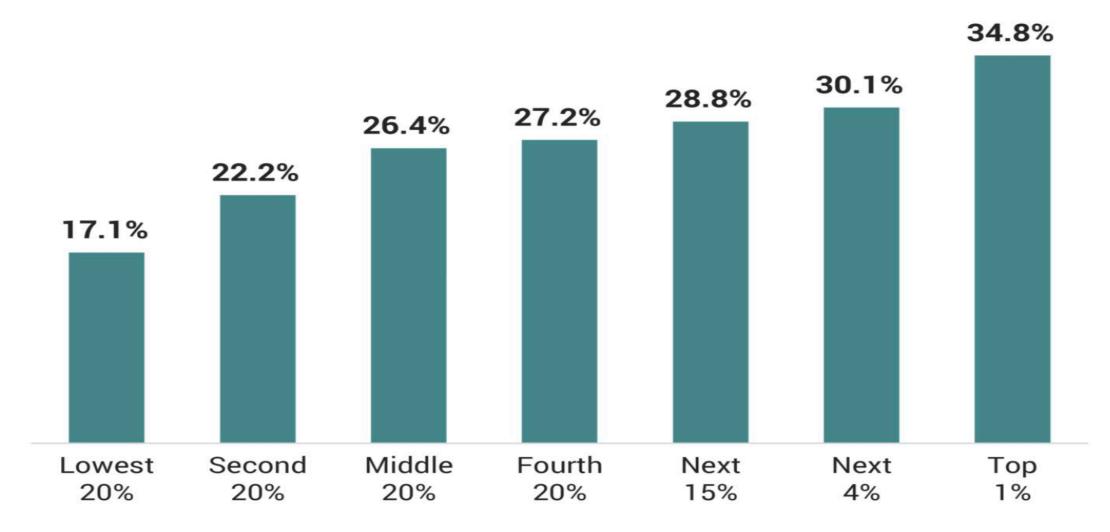
1.5% 2026 GDP Growth

Projected annual economic expansion

3.1% Pre-Pandemic Average (2015-2019 historical benchmark)



Total Federal, State & Local Effective Tax Rates in 2024



Source: Institute on Taxation and Economic Policy (ITEP) Tax Model, April 2024







Federal Reserve Policy: Rate Cuts Ahead

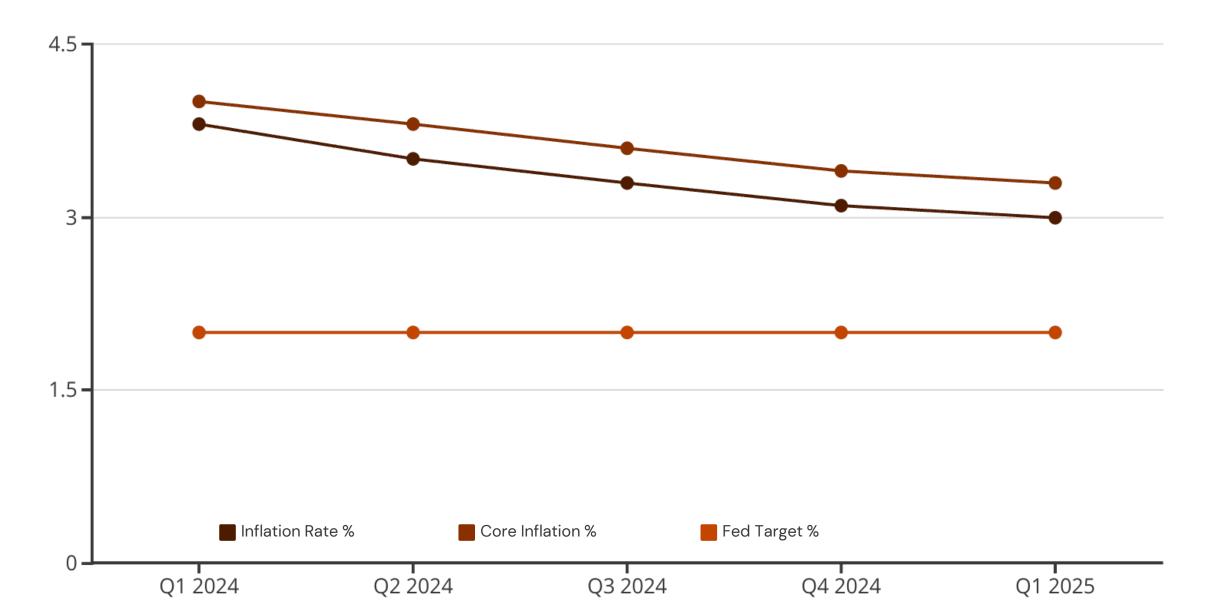
- Current Policy
 Fed holds cautious stance
- July 2025
 No rate cut
- September 2025

Fed balancing sticky inflation concerns against slowing growth metrics



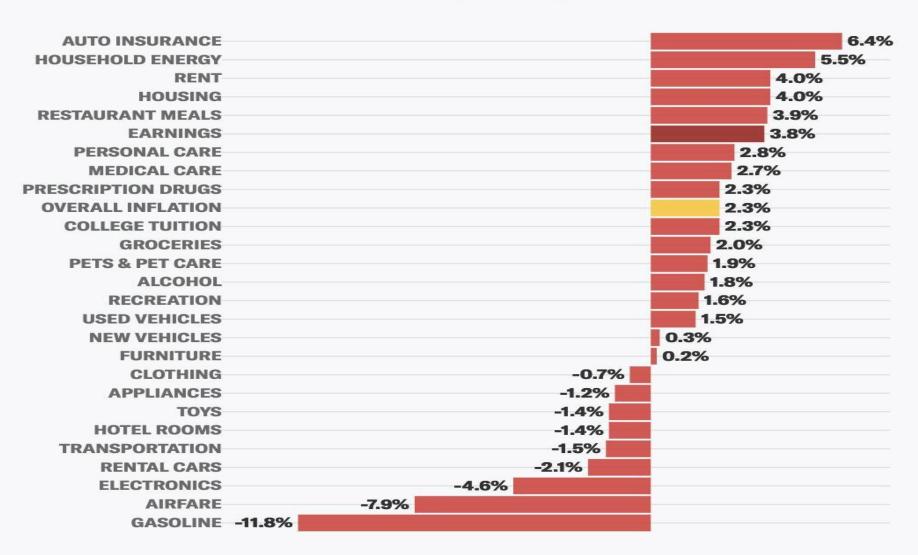


Inflation: Gradual Decline, but Still Elevated



WHERE INFLATION IS... AND ISN'T

12-month change in the price of:

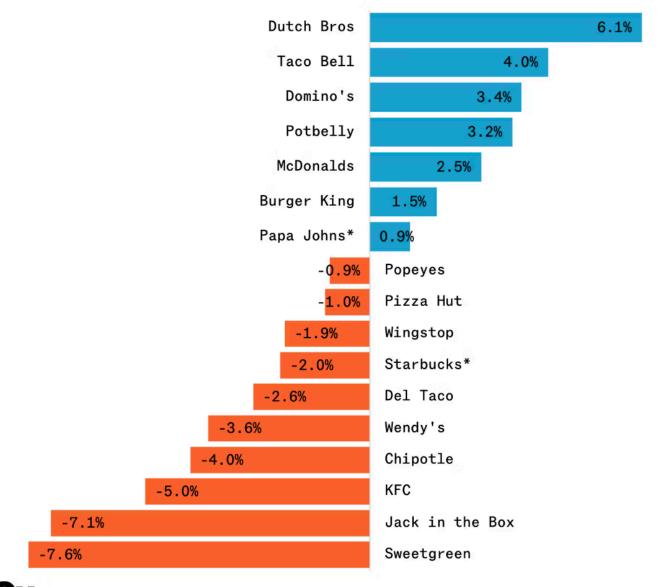






Q2 2025 Wrapped: Fast Food Restaurants

Same Store Sales, By Chain [%, latest quarter, US, year-on-year]







Fell to lowest of all time July 2022 at 51.5. Now at 55.4 (Sept 2025).



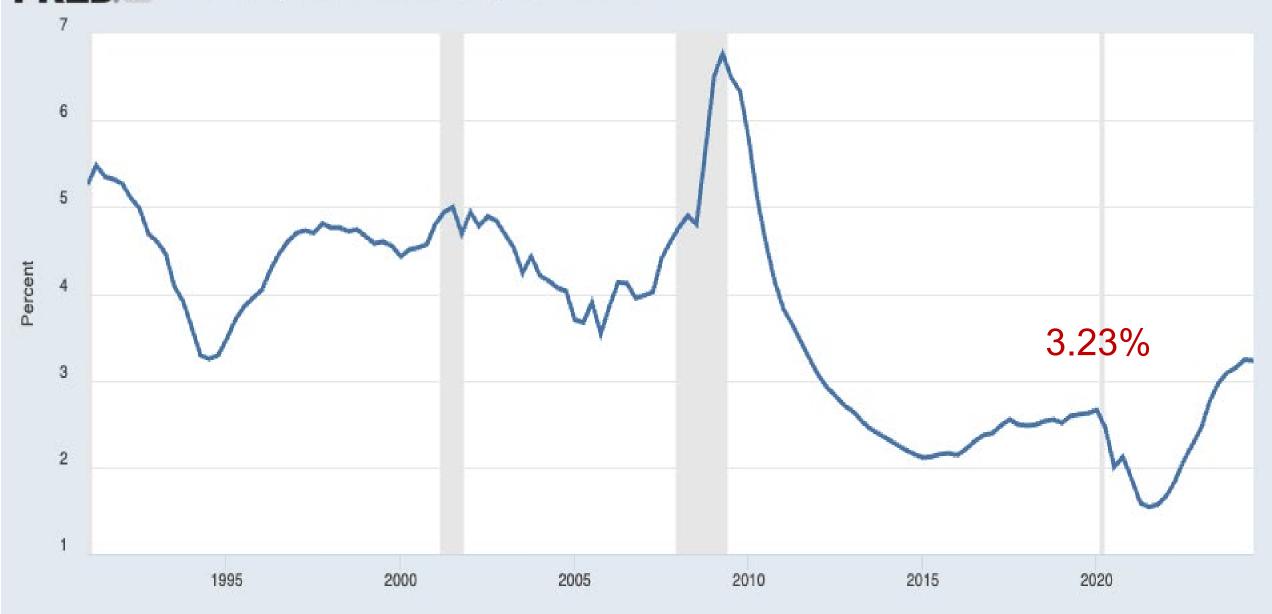
Shaded areas indicate U.S. recessions.

Source: University of Michigan

fred.stlouisfed.org







Shaded areas indicate U.S. recessionsSource: Board of Governors of the Federal Reserve System (US)

fred.stlouisfed.org





How much do you need to retire?

Average American says they need:

- a. \$500,000
- b. \$500,000 \$1 Million
- c. \$1 Million \$2 Million
- d. \$2 Million \$5 Million
- e. More than \$5 Million

- -Northwestern Mutual Survey
- -Charles Schwab

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- e. More than \$5 Million

- -Northwestern Mutual Survey \$1.46 Million
- -Charles Schwab \$1.8 Million

How much does the average American ACTUALLY HAVE for retirement?

Under 35: \$49,130

35-44: \$141,520

45-54: \$313,220

55-64: \$537,560

65-74: \$609,230

75 and older: \$462,410

-Northwestern Mutual



Average Retirement Savings by Age Group

\$49K Under 35 Median is only \$18,880

\$313K Ages 45-54 Median is \$115,000 \$142K Ages 35-44 Median at \$45,000

\$538K Ages 55-64 Median of \$185,000

The substantial difference between average and median values indicates significant inequality in retirement preparedness.



Housing

In the U.S. housing costs are the largest monthly expense for most.

High mortgage rates make it tough for renters to buy.

Owners have high insurance rates, higher property taxes, and higher maintenance costs.



Housing Market Conditions

6.2%

Average Mortgage Rate

30-year fixed rates remain significantly above 2020-21 lows

4.3%

Home Price Appreciation

Year-over-year price growth slow but positive

1/3

Pre-Pandemic Inventory

Available homes for sale still well below historical norms

Regional Variation

Florida and Sunbelt states continue to outperform national averages. Migration trends support increased demand.

Affordability a significant challenge in most markets

New construction recovering but still below household formation rates

BUILDING A HOME

IN THE U.S.

Construction Costs of Average New Single-Family Home in 2024

> ORDER OF CONSTRUCTION SITE WORK (1) \$33K **FOUNDATIONS** \$45K FRAMING (3) \$71K EXTERIOR FINISHES \$58K MAJOR SYSTEMS **ROUGH-INS** \$82K INTERIOR FINISHES \$103K Average Total Construction Costs Average Sale Price \$428K \$665K



Source: National Association of Home Builders

FINAL STEPS

Figures rounded, may not add to 100%



OTHERS



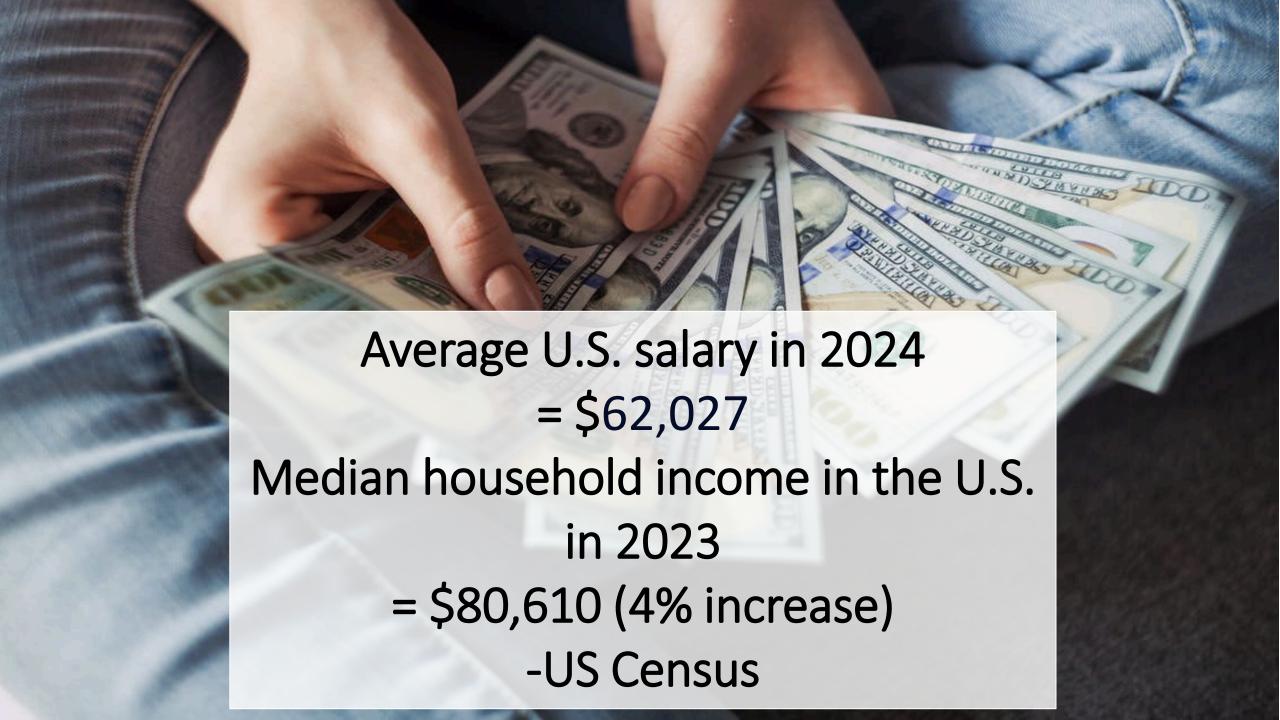


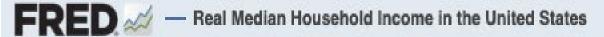














Shaded areas indicate U.S. recessions.

Source: U.S. Census Bureau

fred.stlouisfed.org

of employees worry that Al will take jobs





Forbes 2024



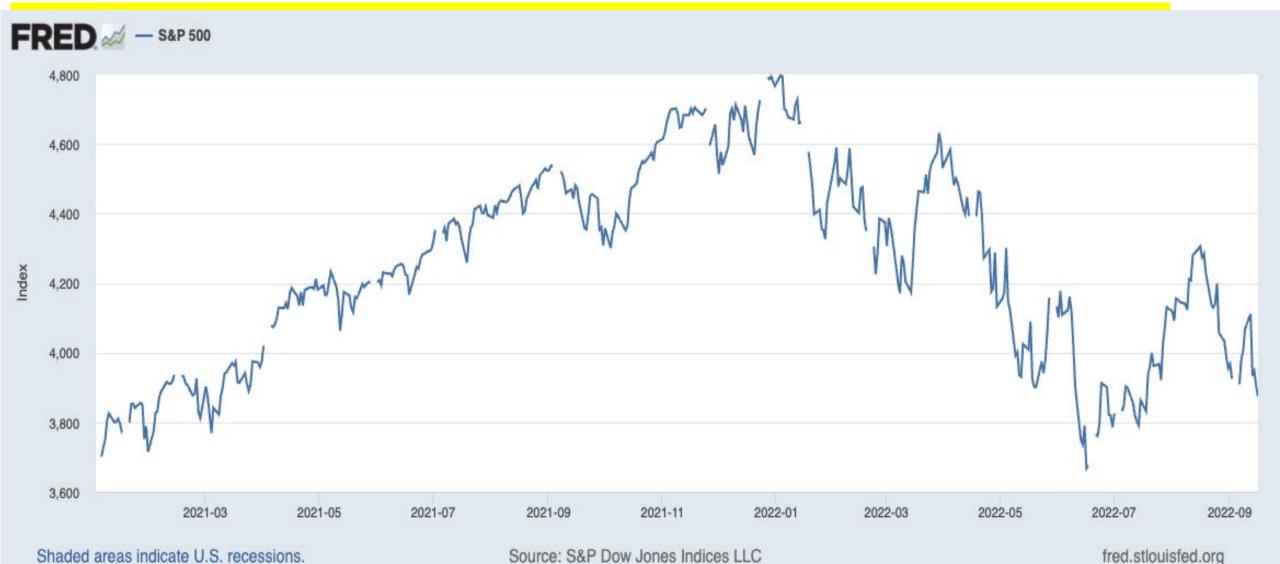
How Al Ready Is Your Organization?





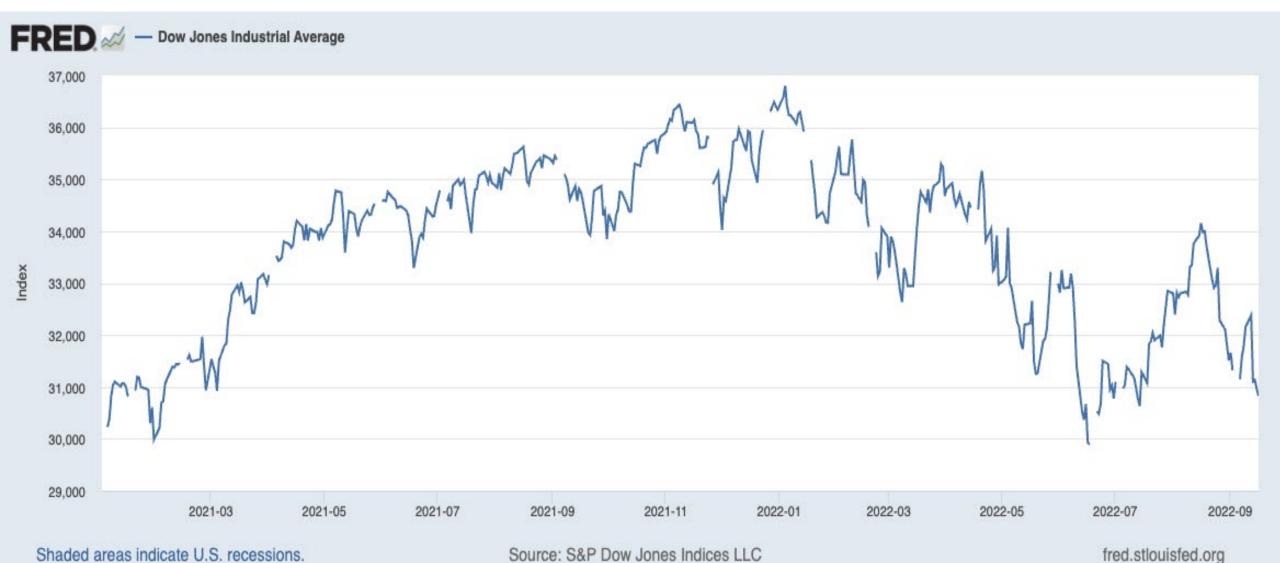
S & P 500

2022=19.44%/2023=+24.23%/2024=+25.97%/2025=12.98%



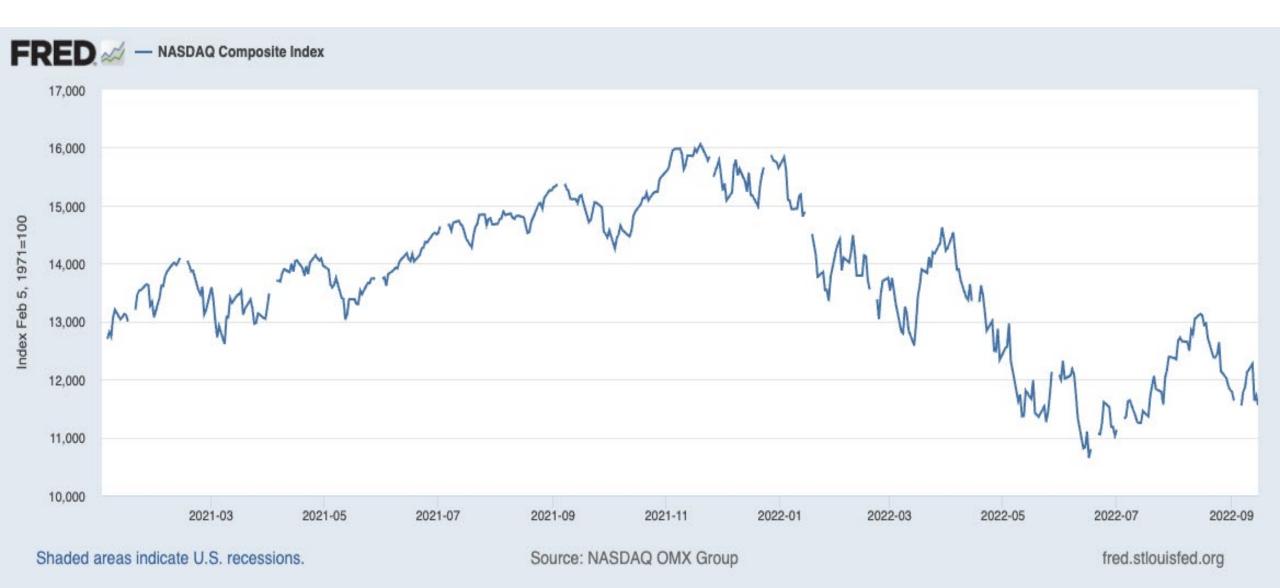
2022 DJIA -

8.78%/2023=+12.9%/2024=+12.88%/2025=7.73%



NASDAQ

2022=33.10%/2023=+43.4%/2024=+24.88%/2025=14.66%

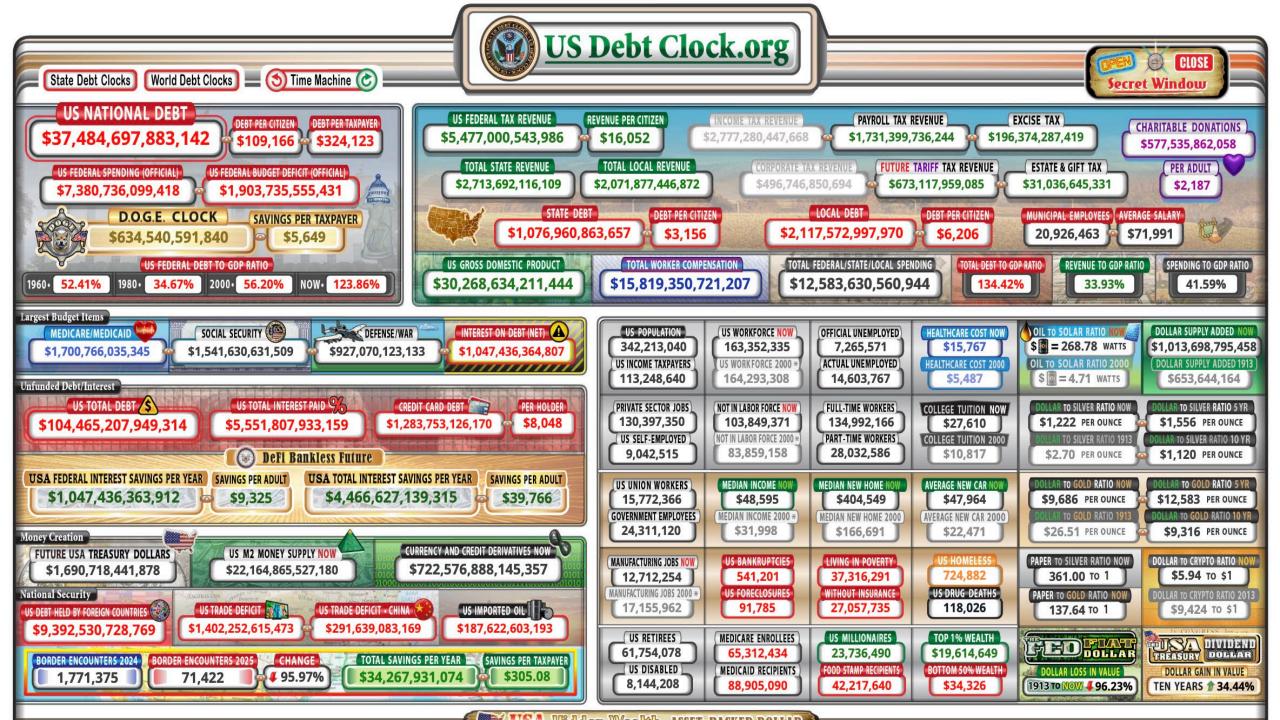




A million seconds is about 12 days.

A billion seconds is half a lifetime (a bit under 32 years).

A trillion seconds is more than all of recorded history (a bit under 32,000 years).



US NATIONAL DEBT

\$37,484,698,444,204

DEBT PER CITIZEN

\$109,166

DEBT PER TAXPAYER

\$324,123

US FEDERAL SPENDING (OFFICIAL)

\$7,380,736,293,966

US FEDERAL BUDGET DEFICIT (OFFICIAL)

\$1,903,735,517,705





D.O.G.E. CLOCK

SAVINGS PER TAXPAYER

\$634,540,760,590

\$5,649

US FEDERAL DEBT TO GDP RATIO

1960 52.41%

1980· **34.67%**

2000· **56.20%**

NOW. 123.86%

US RETIREES 61,754,112 US DISABLED 8,144,199







STATE DEBT CLOCKS

NORTH CAROLINA





STATE FLAG



POPULATION 10,983,663 (UNEMPLOYED) 195,757 FOOD STAMP RECIPIENTS

1,377,119

STATE & LOCAL

____(GDP)____ \$768,537,638,182 DEBT)_____ \$53,511,959,804 DEBT TO GDP RATIO 6.97%

(IN-STATE REVENUE) \$93,878,944,723 \$130,454,221,097

DEBT PER CITIZEN

\$4,914





GOLD/PRECIOUS METALS





STATE DEBT CLOCKS

SOUTH CAROLINA







POPULATION 5,468,993

(UNEMPLOYED)_ 112,821 FOOD STAMP RECIPIENTS
575,759

STATE & LOCAL

GDP _____ \$314,593,464,284 \$43,030,302,238

DEBT TO GDP RATIO 13.58%

(IN-STATE REVENUE) \$37,885,326,786

\$67,278,945,992

DEBT PER CITIZEN
\$7,956





GOLD/PRECIOUS METALS







Top 10 Countries by Nominal GDP

Country	Nominal GDP (in (in trillions)	PPP Adjusted GDP GDP (in trillions) trillions)	Annual Growth (%)	GDP Per Capita (in (in thousands)
United States	\$30.34	\$30.34	2.2	\$89.68
China	\$19.53	\$39.44	4.5	\$13.87
Germany	\$4.92	\$6.17	0.8	\$57.91
Japan	\$4.39	\$6.77	1.1	\$35.61
India	\$4.27	\$17.36	6.5	\$2.94
United Kingdom	\$3.73	\$4.42	1.5	\$54.28
France	\$3.28	\$4.49	1.1	\$49.53
Italy	\$2.46	\$3.69	0.8	\$41.71
Canada	\$2.33	\$2.69	2.4	\$55.89
Brazil	\$2.31	\$4.89	2.2	\$10.82

China's Economic Power



World's #2 Economy
Progressive economic opening over four decades

Manufacturing Power
Key driver of national growth

Export Leader

Industrial policy boosts domestic manufacturing

4.5% Annual Growth

Outpaces most developed economies

Key Challenges

Aging population, environmental issues, corruption, bad neighbor, they need to save face

China's factories provide low priced goods for American consumers and help US firms be profitable. China gets jobs and investment. China's spending power has grown.

US exports to China: \$143.5 Billion

China exports to US: \$438.5 Billion





Russia - #11 Economy

Soviet Legacy
Russia has moved toward a more market-based based economy over the 30 years since the collapse collapse of the Soviet Union

Government Control
Gov't ownership of and intervention in business

Resource Dependency

As a leading exporter of oil and gas, as well well as other minerals and metals, Russia's Russia's economy is highly sensitive to swings in world commodity prices

Geopolitical Impact In 2022, Russia launched an invasion

against Ukraine, resulting in many sanctions and economic punishments that punishments that greatly hurt its economy.







Overview of U.S. International Trade

\$7T+

Annual Trade

The total value of goods and services exchanged in 2022.

2nd

Global Rank

America's position in world trade, just behind behind China.

200+

Trading Partners

Countries and territories territories with U.S. trade trade relations.

U.S. Exports: Key Partners and Products

Top Export Destinations

Canada leads with \$356.5 billion in in American exports.

Mexico follows at \$324.3 billion.

China ranks third at \$143.5 billion. billion.

Major Exported Products

America exports significant oil and natural gas.

Aerospace products represent highvalue exports.

Pharmaceuticals continue as a growing sector.



How countries responded...



How manufacturers responded...

Temu just dropped their new Tariff Jeans



How the markets responded...



Due to tariffs my 401k is now a 301k

How this economist responded...

The penguins buying up all the merch before they are hit with tariffs





Textile Industry Impact

\$16B Annual Imports

Textile imports from Vietnam yearly

46% New Tariff

Rate applied to Vietnamese textiles

0% Chance

Likelihood of textile jobs returning to the US

Uncertainty. IS Exhausting.

Top Economic Business/ Personal Challenges What Keeps You Up at Night

- Revenue unpredictability?
- Inflation?
- Technology disruption?
- Investment uncertainty?



Top Money Management & Investing Mistakes



Cashing Out Investments During Market Lows

The Mistake

Panic selling during market downturns is one of the most damaging financial moves retirees make. When you sell investments after they've fallen in value, you lock in those losses permanently and miss the eventual recovery.

The Solution

Maintain a proper cash reserve (12-24 months of expenses) so you don't need to sell investments during downturns. Remember that market recoveries historically follow downturns—patience is your ally.

A \$100,000 investment that dropped 30% in 2008 would be worth over \$300,000 today if left untouched, but only \$70,000 if sold at the bottom.

Not Rebalancing the Portfolio Regularly

Your retirement portfolio needs regular maintenance, just like your home or your health. Without periodic rebalancing, market movements will shift your asset allocation away from your intended risk level, potentially exposing you to:

- Too much risk before or during retirement
- · Too little growth potential when you need it
- Concentration risk in specific sectors or investments

Recommendation: Review and rebalance your portfolio at least annually or after significant market movements (±10%).





Chasing Yield or 'Hot' Investments

The Temptation

In a low interest rate environment, highyielding investments can seem extremely attractive, especially to income-focused retirees.

The Hidden Dangers

- High yields often signal higher risk and potential instability
- "Hot" sectors can cool rapidly, leading to significant losses
- Complex high-yield products may have hidden fees and liquidity constraints

The Wiser Approach

Focus on total return (income + growth)
rather than yield alone. Maintain
diversification across asset classes rather
than concentrating in the currently popular
sectors.

Failing to Plan for Longevity

A 65-year-old couple today has a 50% chance that at least one spouse will live beyond age 92, and a 25% chance one will reach age 97.

Many retirees still plan as if retirement will last only 15-20 years, when in reality it could span 30+ years for many Americans. This disconnect creates significant financial risk.

The Longevity Challenge

Your retirement assets need to last potentially decades longer than previous generations, through economic cycles, inflation periods, and increasing healthcare costs.



Addressing Longevity Risk

- Plan for a 30+ year retirement
- Consider longevity insurance or annuities for a portion of assets
- Maintain growth investments throughout retirement



Over-Reliance on Social Security

Social Security provides an essential foundation for retirement income, but it was never designed to be your sole source of retirement funding.

40%

\$1,827

70-80%

Average Replacement

Social Security typically replaces only about 40% of pre-retirement income for average earners—far below what most retirees need.

Average Monthly Benefit

The average monthly Social Security benefit in 2023 (\$21,924 annually) falls well below most retirees' actual living expenses.

Income Needed

Most financial planners recommend replacing 70-80% of pre-retirement income to maintain your standard of living.

Bridging this gap requires personal savings, pensions, part-time work, or other income sources to supplement Social Security benefits.

Withdrawing Too Much, Too Soon



3.5% — Sustainable

5% — Near Depletion

7% — Depleted by Year 15

The traditional 4% withdrawal rule (adjusting for inflation annually) may be too aggressive in today's lower-return environment. Withdrawing too much in early retirement—especially during market downturns—can create irreversible damage to your portfolio.

Better Withdrawal Strategies

- Consider a more conservative initial withdrawal rate (3-3.5%)
- Adjust withdrawals based on market performance (take less during downturns)
- Delay large discretionary expenses during market corrections

Sequence of Returns Risk

Market downturns in the first 5-10 years of retirement are particularly damaging, as they compound the negative effect of withdrawals. Consider keeping 2-3 years of expenses in cash equivalents to avoid selling during downturns.

Ignoring Inflation Risk

The Silent Retirement Killer

Even modest inflation dramatically erodes purchasing power over a 20-30 year retirement. Many retirees shift too heavily to fixed income investments that cannot keep pace with rising costs.

50%

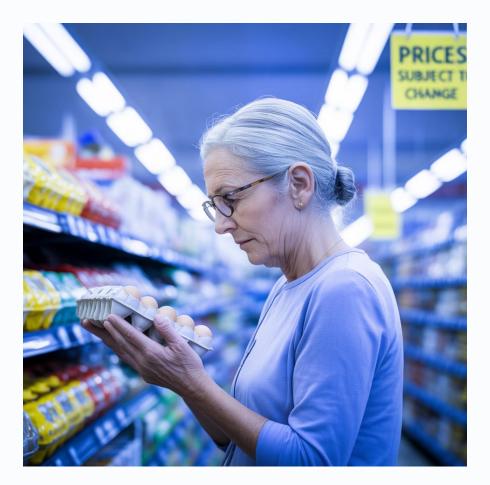
Purchasing Power Loss

At just 3% inflation, your purchasing power is cut in half after 24 years.

100%

Healthcare Inflation

Healthcare costs have historically risen at nearly double the general inflation rate.



Inflation Protection Strategies

- Maintain equity exposure throughout retirement
- Consider TIPS (Treasury Inflation-Protected Securities)
- Some allocation to real estate and dividend-growing stocks



Not Having a Tax Strategy for Withdrawals

Many retirees withdraw from accounts haphazardly without considering tax implications, potentially increasing their tax burden significantly.







Traditional IRAs/401(k)s are taxed as ordinary income, Roth withdrawals are tax-free, and brokerage accounts get preferential capital gains treatment.



Tax Bracket Management

Strategic withdrawals from different account types can keep you in lower tax brackets and reduce lifetime tax burden.



Tax-Efficient Sequencing

Generally most efficient: 1) Required distributions, 2) Taxable accounts, 3) Taxdeferred accounts, 4) Tax-free accounts.

Important: Consider working with a tax professional to develop a multi-year withdrawal strategy tailored to your specific situation.

Neglecting Healthcare & Long-Term Care Planning

\$315,000

70%

\$108,000

Healthcare Costs

The average 65-year-old couple will need approximately \$315,000 for healthcare expenses throughout retirement (Fidelity estimate).

LTC Likelihood

About 70% of people over 65 will need some form of long-term care during their lifetime.

Annual Nursing Home

The national average cost for a private room in a nursing home exceeds \$108,000 annually and continues to rise.

Medicare Limitations

Medicare does not cover long-term care costs, dental, vision, hearing aids, or most in-home care services that become increasingly important with age.

Planning Options

- Traditional long-term care insurance
- Hybrid life/LTC policies
- Health Savings Accounts (HSAs)
- Self-funding through dedicated assets

Supporting Adult Children Financially



"The greatest gift you can give your children is your own financial independence in retirement."

Many retirees jeopardize their financial security by providing ongoing financial support to adult children or helping with major expenses like home down payments or debt repayment.

The Hard Reality

- Your children have decades to build wealth and recover from setbacks.
- You have limited time and resources with no ability to replace depleted retirement funds
- Financial gifts often become expected recurring support

Setting Boundaries

Establish clear limits on financial assistance and have open conversations about what you can realistically provide without compromising your security.

Failing to Update Estate and Beneficiary Documents

Life circumstances change—marriages, divorces, births, deaths, relocations—yet many retirees neglect to update their critical documents accordingly.

Document Review Schedule

- Every 3-5 years minimum
- · After any major life event
- · When tax laws change significantly
- · When moving to a new state

Critical Documents to Update

- Will and/or trusts
- Power of attorney (financial and healthcare)
- Advance healthcare directives
- Beneficiary designations (retirement accounts, life insurance)
- Asset titling

Common Mistakes

- Outdated beneficiaries (ex-spouses, deceased relatives)
- Missing contingent beneficiaries
- · Conflicting documents
- Assets not properly aligned with estate plan



Not Planning for Widowhood or Solo Aging

The Reality

Among married couples, there's a high probability that one spouse will eventually manage finances alone:

- Women typically outlive men by 5+ years
- 80% of women will be solely responsible for their finances at some point
- Many singles face retirement with no partner support system

Financial Vulnerabilities

- Income drop when one spouse's Social Security ends
- Higher relative healthcare costs
- Potential tax bracket changes
- Housing decisions without emotional support
- Increased susceptibility to financial exploitation

Protective Strategies

- Both spouses engaged in financial decisions
- Simplified, documented financial system
- · Professional support network established
- Designate trusted contacts for accounts



Failing to Account for Changing Expenses



Many retirement plans fail to account for how spending typically changes throughout retirement, often assuming a straight-line inflation adjustment each year.

The Retirement Spending Smile

Research shows retirement spending often follows a "smile" pattern:

- 1. Early retirement (65-75): Higher discretionary spending on travel, hobbies, and lifestyle
- 2. Middle retirement (75-85): Decreased spending as activity levels naturally decline
- 3. Late retirement (85+): Increased spending on healthcare and assistance

Build flexibility into your financial plan to accommodate these natural transitions and prioritize what matters most in each phase.

FutureNomics Forecast

6–18 Month Outlook:

- Best Case: High growth + stable inflation
- Most Likely: Moderate growth + sticky inflation
- Worst Case: Stagflation + market volatility
 - + Recession

SÉ SABIO CON TUDINERO

SÉ SABIO CON TU DINERO:

Cómo No Comprar Comida de Gato Cuando No Tienes Gato



Dra. Mary C. Kelly

ProductiveLeaders.com/2025-Success

Mary@ProductiveLeaders.com

