



LIFETIME

Thank you for being part of the LifeTime family!

This newsletter features news from our firm, client news & updates. As always, please let us know if there are additional topics you would like us to address in our newsletters.

Life at LifeTime

Not only is it award season in Hollywood, it seems to be award season at LifeTime!

LifeTime Ranked in Forbes' Best In State Wealth Mgmt. Teams

LifeTime has been ranked by [Forbes](#) as one of the best in-state wealth management teams for 2025. A leading financial publication, Forbes' ranking reflects an examination by SHOOK Research of the entire team, from its purpose to its culture and skillset. List makers are determined based on an algorithm of qualitative and quantitative criteria, including interviews, the team's best practices, (including service models, investing process, team constructs, skill sets) and more. The algorithm also weighs factors like revenue trends, assets under management, and compliance records.



"We are pleased to have been named to this prestigious list," said Matt Glova, CEO. "This is a recognition that speaks to our firm's commitment to excellence. I am grateful for the trust our clients place in us, and we remain committed to providing the guidance and support they need to achieve their unique financial goals."

You can read more [here](#).

**2025 Forbes Best-In-State Wealth Management Teams, created by SHOOK Research. Presented on January 9, 2025 based on data as of March 31, 2024. 11,674 team nominations were received, more than 5,300 teams were recognized. Advisors pay a fee to hold out marketing materials. Not indicative of advisor's future performance. Your experience may vary. Click here (<https://www.forbes.com/lists/wealth-management-teams-best-in-state/>) for more award information.*

LifeTime Asset & Tax Management is honored to be named



LifeTime Voted Amongst Best Local Business by WRAL

LifeTime is excited to announce it has been voted as one of the best local businesses by the [2024 WRAL Voter's Choice Awards!](#) Thank you for recognizing us in both the Account Firm and Financial Advisor categories. We strive to bring two important pieces of your financial life together within one company. Alongside financial planning, we also specialize in proactive tax strategies and tax planning to help minimize clients tax liabilities through efficient distribution techniques. A huge thank

you to those that voted!

**2024 WRAL Voter's Choice Award, created by WRAL News. Presented on January 24, 2025 based on nomination votes gathered from September 9 to October 9, 2024. Voting for the top 5 finalists in each category was open November 6 through December 11, 2024. 5 Accounting firms and 5 Financial Advisor firms were considered and recognized. Advisors pay a fee to hold out marketing materials. Readers were able to vote once during the nomination and voting periods. Not indicative of advisor's future performance. Your experience may vary. Click here for more info: <https://www.wral.com/story/2024-wral-voters-choice-awards-ended-12-11-24/21610040/>*

Guide to Gwinnett's Best of 2024: LifeTime Wins in Financial Advising

LifeTime is proud to have won in the [Guide to Gwinnett's Best of 2024 Awards](#) for the financial advising category. Our interconnected firms and synergy between our asset & tax management teams continues to be a distinctive offering, as well as our holistic approach continuing to best serve our clients through fostering close relationships and integrated planning.



**2024 Best of Gwinnett, created by Gwinnett Magazine. Presented on February 14, 2025 based on nomination votes gathered from April 1 to Dec 31, 2024. 57 Financial Advisor firms were considered, 6 Financial Advisor firms were recognized. Advisors pay a fee to hold out marketing materials. Readers were able to vote once per day. Not indicative of advisor's future performance. Your experience may vary. Click here (<https://www.guidetogwinnett.com/best-of/winners/2024>) for more award information.*

Raleigh Office



Saturday, May 10, 2025
10 am - 12 noon
or until the truck is full

Raleigh Shred Event

We are excited to announce our 12th annual shred event, set to occur **Saturday, May 10, 2025 from 10 am - 12 noon** or until the shred truck is full in our office parking lot. We had a great turnout last June and collected donations for Wake County Smart Start and will do so again this year!

GA Shred Event

LifeTime hosted our 2nd annual Shred Event in Suwanee in May 2024. We had a great turnout and collected donations for the American Cancer Society. We will host this annual event again on **Saturday, April 12, 2025 from 10 am - 12 noon** in our office parking lot.

Suwanee Office



Saturday, April 12, 2025
10 am - 12 noon
or until the truck is full

MLK Give Back Day: Note in the Pocket

This past MLK, Jr. Day, the LifeTime staff volunteered at [Note in the Pocket](#), a nonprofit organization that is based locally which targets the crisis of clothing insecurity, especially amongst children.

The program partners with other agencies to identify children and families in need of basic clothing needs, and puts together a "mini-wardrobe" which provides 2-weeks worth of clothes in the individual's specific size. The model is discreet so there is no stigma with asking for help – a note in the child's pocket suffices.

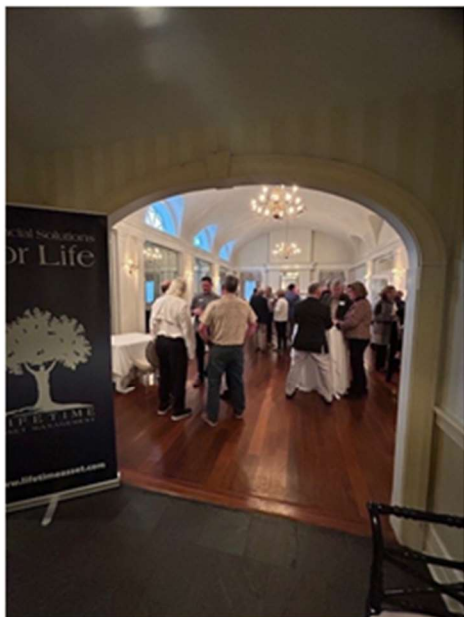
LifeTime is proud to have partnered with this impactful program and opts to do so again in the future!



LifeTime's Wilmington Office Hosts Meet & Greet Event

To celebrate LifeTime's recent expansion into Wilmington, [Bruce Moskowitz](#), Managing Partner & Wealth Consultant, hosted a special meet and greet for local clients on Feb. 5 at Cape Fear Country Club.

The event offered an opportunity for Wilmington area clients to connect with LifeTime's leadership team, including President Matt Glova & Wealth Consultants from the Raleigh and Suwanee offices. "This was a fantastic event with an excellent turnout from our clients," Bruce shared. "It was a pleasure connecting with everyone and introducing them to LifeTime."



LifeTime Team Updates



Heidi Evans as New Office Administrator

LifeTime is proud to welcome its newest addition, [Heidi Evans](#), our office administrator! She joined the LifeTime family in January freshly graduated from ECU with a degree in Business Administration. She is earning her CFP certification through Dalton Education with the hopes of becoming an advisor one day. In her spare time, she enjoys spending time with her sister and cats (Pooh Bear & Poppyseed), and finding the best iced coffee around town. Welcome, Heidi!

Guy Swain Celebrates 30th Anniversary with CFN

Guy Swain, Wealth Consultant and Founder of LifeTime Asset Management, partnered 30 years ago today with our broker-dealer, Commonwealth Financial Network® (who provides essential back-office support for him, our wealth consultants, and the entire team). This strong partnership has been key to LifeTime's success and growth in the financial services industry. Guy finds the greatest fulfillment in helping his clients discover the best solutions for their financial needs. Congratulations to Guy on this great relationship and over 30 years of exceptional dedicated service for our clients!



Matt Glova's 15 Year Anniversary with LifeTime

Matt Glova has been an invaluable asset to LifeTime, contributing significantly to our team's success, client relationships, and overall growth. Since joining the firm in March 2010, he made an immediate impact and became CEO in 2013. Over the past 15 years, Matt has grown our team from 4 to 24 members, added two office locations, and introduced a tax services division, expanding our service offerings. By blending investment and tax planning, he reshaped our comprehensive wealth management approach. We are incredibly fortunate to have Matt leading the way and are proud to celebrate his remarkable 15 years with LifeTime. Here's to the next 15!

Would you like to provide a Google review for LifeTime?

We'd love for you to provide a Google review attesting to your experiences with LifeTime. Just click the button below! We appreciate your time and effort.

Raleigh:



We'd love your feedback!
Please leave us a review.

Suwanee:



We'd love your feedback!
Please leave us a review.

Tax Clients: Looking for Financial Planning Services?

If you are an existing tax client interested in learning more about our financial planning and investment processes, please reach out! Speak to your CPA or click the link below to schedule a no-cost initial consultation with one of our Wealth Consultants. [Click here to book online!](#)

News & Updates

No Texting Rule Between Advisor and Client

These days, we all have our phones with us at all times and know that texting is a super convenient way to communicate. However, the SEC and our compliance department PROHIBIT texting between advisor and client because of strict record keeping rules. If you need to reach your advisor, it is always best to email them at FirstName@lifetimeasset.com or call our office and speak with them directly. We appreciate you keeping this in mind when you need to communicate with your advisor or any of our staff members.



Tax Season Update from the LTTM Team

The tax team is looking forward to the start of spring and the conclusion of BUSY season six weeks after that (we don't need a ground hog to know how long it will last). Please remember that instead of the usual April 15th due date, all residents of NC, SC, and GA have a due date of May 1st, just for this year.

We are pushing our way through and having a good season so far. We see the highest number of clients bringing in their tax information from February 23rd through March 9th. We will do our best to get as many returns completed by the end of April as possible. Some clients will go on extension and be worked on throughout the summer. Thank you!

Examples of What the IRS is Looking Out For on Returns

We thought it would be timely to share some information about the IRS, and what are some of the things that might make them take a closer look at your tax return. This is not an all-inclusive list but it a good representation.

I. Failing to report all income

The IRS gets copies of all the 1099s and W-2s you receive. This includes interest, dividends, sales of stocks and securities, payouts from retirement plans, social security benefits, and 1099-Ks (reporting online payment sources such as PayPal, Airbnb, Etsy, etc.). The IRS's computers cross-check the numbers on the 1099 and W-2 forms with the income shown on your return. A mismatch sends up a red flag and causes the IRS computers to spit out a notice that the IRS will send to you.

II. Claiming large deductions or losses

If the deductions or losses on your return are disproportionately large compared with your income, the IRS may pull your return for review. A large medical expense could send up a red flag, for example. Taking a big loss from the sale of rental property or other investments can also spike the IRS's curiosity. Also on the IRS's radar are deductions taken for bad debt and worthless securities, especially if you report the amount as an ordinary loss. However, if you have the proper documentation for your deduction, loss, or credit, don't be afraid to claim it.

III. Gambling winnings and losses

Recreational gamblers must report gambling winnings as other income. Failure to report gambling winnings can draw IRS attention, especially because the casino or other venue likely reported the amounts on Form W2-G. Claiming gambling losses can also be risky. You can deduct these only to the extent that you report gambling winnings.

IV. Not taking required minimum distributions (RMD's)

The IRS wants to be sure that owners of IRAs and participants in 401(k)s and other workplace retirement plans are properly taking and reporting their RMDs (Required Minimum Distributions). Under current law, you should generally start taking RMDs the year after turning 73.

V. Claiming large charitable donations

Be sure to keep all your supporting documents, including receipts for cash and property contributions made during the year. If you are over age 70½ you should take advantage of qualified charitable distributions.

VI. Business Owners who report on Schedule C

The IRS looks at both higher-grossing sole proprietorships as well as smaller ones. Sole proprietors reporting at least \$100,000 of gross receipts on Schedule C, cash-intensive businesses, and business owners who report a substantial loss (and have income from other sources such as wages or retirement income), have a higher audit risk.

VII. Deducting hobby losses on Schedule C

To be eligible to deduct a loss, you must be running the activity in a business-like manner and have a reasonable expectation of making a profit. If your activity generates profit 3 out of every 5 years, the law presumes that you're in business to make a profit, unless the IRS establishes otherwise.

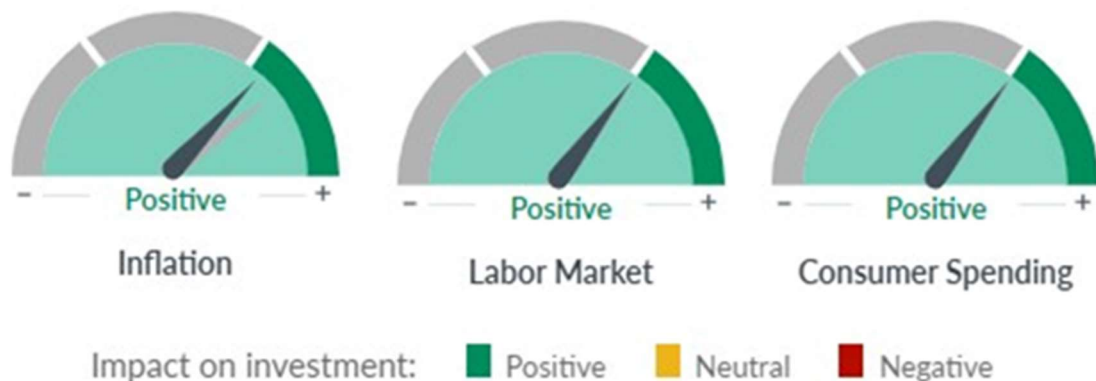
The Reasons to "Go Paperless" are Piling Up!

In addition to being good for the environment, Commonwealth is now instituting a \$5 quarterly fee for paper delivery of statements and confirms. LifeTime will pay this quarterly paper delivery fee if you are still receiving paper statements and confirms, but we ask that you consider going paperless!

To sign up for electronic delivery of documents, you must first have access to Investor360® our online account access portal. If you do not currently have access or need assistance logging in, please email us at info@lifetimedasset.com. [Click here to learn more about going paperless.](#)

City National Rochdale Speedometers™ for March 2025

If you are already a City National Rochdale client, you are already familiar with their speedometers. Below are the economic indicator dials from CNR for March 2025. See their [complete economic outlook here](#) along with a [great video discussing these Speedometers](#).



Market Thoughts Video for March 2025 from Brad McMillan, CFA, CAIA, MAI

February was a tough month for U.S. markets. The S&P 500, Dow Jones, and Nasdaq all fell, with the Nasdaq getting hit the hardest. Despite the disappointing month, fundamentals showed signs of positive momentum, boosted by a strong jobs report and fourth-quarter earnings growth. Markets, however, still face real risks—including policy uncertainty, debt ceiling concerns, and the planned rollout of tariffs. Will we see market appreciation ahead, or is volatility still looming? [Watch Brad McMillan's video here.](#)

Insights from our CIO
Market Thoughts
March 2025



 Commonwealth

Market Updates

Weekly and Monthly Market Updates are available on the [LifeTime website](#) and on our [Facebook page](#).

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