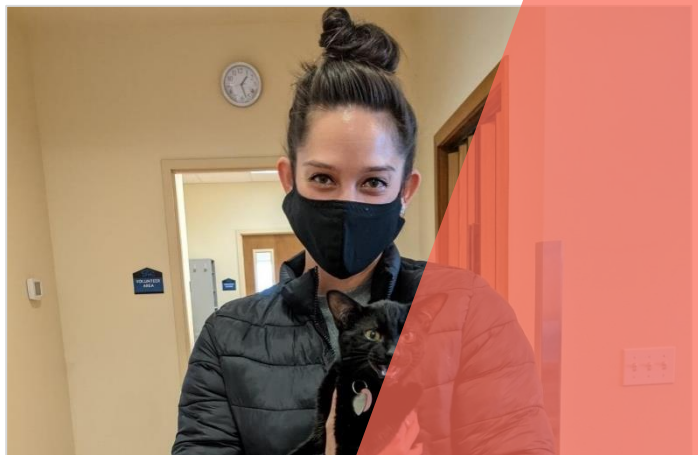


main\$street

FINANCIAL PLANNING

2020 Annual Report





Annual Report

Hello,

We are so excited to release our second annual report! We received lots of amazing comments and feedback from all of you on our last annual report. Thank you! We were determined to make the next report even better for 2020, and then the pandemic happened.

In this report, we review what the MainStreet Financial Planning team has been up to in 2020 - and what we're looking forward to in 2021.

We have quite a big team for a company in our industry. We're all located in different parts of the country, and we each have our own unique passions and lifestyle. Still, one thing bands us together: our dedication to providing exceptional financial advice and education to those who interact with us. Our mission has not changed in 2021: we'll continue to empower our clients to make Smart Financial Decisions!

We are deeply grateful for the opportunity to serve our clients, remotely and without much interruption, in 2020.

2020 has been an interesting year for all of us! For better or worse, this pandemic has clarified what is truly essential, realigned our priorities and changed the amount of time we're able to spend with loved ones. The year created real challenges in juggling priorities, managing remote schooling, providing Zoom tutorials, and understanding the impact of pandemic fatigue.

For MainStreet it was also a year of growth and expansion. We had the pleasure of advising more ongoing clients than ever before, and expanded our team to ensure we're providing the expert financial planning advice you depend on. We now have 8 full time team members! The stock market had a lot to say in 2020 and we encouraged our clients to hang on for the wild ride and execute their plan.

We successfully executed Jim's succession retirement plan, which has been in the works for six years now! Many of you have been working with our top-notch financial planners Liz Gillette and Cynthia Flannigan for a couple years. And we recently hired a new advisor, Rachel Clawson, as a great addition to our team.



We've further developed our tax preparation services and have doubled the number of clients that are taking advantage of that one-stop-shop feature we offer!

As our business grew, the clients we worked with grew, and each of us grew professionally. A few team members further developed their contribution to MainStreet. I want to congratulate:

Cynthia Flannigan for taking on a new role as Director of Financial Planning, where she will focus on making sure the advice we deliver as a team, and the presentation materials and experience our clients get, is consistent and aligns with the MainStreet Financial Planning brand!

Liz Gillette for taking on additional responsibilities as Director of Planning & Innovation. Liz provides invaluable insights into how our company can thrive through stronger collaboration, better time management, and higher employee engagement. We found her implementation of Focused Fridays to be a real game changer for our company last year!



Jim Ludwick for providing advice not only to clients but also to staff as they take on more responsibility and he plans ahead for retirement. Jim created Chalk Talk in 2020 to provide clients with more interactive sessions on topics they desire to increase their knowledge in the personal finance arena. It's part of our empowerment efforts here at MainStreet.

Myself (Anna Sergunina) for stepping more fully into the CEO role I assumed seven years ago. I will continue to service some clients and now I am supported by an amazing, talented, and experienced team!

Thank you for taking the time to read this introduction. We wanted to find a way to connect with you on a more personal level, because we believe that the work we do in the financial planning space is incredibly personal. It's important to us that you know what our team (and each individual team member) is all about!

So, without further ado, I present to you our second annual report. Thank you for being part of what made 2020 and the last eighteen years so special!

Till next time,

Anna Sergunina, CFP®
President & CEO



Impact

Clients Served

359

Individuals & Businesses

INDIVIDUAL - PLANS CREATED

41

Hourly
Projects

84

New Financial
Plans

204

Updated
Financial Plans

BUSINESSES - ADVISED

23

Financial
Wellness

7

Financial
Workshops

MONEY@ WORK

Our Money @ Work participants work with us through their employer's sponsored financial wellness program. We love teaming up with them to make sure their personal and professional lives are moving in a direction they love! We were able to serve 23 wonderful clients through this exciting program.

Money @ Work - Educational Workshops

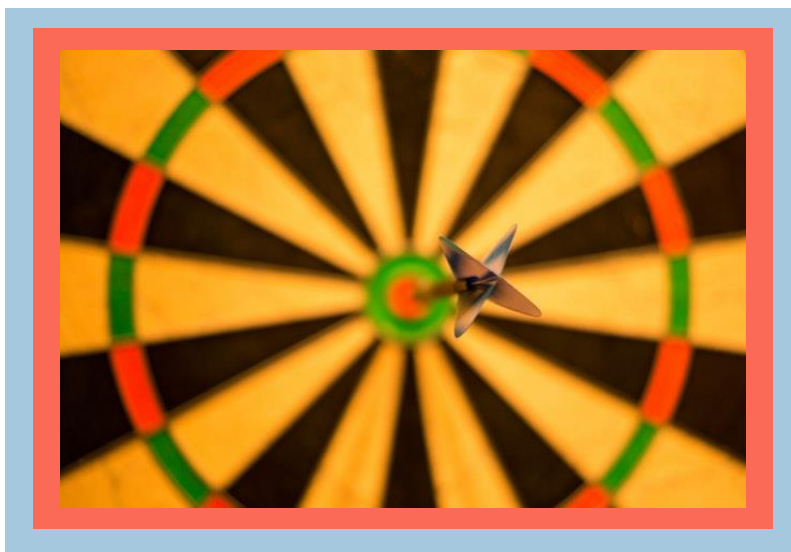
We had huge interest in our educational workshops in 2020, through which we deliver training on various financial planning topics to a group of employees. Our clients included Etsy, Zillow, Bay area Air Quality Management District and Grammarly.



Client Milestones

COVID can't stop us!

Personal	Professional
Composed an opera and helped save Eugene Opera	Passed the bar (and got barred in D.C!)
Completed 100,000-meter rowing challenge in a month	Filed a brief with the Supreme Court of the United States
Hiked to the top of Half Dome	Led the effort to secure the world's largest ocean protected area in the world (at the time)
Qualified for Jeopardy	Mastered three foreign languages for use in my academic and government professions
Released an album of my electro-acoustic chamber compositions, to high acclaim	Composed the soundtrack to the award-winning feature documentary
Got a Ph.D. in chemistry without taking on student loans	Will have worked on three presidential campaigns



EDUCATIONAL OPPORTUNITIES

Money@Work

Financial Wellness Workshop

Top 6 Financial Planning
Mistakes to Correct in 2020

Anna Sergunina, CFP®
Liz Gillette, CFP®
Cynthia Flannigan, CFP®

In 2020, we hosted 14 webinars and workshops for our clients and followers. We love getting to share financial education and empower others to make exceptional financial decisions.

MONEY BO\$\$\$
Summit

We also launched our first ever 3-day virtual event, [Money Bo\\$\\$\\$ Summit](#) where clients were coached by over 23 TOP personal finance experts who shared direct and actionable advice to help you create your best financial life and start taking first steps right away!

NEW PERSONAL FINANCE CLUB - “CHALK TALK”

In 2020, Jim Ludwick created Chalk Talk to provide an interactive, [reading-discussion forum](#) to raise the level of knowledge for interested MainStreet ongoing clients and others. Clients have input into topics, questions and feedback during a monthly Zoom meeting.



Total Media
Mentions

12



TOP MENTIONS



LIZ GILLETTE

[Student Loan Relief Through the CARES Act](#)



CYNTHIA FLANNIGAN

[9 Money Moves To Keep Your Retirement Afloat During Pandemic Financial Storm- AARP](#)



ANNA SERGUNINA

[Preparing Your Finances for Emergencies - CyprusMail](#)

FUN FACT

Since our team now includes seven women and one man (sorry, Jim Ludwick), we decided to change our superhero figure. Please meet our Super Woman who is excited to help you make smart (and less impulsive) financial decisions!



Year In Review



Your MainStreet team gathered in Maryland for our annual retreat.



Cynthia and Jim visited clients in Santa Barbara - Cynthia's first trip to Santa Barbara's Funk Zone. Cynthia finally saw Hamilton!

Liz took her kids skiing (Bailey held her own on the slopes, Chase ate snow).



Cynthia visited clients in New York and stayed one extra day to see Dear Evan Hanson. That was the night Broadway closed due to the pandemic. Cynthia left New York for Minnesota for her dad's birthday before heading home to shelter in place in San Francisco.

COVID-19 nationwide shut down - MainStreet Financial Team made the move to 100% remote work.



Record month for our MainStreet Team of how many new clients we serviced in company history: 15!

Cynthia was a guest speaker for Stanford Continuing Studies' Financial Advisors: Finding and Evaluating Your Perfect Match.



Year In Review (continued...)



Launched the most visited piece of content for 2020: [Covid -19 Resource Guide](#)

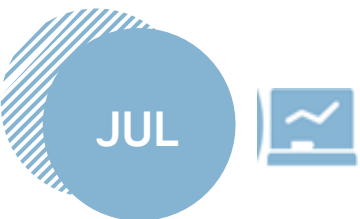
Kassy turned 43!

Hosted Stimulus Package related educational webinar series. Liz caved and bought her first at-home exercise equipment...but she's still using it!



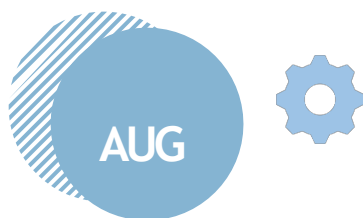
Launched [Inclusive Financial Planning Guide](#)

Hosted first Virtual Team Happy Hour!



Hosted highly attended Money@Work Financial Wellness employee educational virtual workshops for Zillow, Bay Area Quality Air.

Liz implemented Focused Fridays so we could carve out enough time in our schedule to service our growing list of clients!



Anna launched her very first personal finance podcast: [Money Bo\\$\\$ Podcast](#)

One of the boards Cynthia is on, Far West Roundup--a retreat for financial planning practitioners, had their first ever virtual conference.



Year In Review (continued...)



SEP



Launched the highly attended personal finance club:
[Chalk Talk](#).



OCT



Liz was a virtual guest speaker for Penn State's Math & Money course.



NOV



MainStreet Financial Planning Inc Birthday - 18 years old!

Anna Hosted her first 3 day virtual Money [Bo\\$\\$ Summit 2020](#) for 150 attendees.

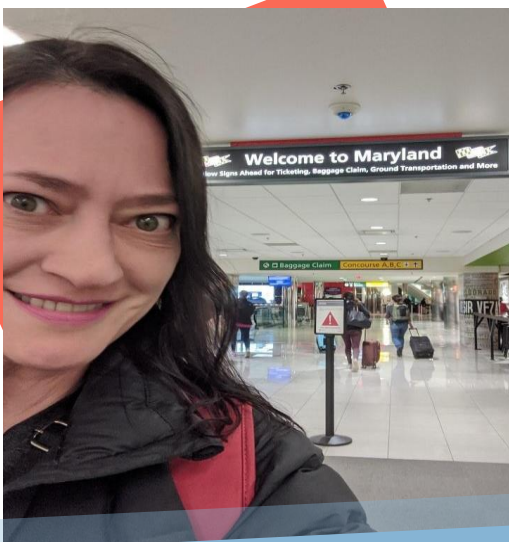
One of the boards Cynthia is on, Bay Area Financial Education Foundation, met a milestone of teaching over 500 students Budgeting for College, Budgeting 101, Debt and Credit, Tax Fundamentals and Investing in the Student Workshops Program.



DEC



Hosted our first MainStreet virtual Christmas party!



Meet the Team



Anna Sergunina, CFP® | President & CEO

I passionately believe that in order to live a life of fulfillment and joy, we must genuinely serve each other in any way possible. I found my mission in life to serve others via financial planning. As I continue to lead MainStreet team, with the goal of making financial planning advice and services accessible to anyone and also evolving in my role as a financial planner and business owner, the biggest satisfactions in my career still come from helping clients understand what stops them from achieving their financial dreams and showing them the right direction.

2020 - Yuri and I are continuing navigating our journey as parents and Liam's second year of life has presented us more exciting and challenging moments! 4 months of shutdown and no daycare! "First Everythings" is still the theme in our household. We now are having 3 and 5 word conversations at a time. That is huge progress, in my mind, especially because we are confusing Liam with speaking two languages to him at home, Russian and English, "Runlish".

We also bought our first home, in San Mateo CA in the middle of Covid pandemic, which was very scary and exciting at the same time. Qualifying for a mortgage as two business owners, literally in the middle of the whole world being shut down was a wild experience. We then went on to complete a major remodel in two and a half months timeline. Anna watched way too much HGTV in her spare time, what spare time you might ask!? I guess being stuck at home for a long time has made Yuri and I realize that it was time for us to abandon the renter's mindset, which we still very much support, especially in the high cost of living area. But there is something different about being able to paint the walls in the color you want without having to ask for approval.

I am grateful for my team here at MainStreet: Jim, Liz, Cynthia, Rachel, Kassy, Kathy & Desiree for being strong, embracing the challenges of 2020 and for continuing to share our vision and the impact we want to make on the lives of our clients. Thank you!

Cheers to the next year. It looks very promising!



Meet the Team

continued

Jim Ludwick, CFP® | Founder



Jim Ludwick, CFP®, founded MainStreet Financial Planning, Inc. (MSFP) in 2002. A retired U.S. Air Force officer, Jim's career experience includes working as a hospital administrator, commercial real estate broker, life insurance agent, vice president of two different bank trust departments and a regional vice president of a very large money management firm.

I spent the first half of the year taking care of an aunt in Statesville, NC who passed away in June. I continue to take care of a cousin in a long-term care facility in London, England. I visited both of them in January and February before Covid-19 curtailed traveling.

I also developed MainStreet's new personal finance reading/discussion club known as Chalk Talk to help educate our clients and friends in an interactive Zoom session monthly. I have taken my photography hobby to new heights with a drone purchase. I am also using it in Money Tip Talk videos. I haven't given up working at Starbucks. I now sit in my car and sip my latte while using their wifi.



Meet the Team

continued



Liz Gillette, CFP® | Financial Planner

Liz coaches ambitious and enthusiastic clients throughout the country. She read her first personal finance book in 2009, worked her way through \$90,000 of student loan debt, joined the financial planning industry, and bought a home at age 26. She officially obtained her CFP® marks in 2016 and shifted her focus from wealth management to financial planning when she joined the MainStreet Financial Planning team in 2018. She maintains a 35% savings rate despite raising a family in a high cost of living area and recently hit a personal financial milestone that she never could have imagined for herself or her family.

Liz is a consistent contributor to industry newsletters and blogs, she can be spotted at Penn State's Math & Money course as a guest speaker, and she's currently hosting a series of money management seminars for Hearts & Homes for Youth. Her aspiration is to bring clarity and simplicity to personal finance while aligning clients' unique personal values to their spending.

2020 - What a year! MainStreet served more clients than any previous year, my kids grew into the best of friends, and I survived work-from-quarantine chaos. We've spent the bulk of this year going on car rides to nowhere, ordering groceries online, and hiking various paths in Maryland. My four-year-old built a ton of marble mazes and we attempted some science experiments. I'm continuing to do the work in acknowledging and changing the racial inequalities in our country, and have taken on additional pro bono projects. While there are days that the COVID blues can get the best of us, there's no doubt my family has been blessed. We're preparing for a move and it's rekindled my love of interior design - I considered majoring in it at GW University but stuck with business administration instead. I'm very much looking forward to having a yard to chase the kids around and throw a baseball. And embrace the slower pace of life near the water.

I wish you and yours the very best in 2021!



Meet the Team

continued

Cynthia Flannigan CFP® | Financial Planner



Cynthia's career started spending 21 years at investment management and wealth management companies before joining MainStreet in 2018. She has had her CFP designation since 2008 and received a Masters in Financial Planning and Taxation in 2012. She is notoriously active on multiple boards and committees, predominantly regarding either pro bono or continuing education for financial planners.

2020 started off with trips to Maryland, Santa Barbara and New York for work and then to Minnesota as a surprise for my dad's 80's birthday. When the stay-at-home order finally got lifted, I enjoyed the summer sun brunching outdoors and even got in a couple wine tasting trips! (Socially distanced and wearing masks, of course!) Meanwhile, volunteer activity has been busy while also adjusting to being virtual and I joined one more board, this time a non-profit started by my sister. I look forward to talking more about that new adventure in the coming months.



Rachel Clawson, CFP® | Financial Planner

Rachel joined MainStreet in early 2021. She graduated from Oregon State University with a B.S. in Viticulture and Enology. After several moves during her husband's Air Force career she fell upon an opportunity to explore the financial services industry and since then, her biggest joy has been engaging, coaching, and helping clients live their best lives. Over the past few years she has gained extensive experience both as an advisor and in firm operations. After officially obtaining her CFP® marks in 2020 her passion shifted from wealth management to wealth creation and financial planning.

My husband landed his dream firefighter job which brought us to Washington wine country. I officially earned the CFP® marks which led me to the wonderful opportunity to join MainStreet and we added a third fur-baby, our rescue kitty, Nova!



Meet the Team

continued



Kassy Hunt | Client Service Manager

As the Client Service Manager here at MainStreet, Kassy's role is to ensure our clients have a seamless, exceptional experience! From scheduling, to invoicing, to following up with our clients, to keeping the team on task - she does it all!

As many of you know, I have an Office Manager, James, now age 3. He is my Chief Morale Officer also and the focus of my life! You might hear him saying "bye" at the end of a call with me! Like most, my year was dominated by the pandemic. It did help to highlight how fortunate we are for the technology we have, for while I have not hugged my parents in a year, I have seen them almost every day. My office manager is growing and such a "help" when I'm working!



Kathryn Watkins | Para-planner

Kathy Watkins joined MainStreet Financial Planning team as a Para-planner in 2013. As staff Para planner, she supports the advisory team by creating and refining customized financial reports associated with each client engagement. Kathy is passionate about providing each MainStreet client with a superior customer service experience, from the moment they fill out their initial questionnaire through receipt of their final recommendations.

Like countless others in the world, the pandemic turned "normalcy" completely on its head in 2020. The good news is that I found reservoirs of adaptability that I didn't know I had. My family remained safe and healthy and we even found ways to gather together by following the rules of quarantining and social distancing. I hope that we -- as individuals and as a country -- took valuable lessons from what we experienced in 2020.



Meet the Team

continued



Desiree Kaul, ChFC® | Para-planner

Desiree joined Mainstreet in January 2021. She graduated from Florida State University with a B.S. in Merchandising, Textiles, & Design. After more than 17 years of following her Army spouse around the globe, they retired home to Florida in 2015. Throughout her time as a military spouse, Desiree found her passion for financial education and counseling. She earned her destinations as both an Accredited Financial Counselor (AFC) and Chartered Financial Consultant (ChFC) in order to serve the military and members of her community better. She gives back by educating high school students on personal finance topics and mentoring other aspiring AFC's.

I found 2020 to be mostly typical, with the exception of not seeing my grandmother on a regular basis and having to wear a mask everywhere I went. My son finished his Boy Scout journey and earned his Eagle rank. I finished my ChFC® designation, which led me to my new home here at MainStreet. I continue to stay involved in my community whether it's virtual or socially distanced. But, I do miss being the ability to travel and hope to add that back in the coming year.





Good Deeds & Impact

\$1,450 in charitable donations made through our referral program

29 people initiated a donation by MainStreet through our referral program

Top benefactor charities

- Planned Parenthood
- Meal on Wheels
- Thousand Currents: Black Lives Matter
- Best Friends Animal Society & Humane Farming Association



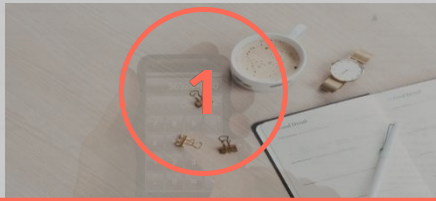
Our employees made personal donations to ACLU, Black Lives Matter, the NAACP Legal Defense Fund, and Feeding America, Bay Area Education Foundation

We also made donations in the memory of our late clients we lost this year:

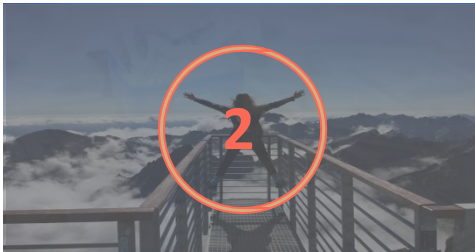
- Air Force Aid Society
- American Lung Association
- St Jude Children's Research Hospital



Top Content Created by MainStreet Team



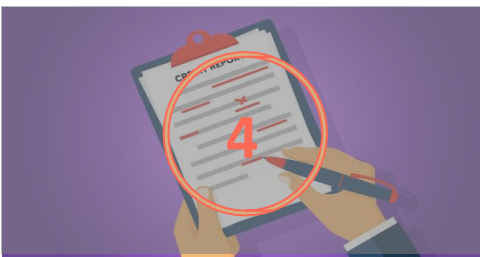
[#1: COVID-19 & YOUR MONEY:
A RESOURCE GUIDE](#)



[#2: GET OUT OF DEBT:
CLARK HOWARD VS DAVE RAMSEY](#)



[#3: MARYLAND TAXPAYERS:
RISK OF STANDARD DEDUCTION](#)



[#4: A CREDIT REPORT
CHEAT SHEET](#)



[#5: ANOTHER IMPORTANT
MESSAGE 12 YEARS LATER](#)



2020 was in many ways a great year for the MainStreet Financial Planning team, and we're planning on an even more exciting 2021! Here's what you can expect...

DECLARING THEME FOR 2021

After our annual retreat in January, which was 100% virtual this year, we as a team declared a theme for 2021. It is backed up by the word “Focus”. This last year has presented us with great lessons, which we are eager to act upon.

SO, WHAT DO WE MEAN BY THIS AND HOW DOES IT IMPACT YOU AS OUR CLIENTS?

In order for us to deliver our best quality financial planning advice and serve even more clients, we need to focus on our greatest strengths, personally and professionally! Traditionally, MainStreet Financial Planning team has worked with two types of clients: younger individuals/families in their 30s & 40s and clients in their 50s and beyond who are most concerned with retirement planning.

We are now shifting our focus to obtaining new clients in their 30s & 40s. We are thrilled to maintain our existing client relationships regardless of stage of life, as it brings a lot of variety to our days! This new focus is for Anna, Liz & Rachel's *new clients* only and it helps our advisors manage their limited capacity as Jim completes his full transition to retirement. After all, it's *our* job to plan for the future!

This focus will also allow us to be more specific with the type of articles, blogs, videos and podcasts we create. As each of us is going to be able to spend more time, going deeper and really understanding, learning and educating ourselves on how we can add even more value to you and your financial life.

And of course, how does this impact our professional connections?

We still very much welcome all your referrals and recommendations. We continue to be capable of helping clients in a variety of life circumstances, and we'll reach out to you individually if we've reached capacity for taking on new clients.

By the way, 36% of our business came from you referring clients to us. Thank you, from the bottom of our hearts!



Looking Ahead

What's different is that each of the advisors will be growing their client list in a more strategic way...

Liz's typical client is early- to mid-career, and hoping to find a solution to the competing priorities that they're facing. Enjoying life in the now vs. saving for college vs. upgrading their house vs. building a nest egg for retirement. The list goes on. *While I don't subscribe to the illusive myth of work/life balance (a scale has to have equal weight on both sides to be balanced), I do practice what I preach in curating a fulfilling life based on prioritizing what I value most. And I've found outsourcing to be one of the biggest game changers - pass off what you can to an expert to free up your own capacity. Ironically, that's the role I play for my clients!*

Cynthia's typical client is age 50+ and she is happily inheriting a good number of Jim's clients who are preparing for retirement or actively enjoying retirement. In many ways, she resembles a lot of these clients and have had some of the same experiences and challenges. Don't let the lack of grey hair fool you--she has a great colorist!



Rachel's typical client is early- to mid-career and doesn't want to follow the deferred-life plan. *My passion is showing others how they can live the life they dream about starting now; life doesn't need to wait until you're 65. My clients want a well-rounded lifestyle with their finances serving both their current and future goals. I can relate to those who have the entrepreneurial spirit, multiple streams of income and will experience significant career changes; particularly navigating the preparation for and transition from military or first-responder to civilian. My clients know the value of having a trusted coach and understand that discipline and consistency are required to feel the satisfaction that comes with accomplishing their goals. My clients and I both share the same mission of building the life we want and enjoying it along the way.*



Looking Ahead

Jim does his best work for folks nearing retirement and those who have just entered retirement. In addition, he takes a special interest in people in their 30's wanting to retire around the age of 55. Financially Independent Retire Early (FIRE) is the popular acronym for these individuals.

Anna is starting to phase out of new client work and focusing on business operations in 2021. A typical client that Anna works with is a busy professional family with children, in their mid career, who wants to have it all; a great career or build a business, time for a family, personal time, professional and personal growth and of course the money to pay for all of this.

We very much look forward to connecting with you all in 2021.

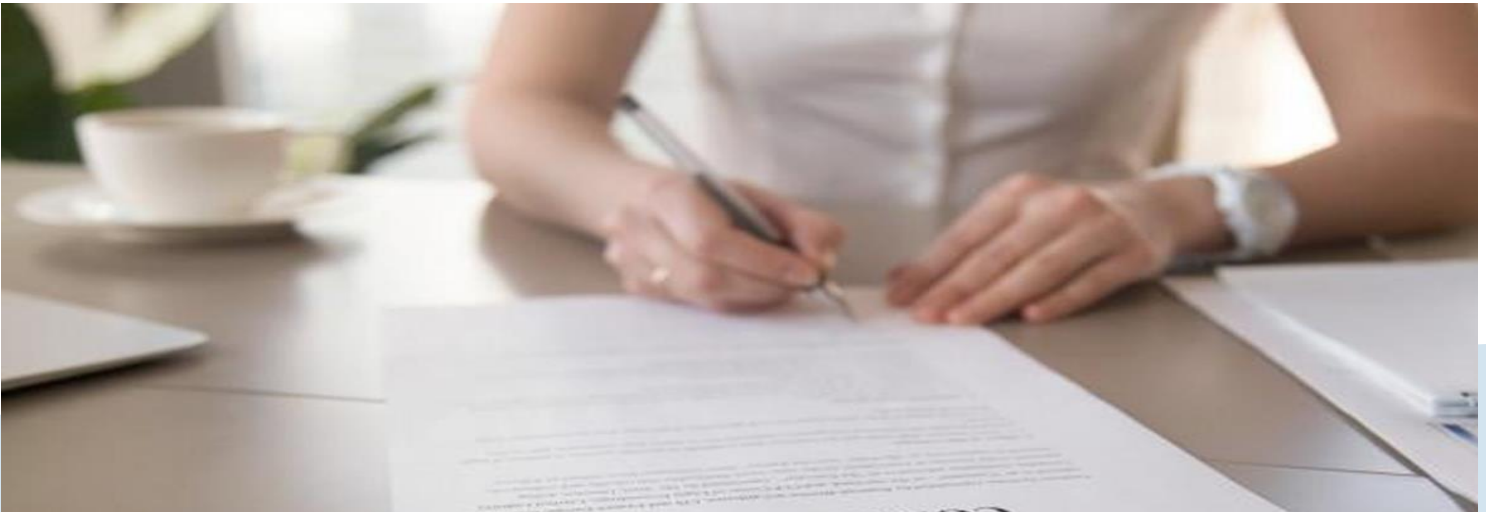




Launching Estate Planning Document Preparation Assistance

We've collaborated with an estate planning company to create estate planning documents for our clients through the connection with an estate planning attorney to supervise the production.

We are helping our clients with the execution part of this process.



As we continue to grow our own families, each one of us in our own ways, thank you for being part of our MainStreet Family, growing with us, and trusting us with your most intimate conversations, AKA (your money)!

It is our greatest honor to have the opportunity to serve you!

MainStreet Financial Planning Team,

Anna, Jim, Liz, Cynthia, Rachel, Kassy, Kathy & Desiree



A Picture is Worth 1,000 Words: Our Life In Photos



Cynthia Wine Tasting



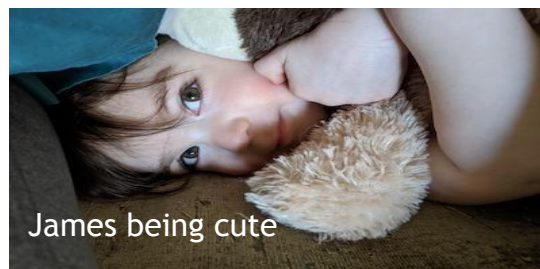
Liam's first haircut



Rachel adopting Nova



Bailey & Brandon Skiing



James being cute



I love cookies! - James



Liz's family hiking in PA



A day of science experiments

Bailey making volcano



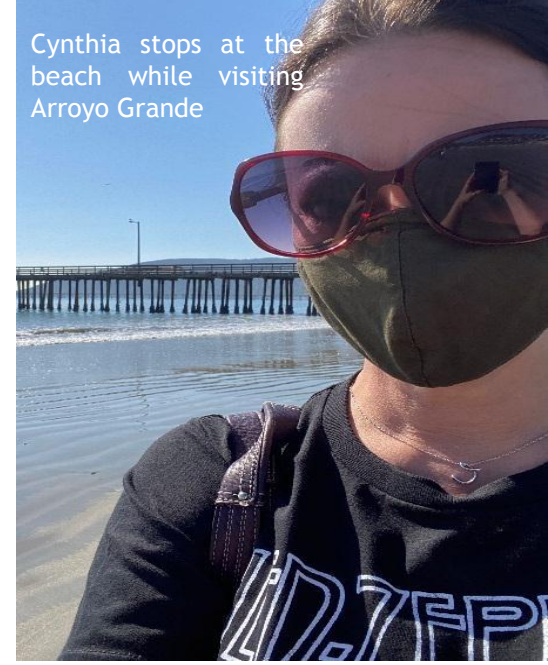
Liam's first snowman!



Anna tried her wedding dress back on 15 years later! Liam wanted to be held at the same time.



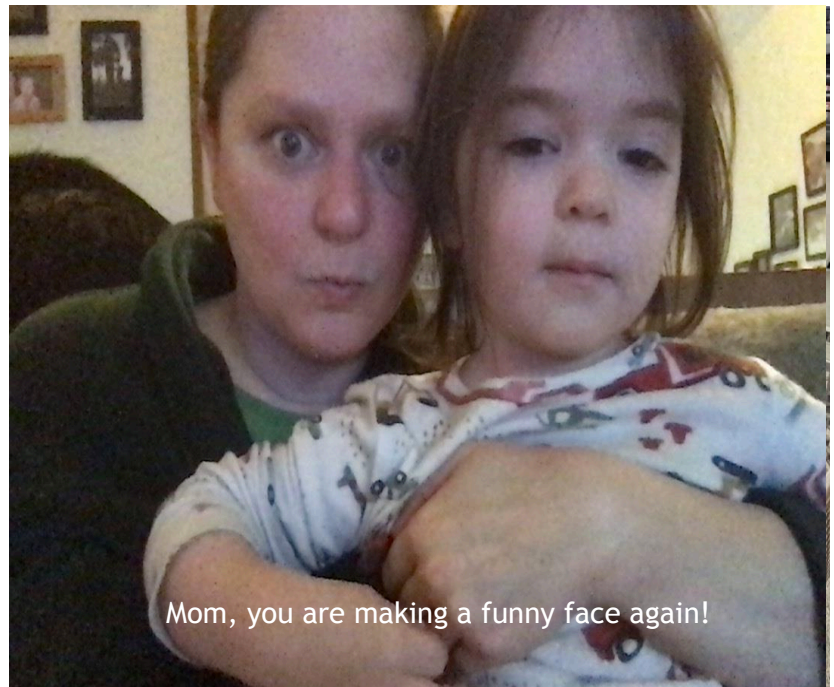
Happy 4th B-day Bailey!



Cynthia stops at the beach while visiting Arroyo Grande



MainStreet's Virtual Holiday Party



Mom, you are making a funny face again!



Say "Cheeessss" Liam!



Wine tasting in Sonoma County



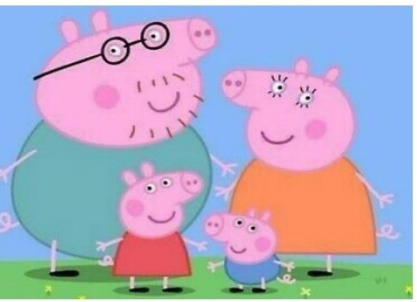
Visiting with gradnkids, Jim & Carol



Visiting family for holidays



Cynthia in the vineyard



Halloween: Pandemic Peppa Pig



Helping mom make pumpking pies



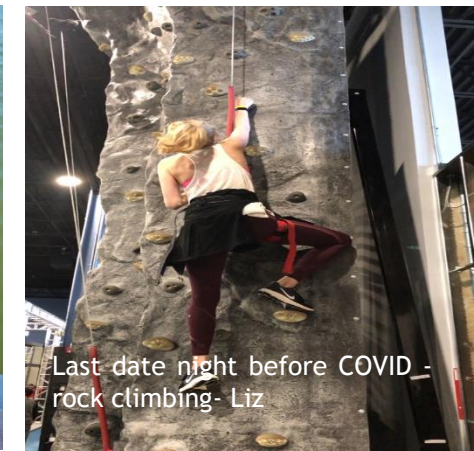
Here's Bubby!



Desiree's family get together



Desiree is boating



Last date night before COVID - rock climbing- Liz



Liam and Anna relieving stress with yoga and stretching



Jeff's KFD Pinning Ceremony

mainstreet

FINANCIAL PLANNING

Learn More on Our Website:
www.mainstreetplanning.com

