

# main\$street

FINANCIAL PLANNING

## 2021 Annual Report





# Annual Report

Hello,

We are so excited to release our third annual report! We continue to receive lots of amazing comments and feedback from all of you on our previous annual reports. Thank you!

In this report, we review what the MainStreet Financial Planning team was up to in 2021 - and what we're looking forward to in 2022.

Our team continues to grow as we are all still 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 2022: 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 2022.

2021 was a year of transitions for the MainStreet team. As each of us settle into "life during a pandemic", we chose to focus on how our financial planning advice and deliverables that come with it can be improved and simplified.

We completely revamped our financial plan materials and created our own version of a financial plan, which we call a Money Roadmap that not only provides our clients with the most essential tools but also helps them feel less intimidated and more excited to execute our advice. And of course, we all feel SO proud. The new look is modern, and even more streamlined - all thanks to our own "excel genius nerd", [Cynthia Flannigan!](#)

This last year we also successfully finalized Jim's retirement plan (it's been 4 years in the making) and transitioned all his clients to our all-star, seasoned advisors Cynthia Flannigan, CFP®, and Liz Gillette, CFP®. We know you love working with them, just as much as we do.



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We also expanded our team. We are thrilled to announce that we now have 2 full-time paraplanners, Desiree Kaul and Meggan Orenstein on our team. You definitely will be hearing from them once it is time to gather your financial documents. We also have a new advisor, Jennifer Bush, CFP®, who's been a long-time admirer and follower of MainStreet and finally decided to call it home.

The tax preparation services continue to be an even more essential part of our client's Money Roadmaps, where we have a team of experts to help us deliver essential tax planning advice.

We expanded our offerings and now also have an "in house" Estate Plan Document Preparation Service, where you can partner up with a qualified estate planning attorney to help create the most essential documents, such as a will, durable power of attorney, a trust, and health care directive. This completes our client's Money Roadmap and is all available in a one-stopshop.

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 and express our gratitude to these team members, and present our first ever MainStreetAwards:



## Award: The Game Changer

**Cynthia Flannigan, CFP®** for spearheading the biggest transition the MainStreet team has undergone by revamping our presentation materials and improving client experience. Now in a consistent manner to align with the MainStreet Financial Planning brand!



## Award: Living our Best Values

**Kassy Hunt** - for being the "glue" our team and our clients can't live without. Kassy holds the most crucial role in our company, by allowing us to do our very best as financial planners and paraplanners and connect us with our clients.



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As 2022 unfolds in front of our eyes, we want this year to be the year of stability for everyone. MainStreet is going to be 20 years old in November. It takes “true love” for financial planning advice to stick around for that long, and as we approach this big milestone in our company’s history, we look forward to continuing to elevate our exceptional services, so that our clients can live their best financial lives.

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 third annual report. Thank you for being part of what made 2021 and the last 19 years so special!

‘Til next time,  
Anna Sergunina, CFP®  
President & CEO



# Impact

At MainStreet Financial Planning

Clients Served

329

Individuals

PLANS CREATED

38

Hourly  
Projects

137

New Financial  
Plans

260

Updated  
Financial Plans

## Client Milestones - Look at what they've achieved!

- Earned full scholarship + stipend for grad school
- Taught kundalini yoga and qigong
- Didn't miss a workout day for 4 years
- Managed to stay out of consumer debt
- Built a bat house
- Obtained my Ph.D.
- Installed a home solar power system
- Earned my black belt
- Completed 20 marathons total
- Hiked Mt. Kilimanjaro
- Retire earlier than expected
- Learned to speak Spanish
- Survived stage 3 cancer
- Adopted shelter dogs
- Graduated law school and grad school
- Competed as a 2022 Olympian
- Formed a Diversity, Equity, Inclusion and Accessibility Council
- Volunteered for the National Kitten Coalition board and writing/editing articles
- Learned Romanian
- Was tenured into the Foreign Service
- Taught three labor law classes
- Got a 15 million dollar grant
- Got a new job
- Became leadership of public mental health clinic
- Found part-time employment with a minor league baseball team
- Won three Peabody awards
- Brought new types of recreation facilities to Montgomery parks
- Retired with limited stress
- Started to give back a little by teaching at church
- Formed a nonprofit, submitted for 501c3
- Covered breaking news during pandemic
- Graduated from medical school at the top of my class
- Completed my MBA
- Found part-time employment with minor league baseball team



# EDUCATIONAL OPPORTUNITIES

Our [Personal Finance Club - “Chalk Talk”](#) continues to gain popularity with our clients throughout the year. Jim Ludwick, CFP® is officially retiring from hosting it and our other financial planners are going to continue his legacy in future months and years by bringing new ideas and conversations with various experts.

Anna Sergunina, CFP® continues to host her bi-weekly podcast [Money Boss Podcast](#), with 150+ episodes in the making. She explores education and interesting conversations with her guests with an open dialogue about the exciting challenges parenthood brings, and how parents can manage their money even better!

Top Content Created by MainStreet Team in 2021

## Top Articles



[5 ways to give your godchild \(or loved one\) a financial boost](#)



[Maryland Taxpayers: Risk Of Standard Deduction](#)



[A credit report cheat sheet](#)



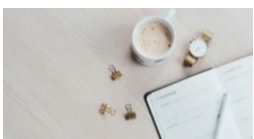
[Welcome to our new podcast: money boss](#)



[State withholdings- can you change them?](#)



[Aca wants magi, not agi](#)



[Covid-19 & your money: a resource guide](#)



[Inheriting a parent's retirement account](#)



[Get out of debt: clark howard vs dave ramsey](#)



[Should your asset allocation change as you near retirement?](#)



# Money Boss Podcast

New Category



## Top Podcast Episodes for 2021

Money Boss Podcast

[Money Story with Liz Gillette](#)

[Money Story with Anna Sergunina](#)

[Should You Open a Savings Account or a Custodial Account for Your Child?](#)

[Money Story with Cynthia Flannigan](#)

[Don't Miss This Road: Financial Independence - Overcoming Procrastination with Jim Ludwick](#)



# Year In Review



MainStreet's Annual Retreat

Anna's son Liam turned 2

Desiree Kaul joined our team as first full time para-planner



Liz went boogie boarding down the sand dunes of the Outer Banks



Liz & Anna presented at the Upside Avenue Women's Retirement Summit



Jim and Carol celebrate 47th wedding anniversary



Mainstreet had its first Focus Week to strategize on business improvement processes

Kassy hugged parents for the first time in a year

Desiree's son graduated high school

Jim and Carol visit east coast instead of Italy





# Year In Review (continued...)

JUN



Desiree and Meggan participated in the FPA virtual externship program

Liz white water kayaked in Harpers Ferry, WV

JUL



Kassy moved into her First Home

Meggan Oreinstein joined the team from NY

AUG



Jim and Carol Ludwick added another grandson

Desiree attended FPA's NextGen Gathering

SEP



Liz's son Chase turned 2 years old and honed his golf skills

Meggan's youngest started his senior year in college

OCT



Liz and Brandon celebrated their anniversary in Annapolis, MD when surprise babysitters knocked on their door

# Year In Review (continued...)

NOV



Jennifer Bush joined the team from CA

Jim wrote and published his first book "Don't Miss This Road - Financial Independence: Overcome Procrastination"

Desiree and Meggan attended the annual AFCPE conference for financial counseling and education

DEC



Kassy's son James turned 4!

Liz closed on her short sale and moved into her dream home

Liz's daughter Bailey turned 5 and got a pair of rollerskates

Desiree's family took a trip to NC



# 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 the 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 satisfaction in my career still comes from helping clients understand what stops them from achieving their financial dreams and showing them the right direction.

*2021 - Yuri and I are continuing to navigate our journey as parents and Liam's third year of life has presented us with more exciting and challenging moments! This year finally unfolded travel for us. It was filled with lots of family visits. We got to go see Anna's family in Maryland in October, and went trick-or-treating for Halloween. We also took our first family trip to the beach in early December to beautiful Maui. Liam totally loved swimming in the pool all day, not so much in the ocean. He said that "sand got his feet dirty". We closed our year with my mom visiting us for Christmas and New Year holidays. My mom is an amazing cook, so Yuri and I got totally spoiled with a home-cooked dinner every night:)*

I am grateful to my second family here at MainStreet: Jim, Liz, Cynthia, Vida, Kassy, Desiree, Meggan & Jennifer 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.

2021 - Our Jon Ludwick, son, wife Sabina, and grandchildren Janna, Levi, Davey, Lucie and Joseph and at our friends' house in Santa Barbara, CA September 2021

Cruising Lake Mead on a dinner cruise aboard the Desert Princess with long time friends Charlie and Terry who live in Las Vegas. Charlie, Terry and Carol are all retired RNs. We met them for the first time in England in 1978. Friends ever since and one of the reasons we are retiring in Nevada.

Instead of going to Europe in the summer of 2021, Jim and Carol went to visit family in Pittsburgh (Heinz Museum) and then went on to Niagara Falls.

And lastly, Jim published his first book in November 2021: Don't Miss This Road: Financial Independence - Overcoming Procrastination!



# Meet the Team

continued



Liz Gillette, CFP® | Financial Planner,  
Director of Innovation & Planning

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.

*2021 was the whole human experience. Unbelievable joy and promise, and deeply painful grief as I walked my mom's side through stage 4 cancer. Happy days, boring days, blissful days, mediocre days. Rain and sun. When all is said and done I believe a year is never defined by an event but rather how we cope through life's curveballs. I had a great year with my clients at MainStreet and saw the depth of their compassion and grace. And I lived vicariously through their successes and joys. Most notably, I found out I'll be growing my family by one more little boy in July 2022.*

Ready to see what's in store for 2022 and beyond!



# Meet the Team

continued

Cynthia Flannigan CFP® | Financial  
Planner, Director of Financial Planning



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.

*2021- saw a continuation of plans canceled or postponed. I was, however, able to do some wine tasting trips and further develop my wine tasting hobby. I got to go to a 49's game when they played against the Vikings! I'm sure the people sitting around me had no idea who I was rooting for since I was cheering excellent plays from both of my teams! I also joined a "Yarn Buddies" Facebook group, initially to do some yarn bombing, which allowed me to pick up knitting and crocheting again. I knit 30+ hats and scarves for an organization serving the homeless and am pleased that my mom's collection of yarn was being used to help others. I began geocaching with friends which is a fun way to get outside and explore the city. I look forward to 2022 and making plans again for travel, seeing friends and family, and of course, more wine trips.*

Volunteer work: Board of the Bay Area Financial Education Foundation and Far West Roundup.



# Meet the Team

continued



Kassy Hunt | Client Service Manager

As the Client Service Manager here at MainStreet Financial, 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, Kassy has an Office Manager, James, age 4. He is her Chief Morale Officer and the focus of her life! You might hear him saying "bye" at the end of a call with her!

2021 was a year of many transitions for me. I got divorced, now share custody of my son with his dad, bought a new home, and moved to Frederick.

So many ups and downs. I could not have gotten through it without my coworker's love and understanding. And I could not have gotten to buy a house if not for Liz's help with my own financial plan. Covid curbed my social life, like everyone's, and it looks to be another year of that hermit life until James turns 5 in 2022 and can be vaxed.

The highlight of the year was my family's vaccine dates working out as such that I got to hug my parents for my birthday and that was really all I wanted. It was Feb 2020 to May 2021 without a hug. Way too long. It has been a hard road, and it is still full of rocks for me, but hopefully, we will be back on the pavement soon.

# Meet the Team

continued

Jennifer Bush, CFP | Financial Planner



Jennifer joined MainStreet in November 2021. She has a background of over 15 years working in the financial services industry. Prior to joining MainStreet, she worked 13 years for a wealth management firm helping to develop, create, and implement financial planning strategies for clients. Before that, she was a consultant and educator around financial-related employee benefits for San Francisco Bay area companies and their employees.

*2021 was full of exciting changes. My 6th grader was excited to return to in-person learning after 18 months. We bought our new condo and spent much of the year getting settled. I continued to find creative and covid-friendly activities to do with my daughter's Girl Scouts troop. I tried glass-fusing, tie-dying, and ice skating and found a new love for houseplants. Finally, I found my dream job at MainStreet Financial Planning, where I have the pleasure of working with some amazing people. In the new year, I look forward to mini-vacations, spending more time outdoors, and helping my MainStreet clients achieve their financial goals.*



# 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.

*By spring of 2021, I was getting settled in my new role at MainStreet and the vaccines had rolled out. I was able to start enjoying going to live theater again with friends every month. I took an evening cooking class and learned how to make three new dishes. My son graduated high school in May and enjoyed a lazy summer. In the fall, I spent time mentoring future financial counselors and volunteered to teach financial literacy to students in my community. We wrapped up some renovation projects on our home and began to plan others for 2022. The holidays will be spent with family this year, I am thankful that we get some time to see each other and do a little traveling again.*



# Meet the Team

continued

Meggan Orenstein, ACF® | Para Planner



Meggan is an Accredited Financial Counselor (AFC®) and joined MainStreet Financial Planning as a ParaPlanner in 2021. She has worked in the financial industry for over 10 years in numerous roles in the areas of personal finances, tax preparation, credit and debt improvement, retirement planning (including the Thrift Savings Plan), family readiness/resiliency, and personal counseling. Success for her clients is achieved when she distills and effectively communicates complicated financial topics which leads to their greater understanding, personal confidence and goal achievement.

Meggan has led numerous financial education and financial counseling efforts by partnering with Volunteer Income Tax Assistance (VITA) sites, Virginia Cooperative Extension, the military Transition Assistance Program at Fort Belvoir, and northern Virginia nonprofits. By employing the same goal planning and resiliency techniques she teaches others, Meggan and her husband enjoy a semi-nomadic, pre-retirement lifestyle.

*2021 was our first full year in our forever home - those with military ties will understand what an achievement that is. To make it our home we proceeded to completely replace the roof, fully gut and renovate the kitchen, replace the back deck (with a new remote-controlled awning), and install a wood stove in the living room. Our baby birds continued to test and use their new wings; the oldest celebrated his 2nd anniversary in his post-college career, and the youngest began his senior year at Trinity College (CT).*

*Of course, a major highlight was joining the MainStreet Financial Planning Family! I am happy to have found such a wonderful and supportive community that loves taxes, spreadsheets, and helping others with their financial journey as much as I do.*



# Meet the Team

continued



Vida Jatulis, CFP | Financial Planner

Vida joined our team in early 2022 and we're thrilled to have her here! So much so that we cheated and are including her in this 2021 Annual Report :)

Vida utilizes her life and work experiences to help clients develop an action plan for a vibrant and healthy financial life. Vida is a CERTIFIED FINANCIAL PLANNER™ professional with a Master of Science degree in Investments and over 15 years of experience as a Financial Planner, Wealth Advisor, Pension Consultant, Trust Officer, and Portfolio Manager. In addition, Vida has personal experience with struggling and succeeding to reach milestones such as purchasing a home, putting kids through private school, saving for college, achieving debt free status, saving for retirement, raising a family on a single income and much more.

Helping people is what makes Vida happy. In high school she wanted to be a nurse and graduated with a nursing scholarship, but she realized that she didn't like blood and guts...so she had to pivot. Vida saw her parents always worry about cash, that is why she decided to study investing instead so she could help people with their finances. Now she likes to think of herself as your money nurse. Money, much like health, can be confusing and complex. Vida helps clients understand their financial vital signs and works with them to improve these measurements so they can achieve their goals.

Volunteering is a strong part of Vida's commitment to helping people. She is a pro bono planner to people in need of financial advice who cannot afford it. She also is an ambassador for Mainsprings, a nonprofit that provides shelter, health care and education to orphan girls in Tanzania, Africa.

In her free time, Vida enjoys snowshoeing, skiing, paddle boarding, cycling and hiking with her husband and two sons. She also loves to cook and dreams of one day owning a Food Truck as a side hustle.





# Good Deeds & Impact

**\$1,450 in charitable donations made by MainStreet through our “thank you” referral program**

## Top benefactor charities

- Planned Parenthood
- Meal on Wheels
- Thousand Currents: Black LivesMatter
- Best Friends Animal Society & Humane FarmingAssociation

Our employees made personal donations to ACLU, Black Lives Matter, NAACP Legal Defense Fund, Feeding America, Hope for All, and many others.

We also made donations in the memory of our late clients we lost in 2021:

- Air ForceAid Society
- American LungAssociation
- St Jude Children’s Research Hospital



2021 has been another great year for the MainStreet Financial Planning team, and we're planning on an even more exciting 2022! Here's what you can expect...

## DECLARING THEME FOR 2021

Every year in January during our annual retreat (we all are so looking forward to hosting in person one day) we declare the theme for the year. It is backed up by the phrase **"Collaborate & Stabilize"**.

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



Last year was mainly spent on focusing our efforts on perfecting our deliverables to clients, to make ourselves more efficient, focused, and strategic in delivering even more superb financial planning advice.

This year MainStreet turns 20 years and our founder Jim Ludwick is officially retiring. We are looking forward to becoming a 100% women-owned, operated, and run financial planning only firm. Which is a huge deal in our industry! Only 23% of Certified Financial Planners are women.

MainStreet will not be the same, without Jim! However, we are strong, talented, smart, and caring women and are looking to take this firm to new heights, to continue Jim's legacy he started 20 years ago, by providing accessible financial planning advice and supporting our clients throughout their financial life journeys.

Thank you for being part of our MainStreet Family, growing with us, and trusting us with your most intimate conversations. It is our greatest honor to have the opportunity to serve you!  
MainStreet Financial Planning Team,

**Anna, Jim, Liz, Cynthia, Jennifer, Kassy, Desiree, Meggan & Vida**

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

Meggan & Joe on Hike. What a view!



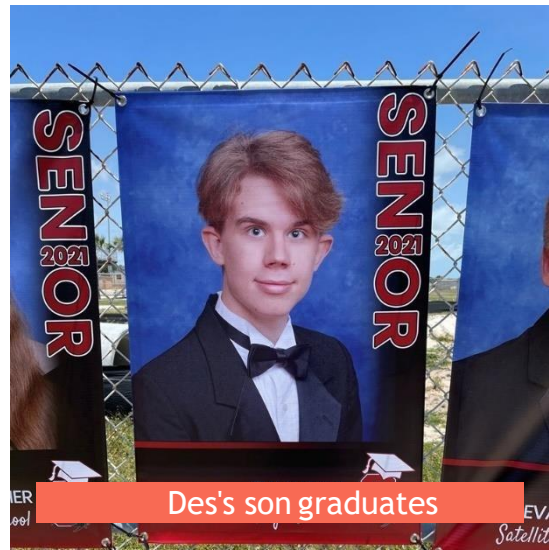
A socially distanced New Years Eve 2020 with Cynthia and her friends



28th Anniversary Kayak Trip



Anna meets Desiree in person for the first time in FL



Des's son graduates



Cynthia hanging out in the vineyards



Des is taking cooking class



Desiree on her Peloton

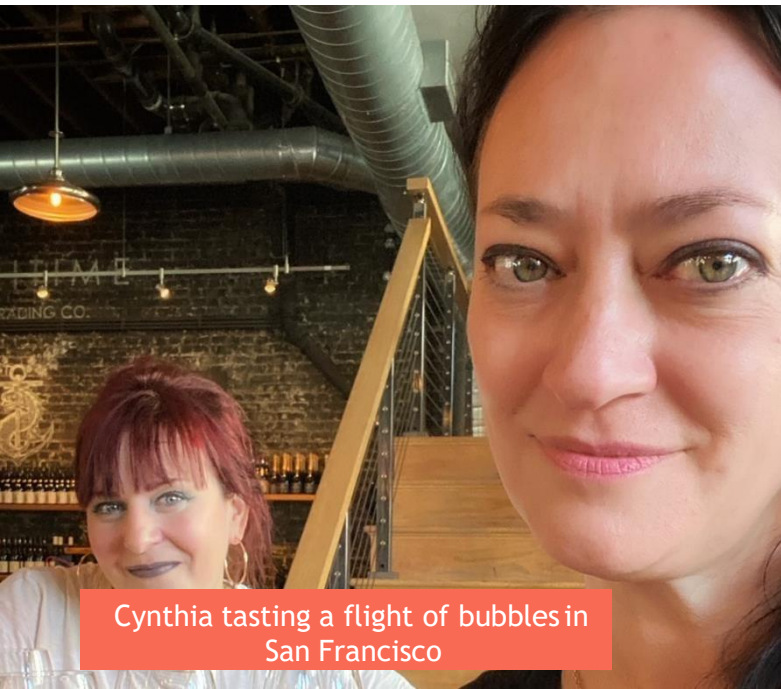
Chase discovering his love of golf



Liz's Mom with grandchild



Liz is taking Mom to radiation



Cynthia tasting a flight of bubbles in San Francisco



Jim & Carol w/son Jon's Family 9.18.21



Niagara Falls State Park Jim & Carol

**DON'T MISS THIS ROAD**

Don't Miss This Road Jim's first book



Cynthia: More wine tasting

Anna Family MD 2021



James: Pumpkin anyone?



Liz's Sister Sara on her wedding day with Bailey



Anna's son Lima got to have lunch and plan with Kassy's son James in Maryland



Jennifer & Daughter Sara



Kassy, James, Liam & Anna hanging out together for lunch in Frederick, MD



Anna Family MD 2021 HEIC HEIC



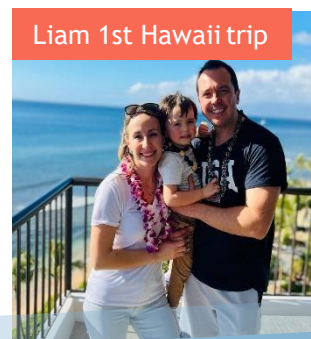
Anna FHL 2021



SD Anna & Yuri



Liam 1st Hawaii trip





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