

PROFESSIONAL FINANCIAL SERVICES, INC.

"DESIGNING AND PROTECTING WEALTH"

ONE PLAN AT A TIME

ROBERT E. TUCKER
PRESIDENT
Tel (703) 391-0299
Fax (703) 391-0277

10913 LAWYERS ROAD
RESTON, VIRGINIA 20191
e-mail: bobtucker@pfsinc.info
website: www.pfsinc1.com

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Robert E. Tucker
10913 Lawyers Rd.
Reston, VA 20191

Dear Bob:

I hope you are well. I know this is a long letter, but please take the time to read it. We have much to share.

The Last 4 Months

It's been an interesting 4 months. Volatile markets, incredibly unusual and thought provoking Presidential campaigning and debating in both parties, continuing Congressional battles, the amazing visit of the Pope regardless of your religious faith, and a world in turmoil. There's an old adage "nothing is constant, but change" – isn't that true?

Among our friends and clients, there have been new brides and grooms, births of beautiful babies, some sad passings, graduations, retirements, purchases of houses and sales of others. Change abounds and can enthuse us or challenge us, but it is indeed constant.

So, what about equity markets? Well, we've sure experienced some volatility. In fact, here's some data:

	Closing Values on <u>6/30/15</u>	Closing Values on <u>9/30/15</u>	Closing Values on <u>10/16/15</u>
DOW	\$17,619.51	\$16,284.70	\$17,215.97
NASDAQ	\$ 4,986.87	\$ 4,620.16	\$ 4,886.69
S & P 500	\$ 2,063.11	\$ 1,920.03	\$ 2,033.11

So when you look at your 9/30/15 investment reports for investment companies, please know that your values have almost certainly gained ground in the 1st two weeks of October. What's the point? Markets go up and down. It's the nature of markets.

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Securities offered through H. Beck, Inc., Member FINRA/SIPC

6600 Rockledge Drive, 6th Floor, Bethesda, MD 20817, (301) 468-0100

Investment Advisory Services offered through Professional Financial Services, Inc., A Registered Investment Advisor
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And... what about Fixed Income/Cash assets? Well, yields remain insanely low. Just look at your bank account statement and see what interest you are earning on Checking, Savings, CDs & Money Markets. Similarly, Treasuries are even worse.

As for bonds, the only way to achieve even marginal returns (2% +) is to (1) use Long Term Bonds or (2) Low Rated Bonds. Either or both denotes increased risk.

In addition, when interest rates rise, bond values do the opposite. Bond values fall.

What's important? It's highly unlikely that your accounts go up or down to the same degree as indexes change. Why? Because you're not totally invested in these indexes. You are diversified. So, when you see statistics, try to get neither euphoric nor despondent. I believe neither emotion is probably warranted.

The real question is, "Are we back in the days of 2008-2009 or are we heading there"? My belief (no guarantees) is ABSOLUTELY NOT. While economic growth has been somewhat slow, it continues. Companies are strong throughout the country.

As I've said in prior letters, I believe the key question was, is, and continues to be: "Do you have adequate cash reserves to live the way you wish?" If so, assets invested in the market have the opportunity to grow without concern, and should be left alone in volatile times. There will always be volatile times. The important questions are: "Do you have time?" and "Can you handle risk?"

Announcing FinaMetrica

This brings me to an announcement about a system we are now using to measure risk tolerances. We have purchased a Risk Evaluation Questionnaire software system known as "FinaMetrica". There is no cost to you. Please read on.

The FinaMetrica questionnaire was developed by psychologists, not investment companies. It's been taken by about 850,000 people and the statistics have been thoroughly vetted.

It allows one to go online, answer a comprehensive series of 25 questions, and receive the results immediately. The questionnaire measures the risk tolerance appropriate for you based on your answers to the questions. Risk is measured by showing the amount of exposure you should have to stock/stock funds vs. fixed income, cash, and alternatives.

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What do we do with the results? We then contact you and obtain the details of all of the accounts you have that are not with us. We then prepare an approximate allocation report to determine (1) How both individually and collectively your assets are positioned and (2) how that compares to your questionnaire score.

The gist is to reveal if the actual risk of your portfolio is in synch with your score.

What follows next is that we have a detailed discussion with you about what actions to take, if any. It's important to note that "Life Changes" can cause significant changes to one's perceptions. So, we will use this questionnaire now and repeat its use in the future as events unfold for our clients.

We are really excited about this new service, it is labor intensive for us (not you), but we are slowly and methodically proceeding. I expect this project to take 3-6 months at a minimum. We will be in touch. Again, it's no cost to you. It's an ongoing effort to provide exceptional, value added service.

Our Annual Calendar

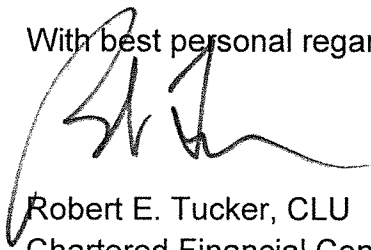
Enclosed is our annual Month-at-a-Glance Calendar for 2016. I certainly hope you find it of value, and I hope you will consider what dates would be best for you to have an annual planning meeting with us. Planning issues - like life - can and often do change frequently. Please let us help you, and make sure we are one of the first appointments you have in 2016 (or earlier).

Conclusion

As always, thank you for the continued opportunity to be of service. Please reach out to us if you feel we can be of help in any way. Have a Happy Halloween, a joyous Thanksgiving, and a safe, peaceful and uplifting holiday season in December.

You are one of our most important blessings, and we highly value our relationship with you!

With best personal regards,



Robert E. Tucker, CLU
Chartered Financial Consultant

Enclosures

Just to Illustrate the Point About Change...

The Year was 1955

- Did you hear the post office is thinking about charging 7 cents just to mail a letter?
- If they raise the minimum wage to \$1.00, nobody will be able to hire outside help at the store
- When I first started driving, who would have thought gas would someday cost 25 cents a gallon? Guess we'd be better off leaving the car in the garage.
- Did you see where some baseball player just signed a contract for \$50,000 a year just to play ball? It wouldn't surprise me if someday they'll be making more than the President.
- I never thought I'd see the day all our kitchen appliances would be electric. They're even making electric typewriters now.
- It's too bad things are so tough nowadays. I see where a few married women are having to work to make ends meet.
- It won't be long before young couples are going to have to hire someone to watch their kids so they can both work.
- I'm afraid the Volkswagen car is going to open the door to a whole lot of foreign business.
- Thank goodness I won't live to see the day when the Government takes so much of our income in taxes. I sometimes wonder if we are electing the best people to government.
- The fast food restaurant is convenient for a quick meal, but I seriously doubt they will ever catch on.
- There is no sense going on short trips any more for a weekend. It costs nearly \$2.00 a night to stay in a hotel.
- No one can afford to be sick anymore. At \$15.00 a day in the hospital, it's too rich for my blood.
- If they think I'll pay 30 cents for a haircut, forget it.

Boggles the Mind, Doesn't it???