

FALL 2025

INFORMATIONAL

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Most advisors work alone. Discover why our team approach at FORM Wealth Advisors is different and how it benefits you.

Happy Fall to All!

by Luke Kuchenberg | CFP®, CPWA®
Founding Partner, Senior Wealth Advisor



I have written many times in this newsletter over the years that Fall is truly my favorite of all the seasons.

From the cooler temps and stunning foliage across the landscape, to the Friday night football games, bonfires, pumpkins and festivals, there is something for everyone. It is also the season that holds my favorite holiday celebrations of Thanksgiving and Christmas. And while each of those holidays hold special meaning, they both also draw on something greater. A thoughtfulness and intention on realizing our blessings and being grateful.

In the day and age of all kinds of podcast health recommendations and online lifestyle advice, one habit that has stuck with me over the last several years is to spend the first five minutes of every morning in gratefulness. Now, I will come right out and say I am not perfect with this habit. There are more than a handful of early mornings when it is a victory to just make a pot of coffee in those first moments. However, I try not to make perfect be the enemy of a good practice and have continued with this small exercise now for years. It is time I am thoughtful of my family, friends, health, my career, as well as smaller events or items. After those five minutes, many times I feel more grounded, calmly content and prepared with a better mindset for the day ahead.

One of the points or blessings I think of often is our team at FORM and the client families we serve. I hope it shows in

our interactions, but we truly enjoy the time we get to spend with you catching up and planning for what's important to you and your family. Many of you, Tyson or I have known for over 25 years. Over those many years, we have watched your families grow, celebrations planned and life lived.

You have also witnessed us starting our own families, our kids getting older and shared in life events. You often share your thanks for our help, guidance or support, but please know we are equally grateful. For any financial advice or coaching we have shared, you have given back to us in equal amounts on life, raising kids and dealing with adversity. Tyson and I often remind each other that some of the greatest blessings we have had over the years is hearing your experiences, the good decisions you feel you've made, as well as the regrettable, all the while sharing with us the values that led the way.

In this upcoming season of reflection and gratefulness, please know the interactions with you and the lessons learned are some of our most cherished.

To all that has been and all that is ahead, we wish you continued blessings this season and through the holidays. Thank you for allowing us the opportunity to walk alongside you. The honor is ours. 🍁



The Story Behind FORM and How My Past Shaped Our Purpose

by Tyson Ray | CFP®, CExP®, CIMA®
Founding Partner, CEO, Senior Wealth Advisor



Why we do what we do should matter to you, our client. Let me explain. As one of the founding partners of FORM Wealth Advisors, my reasons for getting out of bed every morning stem from deeply personal experiences that have shaped my view of money, family, and what truly matters.

Like many people, my earliest lessons about money came from my parents. As a boy, I watched my mom and dad run a successful custom home construction business. I remember walking through the beautiful homes that were built in the Lake Geneva area. But almost as quickly, I watched that success fade. The company collapsed, and vehicles with the business logo disappeared. One day, my sisters and I were told that our parents were divorcing. Soon after, I saw an eviction notice taped to our refrigerator—my mom’s silent reminder that we couldn’t ask for money.

I grew up fast. At 12, I got my first job bussing tables for \$2.50 an hour. I wasn’t excited about the paycheck as much as the free Friday fish fry and Saturday shrimp dinners that came with it. Still, I saved what I earned in a Chubby Chubby Chipmunk bank account that, back then, earned about 7% interest.

Around that time, I met Roy, a retired engineer who loved water skiing. I worked at a marina and often ended up as his ski spotter. Over time, he became a father figure. What I didn’t realize until later was how much he was quietly doing for my family. Roy helped my mom keep our house, and he even set aside a small trust fund so I could go to college, which was something I didn’t think was possible.

But before I turned 17, Roy passed away from cancer. He never had the chance to enjoy the retirement he worked so hard for. To make matters worse, his sons contested the small trust he had left for me. I spent my junior and senior years in court fighting for those funds. Thankfully, I won, and in the process, I learned how powerful estate planning can be in honoring someone’s wishes.

I also discovered a fascination with investing. In high school, I joined the stock market game, read *The Wall Street Journal*, and convinced my mom to let me

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CWI UPDATE

Making a Difference

This year’s Children’s World Impact Annual Golf Outing was again hosted at Geneva National Golf Club on Monday, August 11, 2025. Golfers enjoyed the Arnold Palmer course, followed by a buffet lunch provided by “turf. smokehouse.” Last year, thanks to our sponsors and golfers, we successfully funded Poultry Projects in Ghana & Kenya providing sustainable income and nourishing food for many families. This year, our focus shifted to the Lighthouse Project in Kenya. The Lighthouse Project works to break the cycle of poverty by providing families with education, healthcare, safe housing, and economic opportunities, helping them move toward lasting independence and self-sufficiency. It was a beautiful day on the course, and we are delighted to say we were able to raise the necessary funds, thanks to all the generous donations.

Special thanks to these major sponsors of this year’s golf outing!

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The Total Relationship Approach™: How We Plan, Invest, and Care for You

by Kim Cochenour
Partner, Chief Operating & Compliance Officer



For the past 25+ years, FORM's founding partners, Tyson Ray and Luke Kuchenberg, have believed in creating more than just a client-advisor relationship; they've aspired to build a partnership with their clients through all their life's journeys.

We've become increasingly aware of the importance of not just distinguishing ourselves from other firms, but of genuinely understanding and articulating what makes us unique. Managing wealth should be a deeply personal journey, one that enhances every aspect of your life. This realization came as we reflected on our years of experience and the deep gratitude we hold for our clients. Their unwavering trust and the referrals to their loved ones have been pivotal, not only in growing our practice but also in expanding our team at FORM.

With a growing team came the necessity of a defined mentoring process. This need was rooted in our commitment to consistency. We wanted to ensure that every client, regardless of which advisor they worked with, received the same level of exceptional service. It was out of this desire for consistency and excellence that the Total Relationship Approach™ was born.

This unique methodology is about more than financial transactions; it's a holistic path we walk together, aimed at ensuring your life's financial plans are in perfect harmony with your deepest values, dreams, and goals. Reflecting on this journey, I want to explain what our approach encompasses and its significance in enriching our partnership and your life.

The Foundation: Total Relationship Planning™ (TR Planning™)

At the heart of our collaboration lies the TR Planning™ phase, where we venture beyond the surface of financial planning to uncover the core of your aspirations and values. This foundational step is never about numbers for the sake of numbers; it's about listening to your story, understanding

your goals, and acknowledging your bucket list ambitions. This process enables us to create a personalized blueprint that guides every recommendation and decision, ensuring our strategies resonate with what truly matters to you.

Aligning Your Wealth: Total Relationship Investing™ (TR Vest™)

With the blueprint in place, our focus shifts to TR Investing™—a crucial step where your portfolio becomes a dynamic instrument tailored to your life's plan. This stage aligns your investments to your story, while adjusting for risk and keeping cash available when life calls for it. Our aim was and always will be to ensure that each investment decision not only secures your financial future but also empowers you to realize your dreams. This personalized strategy reflects our commitment to managing your wealth in a way that's uniquely suited to you.

Beyond Financial Care: Total Relationship Care™ (TR Care™)

Finally, TR Care™ ensures you feel fully integrated into the FORM ecosystem. This stage goes beyond traditional client service, encompassing regular updates, exclusive event invitations, and ongoing support that keeps you connected and informed. It's our way of reinforcing that our commitment to you extends beyond financial planning—it's a comprehensive care and support system designed to provide peace of mind and foster our growing relationship.

Our journey together through TR Planning™, TR Vest™, and TR Care™ is a continuous process, one that evolves as your life does. It's about adapting to changes, celebrating milestones, and always striving for a future that's not just financially secure but also deeply fulfilling.

As we move forward, know that our dedication to the Total Relationship Approach™ remains unwavering. We're here to support you, to guide you, and to celebrate with you every step of the way. Thank you for allowing us to be part of your journey. 🍷



Why Most Advisors Get Investing Wrong—And What We Do Instead

by Tyson Ray | CFP®, CExP®, CIMA®
Founding Partner, CEO, Senior Wealth Advisor



One of the most important roles of a financial advisor is helping oversee how your wealth is invested.

Unfortunately, we believe most advisors, and the industry at large, have been doing this wrong for decades. Too often, client portfolios hold thousands of positions scattered across accounts. On paper, it looks diversified. In practice, it's unmanageable. Clients assume their advisor is monitoring and overseeing each holding, but the truth is that they can't.

I learned this lesson firsthand. In my early 20s, I apprenticed under Dick, a seasoned stockbroker with 40 years of experience. Dick was a classic stock picker. Whether you walked in with \$10,000 or \$10 million, you walked out with 10 to 15 stocks. He was good at buying, but like many of his peers, he struggled with selling. His "buy and hold" strategy left clients with one or two winners and a handful of losers.

When the tech bubble burst in 2000, I watched people's life savings get cut in half. Some lost entire positions when companies went bankrupt. I realized then that my job as an advisor was not to help clients make money but also help them better manage risk. The solution wasn't chasing hot ideas. It was creating a system: one rooted in stewardship, wealth preservation, and sustainable growth to outpace inflation and protect purchasing power.

By the mid-2000s, I earned the certifications and qualifications to manage portfolios on a discretionary basis. That meant I

could make changes across all client accounts simultaneously, applying our best ideas to everyone, not just to those I happened to catch on the phone first. It was a critical step away from the Wall Street sales model toward true fiduciary care.

But there was another problem. Relying on the research of one firm wasn't enough. Firms, like people, have biases. And I saw those biases firsthand. For over a decade, I worked with A.G. Edwards, which was later acquired by Wachovia, and then by Wells Fargo after the 2008 crisis. With each change came a shift in "official" research recommendations. What was once right, suddenly became wrong. That taught me a simple truth: no single firm has a monopoly on wisdom.

Out of that realization, Total Relationship Investing™ (TR Vest™, for short) was born. Instead of anchoring portfolios to one firm's outlook, we blend the capital market assumptions of three to six major institutions. These assumptions represent each firm's best estimates for the future performance of stocks, bonds, and other asset classes. By averaging across firms, we reduce bias and create a more balanced foundation for portfolio design.

We take it further by blending multiple firms' asset allocation models, then building custom models for all FORM clients. And because we manage portfolios on a discretionary basis, when changes are made, they happen for every client, at the same time, at the same price.

That's the essence of Total Relationship Investing™: unbiased research, broad diversification, disciplined execution, and alignment with your life, not Wall Street's sales agenda. 🍀

OUR INVESTMENT COMMITTEE

Filtering the Noise, Finding the Opportunity

Think of our Investment Committee as your filter. Every day, we review research from multiple, respected firms. Often, their advice points in different directions: one says buy, another says sell, another says wait. In those moments, the wisest course of action is often to do nothing. That discipline helps protect your portfolio from emotional, knee-jerk decisions driven by headlines. But when several firms begin agreeing and pointing in the same direction, that consensus matters. Big institutions can move markets, and we want you to benefit when that happens. Our committee's role is to separate noise from real opportunity so your investments stay steady when they should, and proactive when it counts. Meet the members of our Investment Committee on pages 6 and 7. 🍀

Cash Flow Management: Protecting Your Retirement from “Dollar Cost Ravaging”

by Luke Kuchenberg | CFP®, CPWA®
Founding Partner, Senior Wealth Advisor



Cash flow management is one of the most critical elements of a wealth plan. At FORM, it's also the foundation of our discretionary investment strategy, TR Vest™.

Simply put, your cash management plan determines how money flows in and out of your life, and it can make the difference between steady retirement income and unnecessary losses.

Accumulation: Time in the Market, Not Timing the Market

When you're in the accumulation stage of life, the best strategy is simple: put money to work and let time in the market compound your wealth. With TR Vest™, we use blended research to guide portfolio design, then let time be your ally. For those saving monthly—whether into retirement accounts or regular investment accounts—dollar cost averaging is an excellent strategy. By investing the same amount every month, you naturally buy more shares when the market dips and fewer when prices are high. Over time, this builds wealth with less emotional stress.

Retirement: The Risk of “Dollar Cost Ravaging”

What works well on the way in, however, becomes dangerous on the way out. Far too many advisors encourage retirees to fund withdrawals the same way they funded contributions, by systematically selling each month. In the industry, this mistake is sometimes referred to as dollar cost ravaging.

Here's why it matters: when you sell every month, you're also forced to sell during market dips. In the 2020 COVID downturn, markets dropped 34% in just 30 days. Retirees who were systematically liquidating accounts had no choice but to sell at a 30% discount, month after month, until the recovery. That kind of drawdown can permanently erode retirement wealth.

The Better Approach: Building a Cash Reserve

Instead of relying on monthly liquidations, we help clients build a cash reserve, typically 12 to 24 months of anticipated withdrawals. We raise this cash when markets are at or near all-time highs, locking in gains and avoiding forced selling during downturns. These funds then flow into your life like a paycheck replacement system. On whatever schedule works best—monthly, semi-monthly, or quarterly—you receive the amount needed to cover expenses and fund the life you want to live.

This approach requires more work on our end, but it's worth it. It avoids the pitfalls of dollar cost ravaging, helps provide stability during volatile markets, and helps ensure you can live confidently without worrying about when or how to sell investments to fund your life's pursuits.

At FORM, cash flow management is a core strategy for protecting your wealth, reducing stress, and helping you enjoy retirement the way you've always envisioned. 💎

The Story Behind FORM

CONTINUED FROM PAGE 2

invest in mutual funds. Those early experiences ignited a passion in me to learn how money really works, and how it can change lives.

Why do I share all this with you? Because my life was shaped by a man who never enjoyed his

retirement yet gave me the hope and means to pursue my own goals and dreams. That's why, over the last 27 years, I've dedicated myself to building a firm with a clear purpose: to help you live a better life. It's about growing wealth and making sure you have the freedom and resources to enjoy it.

At FORM, we seek to become your advisor and advocate to help you live a better life. If it matters to you, it matters to us. 💎



MEET THE LEADERS

Guiding Our Vision



Tyson Ray CFP®, CExP®, CIMA®

Founding Partner | CEO | Senior Wealth Advisor

Tyson first learned about investing and the stock market during an economics class in his sophomore year in high school, and at 16 years old, he decided to invest \$100 into two different mutual funds. This was his first step on a path he continues to traverse today: using financial strategy to help make people's lives better. He started his career in financial services after graduating from the Honors program at the University of West Florida and returning to Southern Wisconsin, where his family has lived for generations.

Over the past 25+ years, Tyson has sought to expand his knowledge and expertise through Yale School of Management, Investment Management Theory & Practice, CIMA Certification Registration Education Program, including obtaining the Certified Investment Management Analyst® (CIMA®) Certification, and through the College for Financial Planning for the CFP® Certification, including obtaining CERTIFIED FINANCIAL PLANNER™ Certification. Tyson received his Certification in Business Exit Planning to better help entrepreneurs and business owners make the transition of selling their life's work.

Tyson has been named a 2018-2025 Forbes Best-in-State Wealth Advisor, to the 2025 AdvisorHub Advisors to Watch – RIAs list, a 2021-2024 Barron's Top 1200 Advisor, and a 2005-2024 Chairman's Council Advisor. He's also a member of the Financial Planning Association of Wisconsin. Tyson has been recognized for his many philanthropic endeavors in the community, including the Invest in Others Global Community Impact Award and *REP Magazine's* Advisor with a Heart Award for Sustainable Charity for the ongoing work with his non-profit, Children's World Impact.

Tyson is devoted to his wife and their three children. When he has the opportunity, he enjoys hunting, fishing, and playing golf.



Luke Kuchenberg CFP®, CPWA®

Founding Partner | Senior Wealth Advisor

Luke is proud of the work of FORM Wealth Advisors and the difference it makes in the lives of their clients and the community. He grew up in a household that was frequently on the move, calling the states of Michigan, North Dakota, Minnesota, and Wisconsin home during his childhood. He and his family shared many adventures along the way and continue many of those traditions today.

Financial advice and wealth management have been Luke's sole professional focus since completing his undergraduate work at the University of West Florida. For over 25 years, he has been driven by the client relationship and enjoys helping clients achieve their financial and personal goals.

Luke is a CERTIFIED FINANCIAL PLANNER™ and holds the Certified Private Wealth Advisor® certification. Through his experience and education, Luke has developed specialized knowledge in retirement planning. He's also a member of the Financial Planning Association of Wisconsin.

Outside of his work at FORM, Luke enjoys spending time outdoors with his wife and their two children. He and his family enjoy a variety of outdoor sports including downhill skiing, paddle boarding, and fishing. They are also enthusiastic fans of the Green Bay Packers, Wisconsin Badgers, and Florida Gators. Most weekend afternoons, you will find them surrounded by family and friends cheering on their teams or spending time at the family cabin in northern WI.



Kim Cochenour

Partner | Chief Operating Officer | Chief Compliance Officer

Kim was born and raised in Colorado. She and her family were excited to move to Wisconsin, where her husband grew up. They currently live in SE Wisconsin where they are raising their three girls.

As COO, Kim seeks to provide support to the team and help keep the CEO future focused. She acts as the filter and extension of the CEO to help move the firm forward and enjoys working on special projects. In addition to her role as COO, Kim also serves as FORM's Chief Compliance Officer. In this capacity, she helps safeguard the firm's integrity and ensures that every aspect of its operations adheres to the highest regulatory standards. Her commitment to compliance reflects her dedication to protecting both the firm and the clients it serves.

No matter the season, Kim looks for reasons to be outside: snowshoeing, hiking, camping, boating or on a standup paddleboard. Spending time with her family and making memories together are such a joy for her. Kim really enjoys working on home projects, gardening, coloring, cooking, and singing with her girls.

Kim is uniquely wired to help others, especially when it entails working in collaboration to further a shared mission. She has had the opportunity to do just that throughout her career, which has included caring for patients and working with artisans in Kenya, before joining the FORM Wealth Advisors team.

MEET THE TEAM

Who's Here for You



Jesse Schrock CFP®

Wealth Advisor | Client Service Supervisor

Since joining the financial services industry in 2021, Jesse has brought a strong passion for service and a commitment to excellence in every client interaction. He's a CERTIFIED FINANCIAL PLANNER™ professional and holds the SIE, Series 7, Series 66, and Life and Health Insurance licenses. Jesse earned his degree in Accounting with a minor in Economics from Carthage College. Jesse strives to make an impact on the lives of those he serves.



Billy Lauderdale CFP®

Wealth Advisor | Investment Committee Member

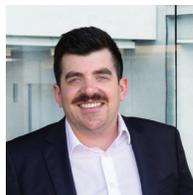
Billy began his career with FORM Wealth Advisors in 2022. He's a CERTIFIED FINANCIAL PLANNER™ professional and holds the SIE, Series 7, Series 66, and Life and Health Insurance licenses. He earned his bachelor's degree in Personal Finance from the University of Wisconsin-Madison. Based in the Middleton office, Billy is passionate about building strong client relationships and is committed to growing his expertise as he helps clients pursue their financial goals.



Adam Kierzek CFP®

Wealth Advisor

Adam began his career in financial services at FORM in 2022. He's a CERTIFIED FINANCIAL PLANNER™ professional and holds the SIE, Series 7, Series 66, and Life and Health Insurance licenses. Adam earned his bachelor's degree in Finance with an emphasis in Financial Planning from the University of Wisconsin-Whitewater. Adam brings a thoughtful and client-first approach to helping families pursue their financial goals.



Tyler Rima

Client Advisor

Tyler joined FORM Wealth Advisors in 2024, bringing with him a decade of experience in high-performing hospitality environments. A graduate of Trinity Christian College with a degree in Biology, Tyler spent twenty years between Chicago and Denver before returning to his roots in Southeast Wisconsin. He has a passion for service, a drive for excellence, and a deep appreciation for building long-lasting client relationships.



Brayden Zettle CFP®

Compliance Manager | Investment Committee Member

Brayden serves as Compliance Manager at FORM Wealth Advisors, where he supports the team in navigating regulatory requirements with precision and care. He's a CERTIFIED FINANCIAL PLANNER™ professional and holds the SIE, Series 7, and Series 66 licenses, as well as Life and Health Insurance licenses. Brayden earned his degree in Finance from the University of Wisconsin-Whitewater and brings a strong work ethic and attention to detail to his role.



Sarah Olsen

Project Manager | Investment Committee Member

Sarah joined FORM Wealth Advisors in 2019 while attending the University of Wisconsin-Whitewater, where she earned her degree in Finance with an emphasis in Financial Planning. As Project Manager, she plays a key role in coordinating internal initiatives and supporting the team in delivering an exceptional client experience. Sarah has a passion for learning and is always looking to expand her knowledge to better serve clients and the firm.

Meet the Team Working Behind the Scenes



Jeanne Kretschmer
Client Service Manager



Rhonda Baior
Operations Associate



Tobie Green
Executive Assistant



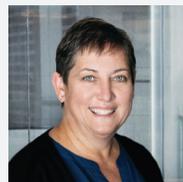
Rachel Worland
Marketing Manager



Chelsea Matthews
Brand Marketing
Manager



Susan Walsh Myers
Personal Assistant



Deneen Krantz
Bookkeeper



Why One Advisor Isn't Enough: The Power of a Financial Team

by Luke Kuchenberg | CFP®, CPWA®
Founding Partner, Senior Wealth Advisor



For decades, the financial industry has told people that one advisor is all they need. On the surface, that model feels personal because you get to know your advisor, and they get to know you.

But there are serious flaws: not all advisors are the same, no one person can be an expert in every area of financial planning, and no one advisor can be with you forever. When an advisor retires or steps away, many clients find themselves starting over at a time when they should feel the most secure: during retirement.

That's why at FORM, we do things differently. You don't just get an advisor; you get a team. We believe every client deserves a relationship with a CERTIFIED FINANCIAL PLANNER™ (CFP®), access to specialists across our team, and a connection with a junior advisor. The "F" in FORM stands for Family. Decades from now, when your funds pass to loved ones or charitable causes, someone on our team will still remember your story.

We know this matters because we've lived it ourselves. Many of us began our careers under the guidance of senior advisors who brought decades of experience. We learned the technical side of planning, and the stories of families—the farms built through hard work, the businesses passed down, the inheritances shaped by sacrifice. Carrying those stories forward is part of what we do for you and your family. And

we're so committed to this model that, for the same fee, you receive more than one advisor dedicated to your relationship. Some firms might see a single-advisor model as "cheaper" or more efficient. We don't believe that's better for you.

Your advisory team at FORM will be more than managers of money. We see ourselves as your teachers, coaches, and advocates. To teach well, you need depth of knowledge. That's why our team includes multiple CFPs, along with advanced designations like Certified Private Wealth Advisor® and other specialized credentials. With this diversity, you gain the confidence that, regardless of your question—succession planning, wealth transfer, retirement income, or charitable giving—someone on your team has the expertise to guide you.

But expertise is just the starting point. What matters most is alignment. Our purpose isn't to chase bigger numbers on a statement; it's to help you live a better life.

That's where our Total Relationship Approach™ comes in to focus. It's about integrating life planning, wealth planning, and proactive care. We take the time to know your family, your passions, and your goals. Whether that's supporting loved ones, giving back to causes that matter to you, or enjoying the retirement lifestyle you've worked so hard to achieve.

At FORM, we want to walk with you through every season of life. Because your life, your legacy, and your family deserve more than just one advisor. You deserve a team. 

FAMILY. OCCUPATION. RECREATION. MISSION.

Your priorities shape our purpose.

We chose the firm name "FORM" with intention because it reflects more than who we are. It reflects how we serve. Family, Occupation, Recreation, and Mission are the cornerstones of a fulfilling life, and we believe your financial plan should honor them. By centering our Total Relationship Approach™ on these priorities, we go beyond managing money to help you live a better life.

F FAMILY
The foundation of your future, inspiring every decision you make.

 **OCCUPATION**
Your career and calling, the engine that drives opportunity.

R RECREATION
The joy found in how you spend your time and pursue passions.

M MISSION
The legacy you create, the impact you want to leave behind.

Giving Thanks Through Year-End Gifting Strategies

by Luke Kuchenberg | CFP®, CPWA®
Founding Partner, Senior Wealth Advisor



As we approach year-end and the holiday season, many of us may feel a surge in gratitude and recognition of both the personal and financial blessings in our life.

While that gratitude can take many forms, we see it often shown through the generosity of giving. Whether it be a donation to your favorite charity or a gift to your child or grandchildren, there are a few ways in which to make that gift. In these next weeks as you may start to think through your year-end plans, please see the list below of some different strategies in making a financial gift. As always, should you have any questions or wish to discuss this point in further detail, please be sure to let us know.

4 Tiers of Tax-Exempt Gifting

- 1. \$19,000 annual exclusion gifts** (\$38,000 per couple with gift-splitting)
 - These can be gifts to *anyone*.
 - These gifts do not reduce the gift/estate exemption.
 - These annual exclusion gifts are always tax free—even if the exemption is used up.
- 2. Unlimited gifts for direct payments: tuition and medical expenses**

- These direct gifts can be made for *anyone*.
- Payments must go directly to the provider (school, hospital, etc.).
- These gifts do not reduce the gift/estate exemption.
- These gifts are always tax free—even if the exemption is used up.

3. Qualified Charitable Distributions (QCDs) from IRAs

- A QCD allows individuals age 70.5 or older to give up to \$108,000 total per year directly from an IRA to eligible charities.
- These distributions can be used to satisfy Required Minimum Distributions (RMDs) and may lower taxable income.
- The funds must go *directly* from the IRA to the charity—never to the donor first.
- Only certain IRS-recognized charitable organizations qualify.

4. \$13,990,000 lifetime gift/estate exemption

- Overall exemption increases in 2025 to \$13,990,000 per person or \$27,980,000 per married couple with gift-splitting.
- No “clawback” if these exemptions are used now.
- Larger lifetime gifts reduce the exemption available at death but can be an effective estate planning tool. 💎



Congratulations Adam & Billy!

We're thrilled to share that both Billy Lauderdale and Adam Kierzek have officially earned their CERTIFIED FINANCIAL PLANNER™ (CFP®) designations. For those of us who work alongside them, this achievement comes as no surprise. Billy and Adam have consistently shown the dedication, heart, and commitment it takes to serve our clients at the highest level. Earning the CFP® mark is a reflection of their hard work and the high standards we strive to uphold as a firm. Most importantly, these milestones make us even stronger as a team in living out our mission: helping YOU live a better life. Please join us in congratulating Billy and Adam on this incredible accomplishment. 💎

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UPCOMING EVENTS

FORM at the Movies

No need to miss the magic. Catch *Wicked: For Good* at the theater location that works best for you. Popcorn and soda will be provided during both showings! You may reserve up to 4 complimentary tickets per household. Limited seating is available — you can reserve online by scanning the QR code by your preferred location.

Emagine Geneva Lakes

2565 WI-120, Lake Geneva, WI 53147

Thursday, November 20

6:00pm, Doors Open at 5:30pm



Marcus Theatres Point Cinema

Madison 7825 Big Sky Drive, Madison, WI 53719

Friday, November 21

6:00pm, Doors Open at 5:30pm



AI is becoming part of everyday life in unique ways. We asked the FORM Wealth Team to share their favorite uses.

Brayden: Right now, my favorite thing to use it on are all things home improvement!

Adam: I have enjoyed using it for trip planning. You can give it the parameters (Dates, timeframe, cost, location, etc.) and have it build out a template that can be adjusted as you look into specific details.

Kim: AI helped me eliminate the multitude of choices when planning a trip to FL with my girls. Instead of spending hours on websites trying to pull all this data together to plan a few days of fun activities, AI helped make quick work of the data gathering process.

Chelsea: I enjoy using ChatGPT for quick weekday meals. I share what I have in my kitchen and it suggests a recipe with those ingredients, reducing food waste and a trip to the grocery store!

Tobie: I like to use it for home decorating – seasonal display ideas.

Billy: In the world of having so many different streaming services, AI helps me find which one carries the show/movie/sporting event I want to watch.

Rachel: AI is my adventure co-planner! I share my top 10 campgrounds and it builds a personalized calendar with the best times, drive times, costs, and kid-friendly highlights. Huge time saver!



Congratulations, Brayden!

On August 29, 2025, Brayden tied the knot at Villa Bellezza Winery in Pepin, WI. Surrounded by friends and family, the day was filled with joy, laughter, and a toast (or two) of great wine. 🍷

Office Close Dates

The Markets, along with our office, will be closed in observance of Thanksgiving on November 27 and 28, Christmas on December 24 and 25 and New Years on January 1. 🍷





Ground Beef Stroganoff

Ingredients:

- ✓ 1 tablespoon avocado oil or olive oil
- ✓ 1 lb lean ground beef
- ✓ 8 ounces of cremini or button mushrooms, sliced
- ✓ ½ medium onion, diced (about ¾ cup)
- ✓ 3 garlic cloves, minced (about 1 tablespoon)
- ✓ ¼ teaspoon fine salt, more to taste
- ✓ ¼ teaspoon black pepper, more to taste
- ✓ 2 tablespoons all-purpose flour*
- ✓ 2 teaspoons Worcestershire sauce*
- ✓ 1 tablespoon Dijon mustard
- ✓ 1 cup low-sodium beef broth
- ✓ ½ cup full-fat sour cream*
- ✓ 1 ½ cups uncooked egg noodles,* cooked according to package directions and drained
- ✓ Optional for garnish: fresh parsley, minced

Instructions

1. Add the oil to a large skillet over medium heat. Once the oil is hot, add the ground beef.
2. Brown the beef for about 5 minutes, breaking it up with a wooden spoon until it's about 80% browned. It's OK for some of the beef to still be pink.
3. Add the mushrooms, onions, garlic, salt, and pepper to the beef. Continue to cook, stirring occasionally, for another 5-7 minutes or until the onions are translucent and the mushrooms are cooked down.
4. Sprinkle the flour over the ground beef and sliced mushrooms. Use a stirring spoon to mix it together.
5. Add the Worcestershire sauce or coconut aminos, Dijon mustard, and beef broth. Stir until well combined.
6. Increase the heat to medium-high and bring the mixture to a simmer for 3-4 minutes, or until the sauce thickens slightly.
7. Remove the skillet from the heat and stir in the sour cream. Let everything sit for 5-10 minutes in the skillet before serving. This time allows the sauce to thicken further.
8. Gently toss the beef and sauce with the egg noodles or serve the stroganoff over the noodles.
9. Garnish with minced parsley. Season with additional salt and pepper to taste.

Our Gratitude Goes To You!

We're grateful to those of you who have introduced friends and family to our firm this year. Your introductions are the highest compliment we can receive, and we are honored by your confidence in us. As always, please don't hesitate to reach out with any questions or if we can be of service. Thank you again for allowing us to walk alongside you on this journey. 🍀



Where to Next?

As our Travel Club explores the beauty of Ireland this fall, we're already dreaming up our next destination! While the location hasn't been revealed yet, we're excited for what's ahead.

Keep an eye on our monthly e-newsletter and social media for the upcoming announcement — you won't want to miss it.

Want to be among the first to know? Scan the QR code to sign up for updates as soon as details are released.

For personalized travel planning or assistance with your own upcoming trip, reach out to Barbara Khan of Protravel at 305.361.0707 or send her an email at barbara.khan@protravelinc.com to begin crafting your next adventure.





From left to right: Rhonda Baior, Tobie Green, Adam Kierzek, Jeanne Kretschmer, Brayden Zettle, Jesse Schrock, Luke Kuchenberg, Tyson Ray, Kim Cochenour, Sarah Olsen, Tyler Rima, Billy Lauderdale, Chelsea Matthews, Rachel Worland, Deneen Krantz



“Let us be grateful to the people who make us happy; they are the charming gardeners who make our souls blossom.”

Marcel Proust

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The Forbes Best-In-State Wealth Advisors 2025 ranking, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 6/30/2023 to 6/30/2024 and was released on 4/8/2024. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 48,944 nominations, roughly 9,722 advisors received the award. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither FORM nor any of its Financial Advisors pay a fee in exchange for this award/rating. Compensation provided for using the rating. FORM is not affiliated with Forbes or Shook Research, LLC. Please visit <https://www.forbes.com/best-in-state-wealth-advisors> for more info.

The 2025 AdvisorHub 250 Advisors to Watch RIA ranking is based on an algorithm of criteria, focused on three key areas: Quality of Practice, Year-Over-Year Growth, and Professionalism & Character. The rankings weigh the scores in Quality and Growth more heavily than other areas. Time period upon which the rating is based is from 12/31/2023 - 12/31/2024, and was released on 6/18/2025. Advisors considered have a minimum of seven years' experience, a clean regulatory record with 2 or fewer complaints and no significant judgements, must have been with their current firm for at least two years and in good standing, and have at least \$150 million in assets under management. Out of 1,984 total nominations received, 250 advisors received the award. FORM Wealth Advisors has reasonable belief that the survey used to determine the award was fair and balanced. Clients and prospects should be aware that FORM Wealth Advisors did not provide compensation to the provider. The AdvisorHub 2025 Advisors to Watch - RIAs award has no guarantee of future investment outcomes and does not ensure that a client or prospective client will experience a higher level of performance or results.