



Norman & Young Group

Wealth Management

Helping You Capture Wealth's Opportunities

The Norman & Young Group works with affluent individuals and families in need of wealth management advice and guidance. Our focus is to understand in depth what you value most in life—your family, business or legacy—as we help you live the life you envision.

What values would you like to pass on to the next generation? Where do you see your family in 5, 10, even 20 years from now? How are you weathering these complex financial times, preserving your wealth and preserving your family's future? Our advice and guidance can help bring simplicity and clarity to your financial life. Utilizing our team members' 80 years of collective experience, we can help you craft a wealth management strategy designed to balance your present income needs with your distinct set of goals and financial objectives.

Strategic.
Proactive.
Customized.

Norman & Young Group Wealth Management

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Are Not FDIC Insured

Are Not Bank Guaranteed

May Lose Value

A philosophy grounded in quality client service

As a client, you are our focal point—and we strive to offer you a consistent experience that is both disciplined and inspiring. From the start, our goal is to get to know you and your family. The more we understand your motivations, the better equipped we will be to assist you in managing your wealth.

We believe our high-level strategic thinking is matched only by the quality of our service. While we regularly contact you to discuss the work we do on your behalf, we welcome your calls and questions anytime. Our team members are prepared to respond to you quickly, ready to provide the information you seek. We are committed to serving you with excellence.



A handwritten signature in black ink that reads "Keith".

— **J. Keith Norman, CFP®, CIMA®**
Managing Director
Wealth Management Advisor
Portfolio Manager



A handwritten signature in black ink that reads "Scott".

— **Scott K. Young, CFP®**
Managing Director
Wealth Management Advisor
Portfolio Manager

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We believe outstanding wealth management starts with understanding

Wealth management is not static—it is dynamic. Managing wealth is more than a matter of portfolio construction. It is a process, built through a series of decisions and actions that can help you transform your financial vision into reality.

Our team believes outstanding wealth management comes from examining how the various elements of your financial life work together. Key factors to consider may include the retirement lifestyle you envision, how you would like your wealth to impact your family, your tolerance for risk, liquidity needs, time horizon—and, of course, your personal goals. What arises from this process is a tailored financial strategy that encompasses your life as well as your finances.

Our wealth management process is continuous, evolving with you as your needs and goals change. The process breaks down what may seem complex into simple, understandable terms. It places you at the center of our efforts—helping to preserve, grow and distribute your wealth based on your unique objectives.

“We believe effective long-term investing is goal oriented and strategy driven. Our process helps us understand your needs and be proactive throughout our relationship.”

— **J. Keith Norman, CFP®, CIMA®**

Managing Director
Wealth Management Advisor
Portfolio Manager

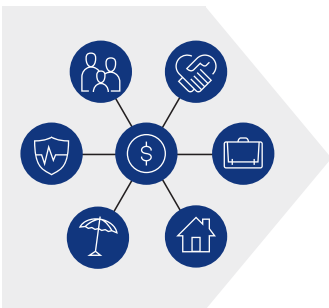


A disciplined process

The Norman & Young Group follows a disciplined, five-step protocol to gather information about you, your family and your life; sharpen your financial vision; and organize a thoughtful strategy that ultimately helps us to suggest investments with the potential to fulfill your needs while pursuing your goals. Regular communication is essential to our team's ability to evaluate progress. Reviewing results together assists with the implementation of

timely adjustments designed to help maintain prudent and effective investment strategies.

Understanding how you see wealth and investments in the context of your life is vital—allowing us to guide your wealth management strategy now and in the years to come. You've worked hard to build your wealth, and we are committed to helping you preserve and grow it over time.



Understanding your life

Learn about your priorities, investment personality and resources.



Your financial strategy

Defining and prioritizing your goals, including how much risk you're willing to take on, will help your advisor guide you in developing a wealth management approach and can help you feel comfortable that your approach is aligned with what you want to achieve.



Staying on track

As your life and the markets change, your advisor can help you track progress toward reaching your goals and revisit your financial approach.



How asset allocation, diversification and risk work together

Asset allocation

Asset allocation is at the core of our long-term investment philosophy—and is a crucial element of your overall wealth management strategy. While your asset allocation is partially determined by your tolerance for risk, other factors come into consideration, including:

- Your values
- Your financial objectives
- Your time frame
- Your liquidity needs
- A targeted return

Our goal is to carefully evaluate and recommend appropriate proportions of various assets within your portfolio in order to obtain a targeted rate of return with an appropriate amount of risk. Once your asset allocation strategy is established, we work to help you implement it—and use it as a guide if your portfolio needs to be rebalanced due to changes in your personal circumstances, investment preferences or market conditions.

Diversification

Though it is virtually impossible to eliminate risk when investing, diversification can help manage it. While we cannot control the markets, appropriate diversification can help manage the amount of short- and long-term risk to which you are exposed.



Using research to find appropriate strategies for your financial situation

To identify appropriate investments and independent institutional managers, we spend a significant amount of time doing research, analyzing data that can help you make informed decisions about allocation targets and other aspects of your wealth management efforts.

Our team believes it is essential to be aware of critical thinking and different points of view in the global investment markets. We devote intensive effort to researching strategic and tactical

investment themes both within and beyond the bounds of Merrill.

We also review recommendations from Merrill analysts who conduct due diligence on institutional investment managers and services available through Merrill's open investment architecture. We then evaluate managers in light of your current circumstances, investment objectives, goals and tolerance for risk to determine an approach that aligns with your financial needs.

“Asset allocation and diversification can help you balance your desire to build and preserve your wealth with the amount of risk you are willing to assume in pursuit of your goals.”

— **Scott K. Young, CFP®**
Managing Director
Wealth Management Advisor
Portfolio Manager



Strategies designed to address your diverse financial life

Our holistic approach to wealth management can include coordinating with your other professional advisors. With your permission, we can work with them and internal specialists on issues such as:

Banking/lending/credit Our perspective and experience encompass both sides of your ledger. When appropriate, we can provide access to a Wealth Management Lending Officer from Bank of America, N.A., who can work with you to assist in your home financing needs to bring added flexibility and convenience to your life.

Managing concentrated stock Even the most sophisticated investors who have accumulated a large, concentrated position in a single company may find their net worth exposed to an elevated level of risk. We have extensive experience helping families manage the inherent risk of concentrated stock. If you have such a position, we can work with your tax professional to offer you advice and guidance to help manage this risk.

Estate planning services Creating a wealth transfer strategy based on your values and aspirations can bring tremendous fulfillment. With the proper strategies, you can also potentially minimize taxes and maximize the wealth that passes to your heirs. Working side by side with you, your estate planning attorney and Bank of America estate planning specialists, we can help you craft a customized strategy designed to address the transfer of your wealth. For those who are charitably inclined, we can work with your tax professional to explore tax minimization strategies designed to impact your chosen charitable institutions.



Working with multiple generations It is not uncommon for our team to work with family members spanning as many as three generations. We get to know and help educate the next generation about their future wealth. Later, when they need to make their own financial decisions, they can turn to us—a team they have a relationship with and one that can help them carry on the family legacy.

Special needs If you have a child with a disability, you may be seeking ways to provide for his or her ongoing care and financial future. We have experience working with such families and can help you integrate special needs strategies with your other financial objectives.

“Clients generally have an idea of their financial objectives and lifestyle goals, but often what they need is a thoughtful financial strategy to pursue them. Our disciplined, prudent approach to wealth management can help you move forward.”

— **Michael E. Forsyth, CRPC™**
Senior Wealth Planner

Meet our disciplined and experienced team



**The Norman & Young Group was named to the *Forbes*
“Best-In-State Wealth Management Teams” list in 2023.**

Published on January 12, 2023. Rankings based on data as of March 31, 2022.



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J. Keith Norman, CFP®, CIMA®

Managing Director
Wealth Management Advisor
Portfolio Manager
NMLS# 589709

Keith began his career with Merrill in 1993, shortly after earning a bachelor's degree in economics from Wake Forest University. While at Wake Forest, Keith joined the United States Marine Corps Reserves, in which he served for six years. In 1999, Keith began a five-year term as resident director of the Merrill office in Winston-Salem.

Keith takes the time to get to know clients and bring their vision into clear focus. He maintains open channels of communication with clients to help them stay on target with their goals and enjoys developing customized wealth management strategies designed to help them pursue their retirement goals.

Keith is a portfolio manager who can help clients pursue their objectives by managing on a discretionary basis his own personalized or defined strategies, which may incorporate individual stocks and bonds, Merrill model portfolios and third-party investment strategies. Keith holds the Certified Investment Management Analyst® (CIMA®) designation and has been a member of the Investment Management Consultants Association, Inc., since 2002. He is a CERTIFIED FINANCIAL PLANNER™ certificant, awarded by the Certified Financial Planner Board of Standards, Inc.

Active in his community since 1994, he has served as a board member of the American Cancer Society's Coaches vs. Cancer and the Wake Forest Alumni Council. He and his wife, Lisa, make their home in Winston-Salem with their four children, Ellie, Jack, Hamilton and Mary Claire.

Keith was named to:

- *Forbes* "Best-in-State Wealth Advisors" list in 2018-2023.
Published annually January-April. Rankings based on data as of June 30 of prior year.
- *Barron's* "Top 1,200 Financial Advisors: State-by-State" list in 2017-2023.
Published annually in February-March. Rankings based on data as of September 30 of the prior year.



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Scott K. Young, CFP®

Managing Director
Wealth Management Advisor
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Raised in Winston-Salem, Scott studied business and history at the University of North Carolina. After completing his graduate work in 1996, he returned home to Winston-Salem. He began his career at Merrill in 1999. Scott is a CERTIFIED FINANCIAL PLANNER™ certificant, a designation awarded by the Certified Financial Planner Board of Standards. Scott is a portfolio manager who can help clients pursue their objectives by managing on a discretionary basis his own personalized or defined strategies, which may incorporate individual stocks and bonds, Merrill model portfolios and third-party investment strategies.

Scott focuses on helping families evaluate their overall financial picture while developing a coordinated, research-based wealth management strategy. Such strategies are tailored to help address issues unique to the family, ranging from wealth accumulation to asset and income preservation in retirement and wealth transfer.

Scott has served on the board of the American Cancer Society's Coaches vs. Cancer, volunteers his time with the Crisis Control Ministries' Crop Walk and is a member of the Winston-Salem Estate Planning Council. Scott lives in Winston-Salem with his wife, Anh, and their two children, Catherine and Scotty.

Scott was named to:

- *Forbes* "Best-in-State Wealth Advisors" list in 2018-2023.
Published annually January-April. Rankings based on data as of June 30 of prior year.
- *Barron's* "Top 1,200 Financial Advisors: State-by-State" list in 2018-2022.
Published annually in February-March. Rankings based on data as of September 30 of the prior year.



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Michael E. Forsyth, CRPC™

Senior Wealth Planner
NMLS# 589780

Michael joined the Norman & Young Group in 2008. He focuses on wealth management and investment strategies, particularly in the area of retirement planning and relationship management. His belief in client service and proactive communication helps him to better understand clients' expectations and aspirations in the pursuit of their financial goals.

Michael is a graduate of the University of North Carolina at Greensboro with a bachelor's degree in finance. He holds the Chartered Retirement Planning Counselor™ (CRPC™) designation. Through his professional and community involvement, Michael has extensive experience working with families whose children have special needs. He resides in Kernersville with his wife, Kaitlin, their daughter, Haley, and their son, Cooper.



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Wes Huff

Vice President
Wealth Planner
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Wes began his career in the financial services industry with Bank of America in 2002, serving in various relationship management and leadership roles. He joined Merrill Lynch Wealth Management and the Norman & Young Group in 2020. Wes assists in developing customized retirement analyses for clients while offering wealth management strategies and financial advice and guidance designed to help clients pursue the retirement lifestyle they envision.

Wes received his bachelor's degree in economics from the University of North Carolina at Chapel Hill. He has a passion for working with children and their families, and is involved in his church and coaches for several local baseball organizations. Wes lives in Winston Salem with his wife, Anna, his son, Carter, and his daughters, Finley and Sutton.



Christine Ryan, CRPC™

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Christine focuses on providing an exceptional level of service to clients and coordinates cash management services, special projects and client events, while managing technology and marketing initiatives for the team. She joined the Norman & Young Group in 1999 with 20 years of previous experience in nonprofit organizations, human resources and benefits administration. Christine earned a bachelor of interdisciplinary studies degree from Winston-Salem State University. She holds the Chartered Retirement Planning Counselor™ (CRPC™) designation and resides in Winston-Salem.



Torva Larson Smith

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Torva began her career in the financial services industry in 2000 and joined Merrill in 2001 as a client associate. With the Norman & Young Group, she focuses on day-to-day operations, including account opening, asset transition and account maintenance. Organized, friendly and dedicated to providing excellent service, Torva enjoys getting to know clients and working to address their everyday financial needs efficiently and promptly. She earned a bachelor's degree in mathematics from Salem College and lives in Winston-Salem with her husband, Roger, and their three children, Owen, Tate and Greta.

Additional Resources:



Rosemary Coldebella

Senior Wealth Management Lending Officer
Bank of America, N.A.
NMLS #589376



Joseph Nienaber

Wealth Strategies Specialist
Bank of America Private Bank



Corey White

Wealth Management Banking Specialist
Merrill

Helping You Capture Wealth's Opportunities

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Wealth Management

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Investing involves risk. There is always the potential of losing money when you invest in securities.

Asset allocation, diversification and rebalancing do not ensure a profit or protect against loss in declining markets.

2023 Forbes "Best-in-State Wealth Management Teams" list. Opinions provided by SHOOK* Research, LLC and is based on in-person, virtual and telephone due-diligence meetings and a ranking algorithm that measure best practices, client retention, industry experience, credentials, compliance records, firm nominations, assets under management and Firm-generated revenue (investment performance is not a criterion because client objectives and risk tolerance vary). SHOOK's rankings are available for client evaluation only, are not indicative of future performance and do not represent any one client's experience and available for investor help in evaluating the right financial advisor and not an endorsement of the advisor. Compensation was not received from anyone for the rankings study. Past performance does not guarantee future results. Details available at www.SHOOKresearch.com. SHOOK is a registered trademark of SHOOK Research, LLC.

Forbes "Best-in-State Wealth Advisors" list. Opinions provided by SHOOK® Research, LLC and is based on in-person, virtual and telephone due-diligence meetings that measure best practices, client retention, industry experience, credentials, compliance records, firm nominations, assets under management and Firm-generated revenue (investment performance is not a criterion). SHOOK's rankings are available for client evaluation only, are not indicative of future performance and do not represent any one client's experience and available for investor help in evaluating the right financial advisor. Compensation was not received from anyone for the study. Past performance does not guarantee future results. Details available at www.SHOOKresearch.com. SHOOK is a registered trademark of SHOOK Research, LLC.

Barron's "Top 1,200 Financial Advisors" list. Opinions are *Barron's* who evaluated advisors with a minimum of seven years financial services experience and employed at their current firm for at least one year. Ranking spots determined by each state's population and wealth. Other quantitative and qualitative measures include assets under management, revenues generated for the firm, quality of practice, regulatory records, internal company documents and 100-plus points of advisor-provided data. Rankings do not reflect any one client's experience, endorse any advisor and do not guarantee future investment success. Compensation was not received from anyone for the study. *Barron's* is a trademark of Dow Jones & Company, Inc. All rights reserved.

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