



Registered Investment Advisor

**Index Returns**

**First Quarter 2013**

• S&P 500	10.6%
• Dow Jones Industrial	11.0%
• Russell 2000	12.4%
• EAFE (Int'l Index)	5.2%
• Barclays Cap Agg. Bond	-0.1%
• S&P GSCI Commodity Ind	0.6%
• DJ US Real Estate Index	8.4%

"The White House said that President Obama's salary would not be affected by the looming sequestration cuts. Congress quickly added that their pay is also unaffected. Their salaries are all protected under the Americans with No Abilities Act." -- comedian Argus Hamilton

**Market Update – Tony Anderson, President**

The stock market has certainly started the year with a “bang”. The Dow’s 11% gain in the first quarter was its best start to a year since 1998 and the S&P 500 was up 10% as well. Both of the Index’s gains were achieved in a slow-and-steady fashion without much of the volatility seen in recent years. The market was lead higher by traditionally defensive sectors (Healthcare, Consumer Staples, and Utilities).

In this month’s newsletter, we will address a few of the questions we are frequently asked:

**With the market reaching new highs, isn’t it expensive and shouldn’t we be selling?**

No. We believe stocks still appear attractive, especially in this low interest rate environment. Despite the recovery over the past four years, the

market is still playing catch up to the underlying fundamentals. Compared to where the market was in October 2007, prior to the crash, corporate profits are 13% higher, the S&P 500’s dividend yield is 30% higher and the price-to-earnings ratio, a measure of how expensive the market is at a given point, is sitting near its historic average of 16 times trailing earnings, which suggests the market is still fairly valued.

**With the market going up so much, should I be aggressively adding to stocks?**

No. While we still find stocks attractive, we don’t want to chase the market and subject clients to too much risk. Volatility in the market is sitting near historic lows, which can be a sign of complacency by investors. In addition, there are still macro concerns weighing on

the market (weak U.S. economy; issues in Europe; tensions in Korea & Middle East; gridlock in Washington; etc.).

**I’ve noticed an increase in the amount of trading recently. Why all the changes?**

Over the past few months, we have been reducing some of the positions which have performed very well for us (selling high) and reinvesting the proceeds into exchange traded funds (ETFs) emphasizing consumer staples, healthcare, MLPs (natural gas infrastructure) and other lower volatility investments. Historically, these sectors of the market have provided the best risk/reward at this point in a recovery.

If you would like to discuss the changes in more detail, please contact our office.

**Frequently Asked Question:**

**Did I pay sales charges or “loads” on any of the mutual funds purchased on my behalf by ARS Wealth Advisors?**

No. ARS will never purchase a mutual fund that has a sales charge or “load”. If ARS chooses to utilize a mutual fund to gain exposure to certain asset classes, it will only purchase “No-Load” mutual funds. Mutual fund companies are required to mail literature (prospectuses, annual reports, etc.) to holders of their funds. Frequently, the literature will talk about different share classes (A shares, B shares, C shares, F shares, I shares, etc.), some of which have sales charges. As you review these documents, keep in mind that the share class you own is the “No-Load” share class. If you ever have questions about information you receive pertaining to your investments, please contact our office and we will be happy to review the information with you.

*If you would like a copy of the most recent version of our Form ADV Part II, one is always available to you upon written request.*



# WEALTH ADVISORS

111 2nd Avenue NE, Suite 1600  
St. Petersburg, FL 33701

Phone: 727-322-7681 Toll Free: 888-322-7681  
Fax: 727-345-3116 www.arswealth.com

### Our Mission Statement:

ARS Wealth Advisors mission is to help our clients prepare for life's most important financial decisions, by providing objective advice, free from conflicts of interest. We focus solely on meeting the unique needs of individuals and families. Our advice is based on time-tested, proven strategies, executed with discipline and prudence. By acting in a fiduciary capacity on behalf of our clients, they can have peace of mind knowing that their best interest must always come first.

If you would like additional information about the services offered by ARS Wealth Advisors, please contact us at (727) 322-7681.

**Anthony Anderson, MBA**  
President & CEO  
tony.anderson@arswealth.com

**G. Kurtis Ulrich, CFA**  
VP Senior Portfolio Manager  
kurt.ulrich@arswealth.com

**Andrew Swenson**  
Chief Investment Officer  
drew.swenson@arswealth.com

**James Serrano**  
Dir of Business Development  
james.serrano@arswealth.com

**Nate Goad, MBA, CFP**  
Portfolio Manager  
nate.goad@arswealth.com

**Lois Conger**  
Operations Manager  
lois.conger@arswealth.com

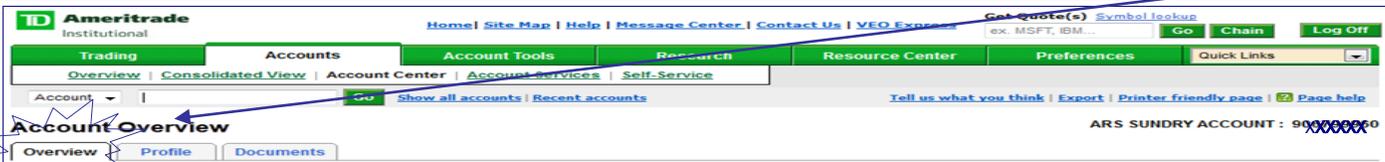
**Felicia Fortosis**  
Operations Associate  
felicia.fortosis@arswealth.com

**Maria Stein**  
Operations Specialist  
maria.stein@arswealth.com

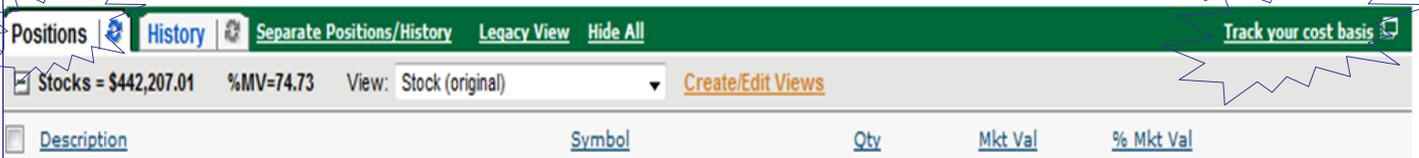
**Principals:**  
F. Gordon Spoor, CPA, PFS  
Robert J. Riley

### Frequently Asked Question: Where is the Best Place to Find Accurate Cost Basis information on the TD Ameritrade Website?

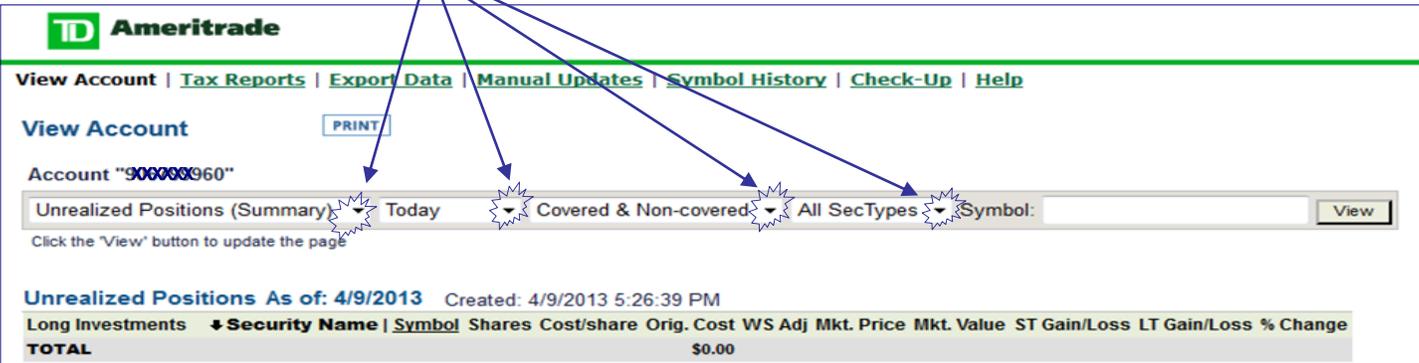
Due to various limitations on TD's website, especially as it pertains to stocks that have had spin-offs, we recommend going to a resource on the TD website called "GainsKeeper". The information on "GainsKeeper" is the information that is reported to the IRS for tax purposes each year. "GainsKeeper" is accessible from the TD website by clicking on your "Overview" tab:



Then clicking on the "Positions" tab:  
And then clicking on the "Track your cost basis" button which looks like this:



"GainsKeeper" has a great deal of information and is able to show it in many convenient formats such as: Summary or Detailed (Lot Specific), Unrealized Gains/Losses, Realized Gains/Losses, by Activity (Buy or Sell Short), various time periods, etc. Simply click on the drop down buttons to see all the options. Below is a snapshot of "GainsKeeper".



Remember, whenever you have a question about your cost basis, go first to "GainsKeeper" for the definitive answer. As well, we are always available to help answer any questions you may have regarding your investment portfolios.