

BLUESKY

WEALTH ADVISORS

**YEAR IN
REVIEW
2023**

Dear BlueSky Family,

As we bid farewell to 2023 and head into our 25th year in business, we extend our heartfelt gratitude to everyone who has been part of our incredible journey.

At BlueSky Wealth Advisors, our success is built on the relationships we've fostered, and your invaluable support and willingness to continuously refer your friends and family reaffirms our vision to "create better communities through better planning." We hope this 2023 Year In Review provides a glimpse into our continuous evolution and the team that's working hard to serve you.

As you'll see highlighted in the coming pages, we remain deeply moved by the impact we've had on our clients' lives, especially during some of their most joyous and challenging times. Being there to help navigate you through life's highs and lows is a responsibility we cherish.

Within these pages, we also hope you'll further acquaint yourself with our dedicated team whose unwavering commitment to excellence continues to astound me. Their efforts, directed both towards our clients and the company, are nothing short of profound.

This year posed its share of trials— from rising interest rates to a regional banking crisis to global conflicts. Witnessing our team rally together, remain informed, and prioritize client welfare amidst a rapidly evolving environment has been both reassuring and inspiring.

Partnering with each one of you has been a privilege, and we take pride in working alongside you and your family for many years to come.

Here's to an impactful and successful 2024 ahead!

Sincerely,



David L. Blain, CFA, CEO



Company Highlights

Our vision is to create better communities through better planning.

Our mission is to be indispensable in helping our clients improve their lives through the application of financial planning and investment strategies that address the unique circumstances and goals of each individual or family we serve.

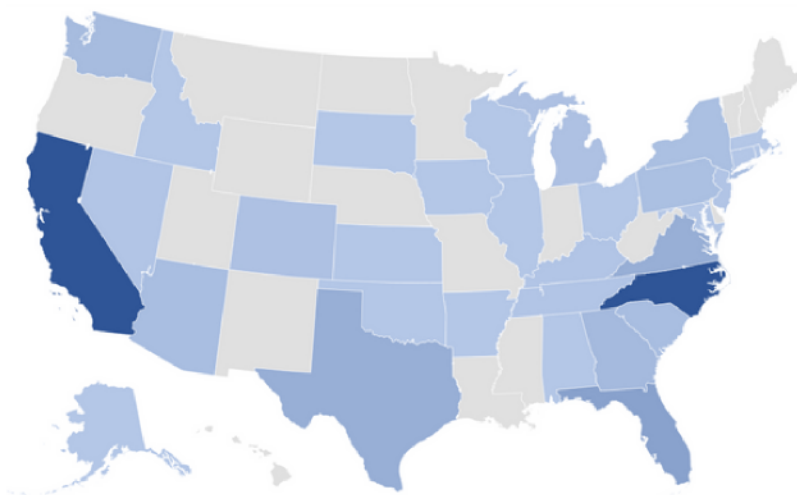
**Founded in
1999**

**14 Team
Members**

**350+
Clients in
36 States**

We're proud to stand out from the crowd.

- We are independent, fee-only fiduciaries - meaning we always act in your best interest and never receive any kind of sales commissions or kickbacks.
- We value transparent pricing based on the complexity of your situation.
- We don't just manage investments; we proudly offer a much deeper, 360-degree "Personal CFO" level of service to our clients with deep specialties in proactive, multi-year tax planning and passive income generation.
- We offer a team-based approach with highly-credentialed advisors and a low client-to-advisor ratio.



**Headquartered in New Bern, NC
and Serving Clients Nationwide**

**In 2023, we welcomed new clients
from 9 different states!**

California, Connecticut, Florida,
Iowa, Michigan, North Carolina, New
York, Pennsylvania, and Virginia

FEE ONLY
NETWORK MEMBER

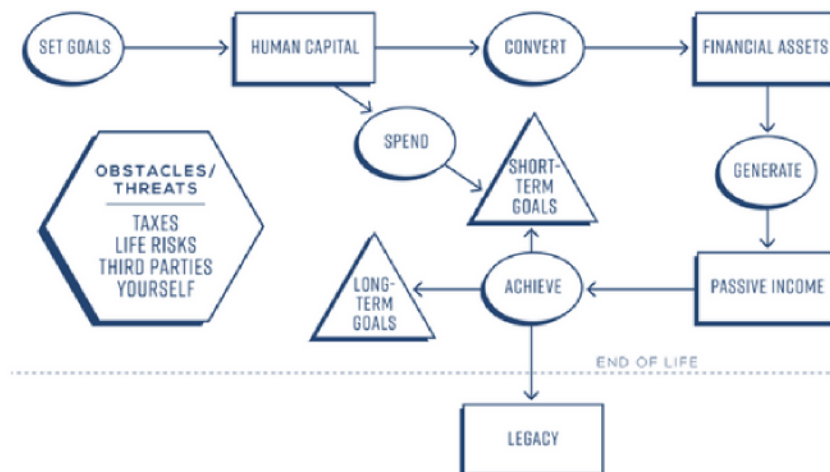
 **NAPFA**
THE NATIONAL ASSOCIATION OF
PERSONAL FINANCIAL ADVISORS

BLUESKY
WEALTH ADVISORS

Client Highlights

In 2023, we were humbled and honored to help our clients navigate uncertainty and celebrate major life milestones.

1. Helped many clients structure their affairs to **reduce their lifetime taxes**, and helped others find short-term tax deductions to **reduce their current tax bill**.
2. Helped clients **navigate their first year in retirement** and move to new destinations.
3. Guided several clients through the **sale of their homes**, beach houses, and farm.
4. Helped clients **manage cash flow and confidence** through multiple job changes (both by choice and involuntary), **launching new businesses**, and home improvements.
5. Supported clients as they **sold their business** and transitioned into a new life chapter.
6. Empowered clients to **fulfill their travel goals**, take a **3-month sabbatical**, and **make big purchases**, like the home of their dreams, a new family car, or a new boat.
7. Guided clients through **buying a new home in the midst of rising interest rates**, providing analysis on titling, loan agreements, financing, and cash flow.
8. Celebrated **new children and grandchildren**, and sending children to **college**.
9. Celebrated several **new marriages** and navigated how to handle household finances.
10. Helped **widowed clients** navigate their first year without their spouse – one after 60+ years of marriage – by providing guidance through the probate process and helping them step into the lead role of their family’s finances.
11. Completed many **1031 tax-free exchanges** out of self-managed real estate into syndicated real estate, saving millions in taxes and creating significant passive income.
12. Helped several clients **implement estate plans** (trusts, wills, etc.) to ensure their legacy is firmly established.
13. Established Donor Advised Funds and charitable trusts to help clients **cement their charitable legacies** and enjoy seeing their money **affect other people’s lives**.



Above: The Financial Independence Flow Chart from our CEO’s book, *Invest In Your Life, Not Just Your Portfolio*, exemplifies how we guide our clients on their unique financial journey.

2023 Client Snapshots



"We first explored the BlueSky service attracted by its flat-free structure yet tailored to the client's use-case - this way it is not a cookie-cutter service. After signing on we were pleasantly surprised by the holistic review, advice and implementation for our family's financial situation - not just products to invest in. The long-term approach and prompt attention to matters has been a breath of fresh air in wealth management."

-BlueSky client in Saratoga, CA



- 1) A future BlueSky client starts their savings journey early with the help of a BlueSky piggy bank!
- 2) David and a client at the IndyCar race in St. Petersburg, FL
- 3) David and professional racecar driver, Sebastian Bourdais
- 4) David and clients
- 5) Maddy, Ayasha, and Christie and clients
- 6) David and clients
- 7) David and clients

All testimonials have been provided by real, current clients. No client was compensated, directly or indirectly, for providing these statements. BlueSky Wealth Advisors gained each client's permission to publish their testimonial.

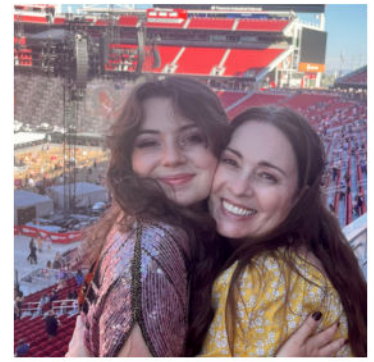
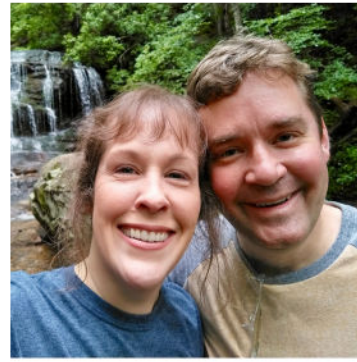
2023 Client Snapshots

"Our partnership with BlueSky has far exceeded our expectations. For us, above the highest levels of competency and intelligence that they provide, we appreciate how much they actually care and listen. They understand who we are and what our goals are, they more than help to get us there, and they are very enjoyable to work with. Truly a relationship that we are thankful for." **-BlueSky Client in Cary, NC**



- 1) Ayasha and a client
- 2) BlueSky clients
- 3) BlueSky clients enjoy their time in Hawaii
- 4) Maddy, Ayasha, and Christie catch up with clients
- 5) David being recognized on stage with David Finkel, CEO of Maui Mastermind
- 6) Christie with clients
- 7) BlueSky clients enjoy their time in Hawaii
- 8) BlueSky clients catch up at the Maui Mastermind Success Summit
- 9) David and a client with their awards

Get to Know Your BlueSky Team



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Row 1: Tiffany with her family at Disney World; Christie with her sons; John on a hike with his wife; Madeline and her daughter at the Taylor Swift concert; Row 2: Tara with her family before their race; Ayasha and her partner; Johanna and her husband; David and Caroline Blain at their son Paul's NC State graduation; Row 3: Tom and his family; Molly and her dog; Caroline and her husband sharing exciting news!; Ali and her daughter at the Taylor Swift concert; Row 4: Maddy and her family on their new boat; Grant and his wife in front of their new home

Meet Our Founder

David L. Blain, CFA – Founder & CEO

Fun Facts About David

1. As a young boy and teenager, he delivered the Washington Post newspaper, cut grass, and sold repaired bicycles he recovered from the trash to earn money for investing.
2. He bought his first investment, a CD yielding approximately 12%, in 1980.
3. He received a Bachelor of Science in 1989 from The United States Military Academy at West Point, where he was a Distinguished Honor Graduate and member of the Phi Kappa Phi Honor Society.
4. He led the West Point Rugby team to a collegiate final four appearance in 1989 and subsequently played for the All-Army and Combined Services Select Rugby teams.
5. He served with distinction for 10 years in U.S. Army Airborne, Ranger, and Special Operations units.
6. He has jumped out of an airplane approximately 500 times.
7. He founded BlueSky Wealth Advisors, a fee-only advisory firm, in 1999.
8. Has held the distinguished Chartered Financial Analyst designation for 20 years.
9. He has owned multiple companies and over 50 commercial and residential properties.
10. He wrote an engaging personal finance book, *Invest in Your Life, Not Just Your Portfolio*.
11. He is an amateur race car driver, winning the South Atlantic Road Racing Championship in the GTL class three years in a row (2021-2023).
12. He has coached youth league baseball and soccer teams in the New Bern area for more than fifteen years.
13. He has been married to his beautiful wife Caroline for 28 years, and they are raising five wonderful children.



Meet Our New Partners!

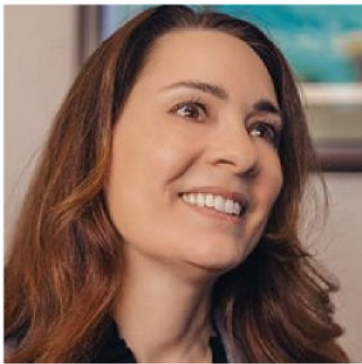
BlueSky is proud to have welcome four new partners to the ownership group in 2024.



John Gjertsen, CFA, CFP®, EA - Senior Wealth Advisor, Partner

Personal Highlight: Abby and I celebrated our 25th anniversary this year, and got to get away and spend a few days by ourselves in the mountains this summer.

Professional Highlight: Some of the highlights of my year have involved helping clients build a legacy through charitable giving and defending clients from unfounded IRS notices.



Madeline Valente, CFP® - Senior Wealth Advisor, Partner

Personal Highlight: My daughter and I continued the tradition (now three tours strong) of seeing Taylor Swift in concert, but not before spending time recharging and relaxing with both kids in Monterey, a.k.a. our happy place.

Professional Highlight: As always, I was honored to work as a trusted partner to guide clients through their various life changes and events, of which there were many!



Christie Bonacci, CPA/PFS, MAC - Senior Wealth Advisor, Partner

Personal Highlight: Celebrating my sons' accomplishments in 2023! Peter earned his NC CPA license in April and Matt represented Duke University's PhD candidates at a diversity and inclusion event in Portland, OR.

Professional Highlight: Becoming a BlueSky partner!



Ayasha Jones - Director of Operations, Partner

Personal Highlight: I checked off a bucket list item this year - snorkeling with sea turtles!

Professional Highlight: Excited and honored to become a partner at BlueSky this year!

Advisory Team



Tara Hughes, CPA, CGMA - Senior Wealth Advisor

Personal Highlight: My family participated in the Colors for Cancer 5k/10k run, and I volunteered at Habitat for Humanity's Woman Up building days.

Professional Highlight: This year, we were able to help a client transfer the proceeds from an overseas real estate transaction back to the states and allocate the funds to help her continue to enjoy her financial independence. I also helped a couple feel financially secure in their decision to sell their home and move into a continuous-care retirement community.



Caroline Jones, CFP®, CDFA®, MS, EA - Wealth Advisor

Personal Highlight: My personal 2023 highlight was finding out that I am expecting a baby girl in early 2024!

Professional Highlight: This year I entered into the role of the Chair of Advisory Training and began developing and implementing an internal advisory training program. I love serving our advisory team and helping them learn and grow so that we can all continue to serve clients well.



Tom Rasmussen, CFP® - Wealth Advisor

Personal Highlight: We enjoyed a very fun summer that included trips to Utah to see my wife's side and to the Oregon coast to spend time with my family!

Professional Highlight: It was an honor this year helping our clients work towards and achieve their goals of financial independence. We successfully lifted stress and anxiety surrounding a client's financial situation off their shoulders!



Molly Sutz, CFP®, MS, AFC® - Wealth Advisor

Personal Highlight: I fulfilled a lifelong dream of getting to hike in the Swiss and French Alps this summer!

Professional Highlight: This year marked a significant milestone for me as I was promoted to Wealth Advisor at BlueSky, bringing with it the privilege of engaging with and welcoming the new clients whose team I've joined.



Johanna Mussro, FPQP™ - Senior Financial Planner

Personal Highlight: I attended a wedding in my native country, Colombia, where I had the chance to reconnect with cousins and aunts whom I hadn't seen in a long time. It was a lot of fun.

Professional Highlight: Becoming Senior Financial Planner and Chair of Private Real Estate

Operations & Engagement Teams



Alison Noe, FPQP™ | Client Service Specialist

Personal Highlight: I took trips with my family & friends to new places! Nashville for my dad's 60th birthday and Minnesota for the Taylor Swift concert.

Professional Highlight: This year I onboarded 13 new clients. I enjoy helping clients consolidate their financial accounts and learning about their goals going forward.



Madison Carneiro, FPQP™ | Client Service Specialist

Personal Highlight: My husband and I bought our first boat and have been enjoying many weekends with friends and family out on the water.

Professional Highlight: This year, I immensely enjoyed meeting many of our newest clients, getting to know them on a more personal level, and helping them begin their journey to create a legacy they love.



Tiffany Cassell | Operations Associate

Personal Highlight: The major highlight for me was returning to school to finish my degree. BlueSky has helped me to gain the confidence I needed to return to school and maintain a 4.0 GPA!

Professional Highlight: Attending my first professional conference was a big highlight for me. It pushed me out of my comfort zone and helped reframe my view of my strengths and areas I struggle with.



Grant Mosher, CFP® | Director of Engagement

Personal Highlight: My wife and I bought our first home together! We're loving the neighborhood and keeping busy with home projects.

Professional Highlight: I'm grateful to have had the opportunity to talk to so many prospective clients about their pain points, hope, dreams, and fears -- and then see them thrive as BlueSky clients.

"My team at Blue Sky, headed by John and Johanna, have taken the time to know me and what is important too me. They display a sincere interest in me and my family, and we have developed a trusting relationship. The response to my questions is prompt and in terms that I can understand, no question is unimportant to them. Due to their guidance and support, I feel secure as in my retirement, and I am so grateful to them."

-BlueSky Client in San Jose, CA

2023 Employee Spotlight

Each year, we highlight a BlueSky team member who exemplifies our core values and dedication to our clients. This year, we'd like to recognize our Director of Operations and one of our newest Partners, Ayasha Jones.

Meet Ayasha Jones

As Director of Operations, Ayasha ensures our entire back office runs smoothly while also overseeing her team of client service and operations specialists. She serves as a key member of BlueSky's Strategy Team, helping the company solve big problems and keep the business moving forward.

Ayasha joined BlueSky in 2015 as an operations associate and quickly played a central role in developing the company's Operations and Client Service departments. She continues to help our team excel by creating and overseeing our compliance programs, countless processes and workflows, and the firm's software and technology efforts.

"It's always exciting how quickly things change at BlueSky, in a really good way. We try to stay at the forefront with what we're doing, to stay ahead of the industry and what's going on in the world." She adds, "Technology is changing rapidly. I'm excited to see how we can leverage and utilize it to help our staff be more efficient and provide more value to our clients."

In 2023, in recognition of her contributions, she was invited to become a partner of BlueSky alongside three other key members of the team.

Outside of work, Ayasha is an avid reader and always has three or four different books going at one time. She recently picked up painting as a hobby and is having a lot of fun learning new skills. She also loves camping, visiting historic sites, and spending time in nature with her partner, Britt, and their many animals.



2023 Conferences & Events

Our team attended and hosted several conferences and events in 2023.



Above: As an industry thought leader, David educated hundreds of CPAs and financial professionals on the value of “Investing in Real Estate” at the AICPA–CIMA Engage conference in Las Vegas, NV.



Above: David signs one of his books for an attendee of the Foundation for Physician Advancement conference who has been following his work from Canada for years.

Above: David and Grant lead a day-long workshop on cash management for business owners.



Above: David and Christie lead a panel on the top financial considerations when moving to a continuing care retirement community.

Left: Ayasha, David, and Christie at the Maui Mastermind Business Success Summit in Waimea, Hawaii.

2023 Webinars & Workshops

In 2023, we hosted several free webinars, including:

- *Asset Allocation Strategies*
- *What Should I Do With My Cash?*
- *Financial Independence & Real Estate Investing*
- *2023 Year-End Financial Checklist*
- *Navigating Turbulent Markets*

You can access past and upcoming BlueSky webinars through our website's **Resource Center!**



2023 Sponsorships & Community

In alignment with our mission and values at BlueSky, we sponsored several organizations and were thankful to be of service to those in our community.



Foundation for
Physician Advancement



BlueSky sponsored the jerseys for all of Coastal United's soccer teams in 2023. David's daughter, Kathleen, is pictured above (front center, kneeling).

Client Testimonials & Success Stories

So many of you continue to share your testimonials and refer us to your friends and family. There is no greater compliment, and we are humbled by your support. Please know that we are grateful for your partnership and your confidence in our efforts to serve you and your family.

"Simply put, Blue Sky provides the competence, integrity, and insight to meet my financial needs. Attention to detail and wise financial guidance enable me to feel at ease in a turbulent fiscal environment. Clairvoyant in their vision, my team is always ahead of the game, whether it be taxes, investment strategy or whatever. They exude confidence because they have the credentials and experience to perform at the highest level."

-BlueSky Client

"One of the things I have appreciated most about BlueSky has been the tremendous communication and responsiveness of the team. In addition to their proactive scheduling of quarterly reviews, I have reached out many times of the years with questions and requests, and they have never failed to get back to me very rapidly with meaningful responses. They are a pleasure to work with."

-Joel, BlueSky Client Since 2014 (Saint Johns, FL)

"We have been with David Blain and Blue Sky for over 22 years . From humble beginnings in investments , David has set us up for wonderful fruitful retirement years . David and his company has so much integrity and professionalism. We can not be more thankful for all they have accomplished for us over the years."

-Gene & Pat, BlueSky Clients Since 2001 (Fayetteville, NC)

"I am very busy as the owner of a small business, and have many outside interests. Because of this, I have never paid enough attention to my investments, as well as made mistakes in the past, selling in panic when the market went down, and not buying back in until the market was high again. Working with BlueSky now gives me complete confidence that my investments are based on real knowledge and experience, as well as on what my risk-profile and needs in my life are. It's total peace of mind - especially valuable to me in these years of stock markets ups and downs."

-Andrea, BlueSky Client Since 2021 (Menlo Park, CA)

See more Client Success Stories – or share your own – at
blueskywa.com/testimonials

All testimonials have been provided by real, current clients. No client was compensated, directly or indirectly, for providing these statements. BlueSky Wealth Advisors gained each client's permission to publish their testimonial.

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