

July 12, 2001

Greetings and welcome to your new quarterly statement (and much more),

First of all, I'm happy to tell you that the Fox Financial website is up and running and can be found at **www.foxfinancialservices.com**. I know it's a lot of key strokes to get there (fox.com was taken if you can believe that ☺) so if you like what you see it will definitely be a good idea to bookmark or file the site in a favorites folder. I mention the website first because if you have become attached to some of the reports that I used to provide, don't worry, they may be found in a secure, password protected area on the site called '**Check My Account**' (please call me for your user name and to set a password). You may review and/or print any of the reports that you like from this area. I welcome and encourage your feedback as to what you think of the site and I hope you find it useful and informative.

Your new and completely customized statement will now be found on the back of this letter every quarter. You may also retrieve it from the website if you like and store it on your computer if you prefer a more paperless environment. In designing your new statement, I have tried to clearly and concisely provide you with all of the critical information and data that you need. This statement will not only report on your current investment portfolio and its performance, but it will also display what retirement income amounts you can reasonably expect to receive once you enter the 'withdrawal from your nest egg' mode.

Almost at the top, after your name, is the area entitled '**Allocation Target.**' Deciding upon this mix is crucial as this is the first step we take in the process of finding you the proper kind of investments to manage and balance the ever-present risk/reward tradeoff. If you can't remember why we have the particular mix you see, please give me a call and we'll discuss further as this is a most vital and fundamental topic. The other header section is entitled '**Inception Date.**' This is self-explanatory in that it is the date you officially started your portfolio relationship with Fox Financial and it will be referenced later on in the '**Performance Statistics**' section.

The first of the four main sections of your report is called '**Retirement Nest Egg Analysis.**' Only when there are major material changes in your particular financial circumstances, or goals and objectives, will this section change. This is by design. What is being reinforced here is the idea that your real life events and behaviors such as how long you work, how much you save, how long you plan for, and how successfully you manage the fear/greed factor, are ultimately what determine your retirement income, and not the fickle and random short-term returns that financial markets are so prone to produce (I know you've heard this before). This is a very important part of your statement so if you see blank areas, or no dollar amounts, or only 'TBD' in some of the fields, this means I either don't have enough information to create a customized analysis for you, or the information I have is most likely out-of-date. In this case, please call me and we can get together and work on completing your plan.

Next quarter I will discuss in detail the '**Portfolio Statistics**' section of the new statement. Until then, be well, enjoy the rest of the summer, and best wishes for continued successful investing!!