

## Monthly Media Tip Sheet

| Beat             | Story  | Source  |
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| Personal Finance | <b>What investment options should entrepreneurs consider after selling their businesses?</b> Although <a href="#">almost all asset classes have declined over the last year</a> , several remain attractively priced and worthy of consideration in building out a diversified portfolio for entrepreneurs seeking opportunities after they've sold their businesses.  | An investment expert from <b>BMO Wealth Management</b> can share the options entrepreneurs should explore after they've sold their companies.   |
|                  | <b>5 Money-Saving Tips to Combat Ongoing Inflation:</b> Even as the overall inflation rate has fallen, prices remain elevated across the economy, putting continued pressure on Americans' budgets. What tips and tactics are available for consumers to keep extra cash in their pockets?   | A source from <b>Take Charge America</b> can break down several tips to help individuals save money as they navigate lingering inflation effects in the economy.  |
| Healthcare       | <b>April is Autism Acceptance Month:</b> Many Arizona families are stuck on waitlists for autism evaluations for a year or more, preventing them from accessing life-changing therapies. How does one get a formal diagnosis for autism? What is considered the "right" kind of diagnosis in order to access therapies? What is now being done to reduce the wait time thousands of Arizona families are facing?                               | CEO Christine Ehrich from <b>Axis for Autism</b> can explain how their cutting-edge model works to reduce wait times, as well as the roadblocks (and solutions) families are encountering when it comes to getting a diagnosis for their child or themselves. |
|                  | <b>The Preventive Power of Sleep:</b> <a href="#">According to the CDC</a> , managing your sleep health habits is a key component in mitigating or preventing chronic diseases. Why is sleep so important to our overall health? How can people build healthy sleeping habits? What can you do if you aren't getting quality sleep? How does sleep deprivation play a role in chronic illnesses including diabetes and cardiovascular disease? | Dr. Robert Hurst, founder of <b>HealthspanMD</b> , can speak on the power of sleep and the role it plays in preventing chronic illnesses.   |

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| <p>Risk Management/<br/>Labor Market/<br/>Employee Benefits</p> | <p><b>Why Businesses Shouldn't Neglect Cybersecurity as the Economy Slows:</b> With the economy showing signs of a possible recession on the way, businesses are looking at cost-saving measures. One line item businesses shouldn't cut is their cybersecurity and cyber insurance. Why is cybersecurity even more vital during an economic slowdown? What is the state of the cyber insurance market? What are some cost-conscious solutions to bolstering cybersecurity?</p>  | <p>A source from insurance broker <b>Lovitt &amp; Touché</b> can discuss why businesses shouldn't neglect their cybersecurity efforts and insurance coverage during an economic slowdown.</p>   |
| <p>Accounting/Biz Finance</p>                                   | <p><b>How business leaders can audit-proof their companies:</b> The word 'audit' may elicit anxiety and fear among business owners. Although audits are rare, it's better to be prepared than not. What can businesses do to prepare for an audit? What is involved in the audit process? What documents are needed? What types of accounting systems are best for audit-proofing?</p> <p><b>Why Businesses Should Look to Hard Money Lending for Capital:</b> As higher interest rates have put traditional business loans out of reach for many, startups, entrepreneurs and small businesses are turning to financing tools such as hard money lending to secure the capital they need to grow. What are the benefits over traditional lending? What expenses can businesses use hard money funds for? How are these types of loans structured? Why is now an opportune time to explore hard money lending?</p> | <p>Elizabeth Hale, CPA and CEO/Founder of Scottsdale accounting firm <b>eeCPA</b> can share strategies for audit-proofing businesses and detail the benefits of hard money lending for startups, entrepreneurs and small businesses who need capital to grow.</p> |
| <p>Legal</p>  | <p><b>What People Commonly Misunderstand About Wills and Trusts:</b> <a href="#">Slightly less than half of U.S. adults have a will</a> that determines where their money and property go after death. Planning out your will can be a daunting process, and many Americans don't dedicate enough time to doing so. How should people go about planning their will or trust? What are the pros and cons of a will vs. a trust? What are the commonly overlooked attributes when creating a will or trust?</p>  | <p>Scott Jensen, partner at <b>Guidant Law</b>, can speak to important considerations when planning a will or trust.</p>  |
| <p>Residential Real Estate</p>                                  | <p><b>Is the luxury real estate market ready to take-off this year?</b> While interest rates have increased slightly in recent months, they remain relatively low compared to historical averages. According to recent reports, luxury real estate sales in the Valley are on the rise, with some properties selling above asking price. With a growing demand for luxury homes and a relatively stable interest rate environment, there is tremendous potential for growth in this sector. Phoenix REALTORS can provide deeper insights on the data and trends support this growth.</p>   | <p>A source from <b>Phoenix REALTORS®</b> can discuss and provide insights on trends in the luxury real estate market.</p>  |

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