


February 2025 – Monthly Media Tip Sheet

Beat	Story	Source
Community Issues	<p>How Low-Income Arizonans Can Financially Prepare for Soaring Heat: Phoenix already broke heat records the first week of February, signaling another scorching summer ahead. With rising temperatures comes the risk of high energy bills and unexpected appliance failures – which not only threaten families’ financial security but can also have deadly consequences. How can Arizonans prepare now to stay safe, cool and avoid costly surprises?</p>	<p>Kelly McGowan, executive director for statewide anti-poverty nonprofit Wildfire, can share resources and proactive steps Arizonans can take to ensure they’re financially ready to navigate the higher costs of summertime.</p>
Personal Finance	<p>Navigating Family Dynamics to Protect Wealth, Preserve a Legacy & Succeed a Business: Family conflicts can pose a serious risk to long-term financial stability, especially for high-net-worth individuals. Disputes over inheritances, business succession and differing financial values can erode wealth if not properly managed. Proactive financial approaches can help minimize conflict and safeguard financial legacies. What key steps should business owners and individuals consider to best navigate dynamics and protect their wealth for future generations?</p>	<p>A representative from BMO Wealth Management can provide insights on how high-net-worth individuals can safeguard their financial legacy using strategies like structured estate planning, wealth transfer solutions and communication or decision-making frameworks.</p>
	<p>Thinking About Buying Your First Home? Here’s What You Need to Know: Purchasing a home is a significant milestone, but for many first-time buyers, the process can feel overwhelming. From understanding mortgage options to saving for a down payment, first-time buyers are facing many decisions that will have long-term ramifications.</p>	<p>An expert from Take Charge America can discuss tips for first-time homebuyers to consider when determining if it is the right time to buy.</p>
Insurance	<p>Assessing Natural Disasters’ Impact on Business Insurance: The recent California wildfires serve as a stark reminder of the growing risks businesses face from natural disasters. As climate-related events become more frequent and severe, insurers are reassessing coverage terms, premiums and risk mitigation requirements – impacting business owners</p>	<p>A representative from Marsh McLennan Agency Arizona can speak to how natural disasters are shaping Arizona’s business insurance landscape and provide insights on</p>

	in Arizona and beyond. How can businesses adapt their insurance strategies to ensure they remain protected against evolving threats?	shifting coverage requirements, cost implications and risk management strategies.
Real Estate	Understanding the Phoenix Housing Market as it Heats Up Again: After three consecutive months of year-over-year sales increases and rising home prices, experts are optimistic about the year ahead. Inventory for homes priced under \$500,000 has surged, providing more options. But with mortgage rates fluctuating and economic uncertainty looming, will affordability concerns continue to hinder buyers?	Phoenix REALTORS® Board President Christy Walker discuss the recent shifts in the real estate market and offer tips for those looking to purchase a home in 2025.
Legal	Choosing the Best Path to Financial Stability Between Bankruptcy and Debt Settlement: Two common options emerge for those struggling with overwhelming debt: bankruptcy and debt settlement. But how does one decide which option is right for them? While there are risks and benefits to both choices, it is important for those weighing their options to know how this decision will impact their credit, assets and long-term financial health so they can make an informed decision.	An attorney at Guidant Law can provide insights on what Arizonans need to know when choosing between bankruptcy and debt settlement, outlining the key differences, potential risks and the long-term financial impacts.

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