


March 2025 – Monthly Media Tip Sheet

Beat	Story	Source
Community Issues	<p>How Arizona Seniors Can Navigate High Energy Costs: Arizona’s extreme summer heat drives up energy bills, creating financial strain for seniors living on fixed incomes. As electricity costs rise, many older adults struggle to balance cooling their homes, much less needing to replace a cooling system unexpectedly. Limited budgets make it difficult to absorb rate increases or invest in energy-efficient upgrades. What options are available to help seniors manage rising energy costs, and what resources can provide financial relief?</p>	<p>Kelly McGowan, executive director for statewide anti-poverty nonprofit Wildfire, can provide tips to help seniors financially navigate the summer months and speak to community resources they can leverage to stay safe.</p>
Insurance	<p>How AI Advancements Affect Risk Management for Businesses: As artificial intelligence becomes more sophisticated, businesses face increased exposure to risks such as cyberattacks, deepfakes used for fraud or reputation damage, and increasingly convincing social engineering tactics. These external threats can lead to data breaches, financial losses and damage to a company’s brand. What should businesses look for, and how can they protect themselves?</p>	<p>A representative from Marsh McLennan Agency Arizona can offer insights into emerging threats, coverage adjustment approaches and risk management strategies to protect businesses from AI-driven risks.</p>
Real Estate	<p>More Homes, More Choices – What Buyers Need to Know About Growing Inventory: Recent market data shows the number of new listings is up 13.7% in Greater Phoenix when compared to this time last year. For buyers, this could mean less competition, more options and better negotiating power. But with more homes on the market, could this shift bring new challenges or unexpected opportunities?</p>	<p>Phoenix REALTORS® Board President Christy Walker can expand on the potential impact the rise in inventory has for those interested in purchasing a home in 2024.</p>
Legal	<p>Costly Mistakes to Avoid When Filing for Bankruptcy: Mistakes are a part of life, but when they happen during the bankruptcy filing process, they can lead to serious consequences. Failure to fully disclose assets and debt can result in a case dismissal or even allegations of bankruptcy fraud, while overlooking asset exemptions can mean a loss of property that could</p>	<p>An attorney at Guidant Law can provide legal perspective into the most common mistakes made during bankruptcy filings and explain the</p>

	have had protection. How does one avoid these pitfalls and protect their financial future?	potential consequences of those errors.
Personal Finance	How to Preserve Financial Resilience Amid Market Shifts: Economic uncertainty presents specific challenges for both business owners and high-net-worth individuals – and a steady, strategic approach is paramount to protecting wealth. Working with advisors to navigate asset diversity and evolving risks can provide greater peace of mind while also supporting long-term goals. What are the most important steps people can take today to strengthen their financial position amid turbulence?	A representative from BMO Wealth Management can speak to how portfolio management, tax optimization and asset protection can help business owners and individuals weather short-term challenges while keeping long-term financial health on track.
	Don't Fall for These Credit Card Myths: Credit cards are essential tools in today's financial landscape, offering purchase flexibility and a path to establish good credit. However, misconceptions about credit cards, such as believing that carrying a balance builds credit or that closing unused accounts improves your score, can lead to financial pitfalls for those who don't fully understand their impact.	An expert from Take Charge America can provide insight into the top credit card myths and how they can impact your financial standing.

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