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MOORE'S WEALTH MANAGEMENT EXPANDS SERVICES, STAFF TO FURTHER CLIENT

Commitment

BY M. GILLAN RITCHIE

Moore's Wealth Management in Gainesville, Ga., is expanding its services and staff to offer a deeper commitment to clients. Scott Moore, President and Founder of Moore's Wealth Management, will continue to guide the firm by providing meaningful insight and input for client investments. Partners Chris Moore, Chief Investment Officer; Brian Moore, Vice President of Business Development; and Mark Peterson, Vice President of Client Education, will aid Scott Moore. Advisor Isaac Pitt will serve as Investment Analyst and Trader.

At the age of 30, Scott and his wife already had five children. Scott, a former computer engineer, knew how to make money but did not know how to secure his family's financial future. Scott started reading books on how to invest and took part-time courses to learn more. He eventually left the computer industry and became

a licensed insurance agent and mutual fund broker in Louisiana and Mississippi.

"I realized that I couldn't be the only dummy out here that doesn't know about money," said Scott.

Moore's Wealth Management, founded in 2009 by Scott and his wife Carla, offers retirement planning for retirees and near-term retirees. The firm believes in a conservative investment approach by investing in what the firm believes are conservative investments and working towards obtaining non-conservative returns. The firm also offers services for estate planning, potential asset protection, 401K rollovers, and helping with wealth accumulation.

Since the firm's founding, two of Scott's sons and his only daughter have joined the firm. The idea of family business goes beyond Scott's wife and children; two other employees are their own family—a father and son-in-law.

*“It’s always
been our dream
to have a family
business our
children could
grow into.”
— Scott Moore*



“It’s always been our dream to have a family business our children could grow into,” said Scott.

The firm’s expansion of staff and services will help bring additional years of wisdom, experience, and opportunity to provide a deeper focus on technology and communication and maintain a relentless commitment to what the firm believes is unmatched client value.

“Many clients have said our family structure was the key in their decision to hire us as their financial advisors,” Scott said.

Chris Moore will lead and monitor all investment activities and continue to serve as a financial advisor. Isaac Pitt will serve Chris and the firm’s clients. This will allow the firm to achieve a level of fiduciary service to the families they serve. Brian Moore will concentrate on helping existing and new clients benefit from all the services that Moore’s Wealth Management offers, and he will continue to serve as a financial advisor.

The firm believes that communication and education are important to all investors, especially retirees and near-term retirees. Mark Peterson provides educational courses to help investors develop plans for pre- and post-retirement. Through an educational process, he identifies critical factors that are necessary to make an informed financial decision. The firm will also help identify myths, misconceptions, and missing facts to help strengthen a client’s retirement plan.

Moore’s Wealth Management’s primary goal is to help protect and potentially grow their clients’ assets and treat their clients like family. They work hard to achieve this objective every day while serving their clients out of three locations across North Georgia.

“We’re proud to be a family-owned business and believe that the values we hold dear will continue to provide solutions and unmatched service for generations to come,” said Scott Moore.

Advisory services offered through Moore’s Wealth Advisory, A Member of Advisory Services Network, LLC. Insurance products and services offered through Moore’s Wealth Management. Advisory Services Network, LLC and Moore’s Wealth Management are not affiliated. **H**

LEFT: (from left to right) Deborah Alvarez, Meredith Loughrey, Mark Peterson, Brain Moore, Scott Moore, Carla Moore, Chris Moore, Isaac Pitt, and Michelle Moore Ellis.

OPPOSITE PAGE: Scott Moore.

Photos provided.

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2019 BEST OF HALL
2020 BEST OF HALL

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A local family has remodeled this 1860's Farmhouse in memory of a loved one. Called Brannon's Place, the home is available for rental through [vrbo.com](https://www.vrbo.com).

Located right near the Olympic Rowing Venue and a short drive to downtown Gainesville, the home has three bedrooms and 2.5 baths.

Two bedrooms on the main floor each have their own fireplace and smart TV. Master bath has large walk in shower with two shower heads and claw foot soaking tub. Additional bathroom downstairs also has large vanity and walk in shower.

A large bedroom upstairs has two queen beds and one twin bed with a trundle. The upstairs living room holds a queen sleeper sofa. Keeping room downstairs has a large sectional.

Cook's kitchen has everything you need and large custom dining table makes it possible to enjoy each meal with amazing lake views. The front of house has double rocking chair front porches and the large back porch leads to a grill and picnic table. **H**



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RECREATION

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Halloween

HOLIDAY



Halloween is a day many people, including adults and children, eagerly anticipate. Steeped in tradition, Halloween is a day that's always good for a scare and, of course, some candy.

Many Halloween traditions are rooted in customs from the ancient Celtic festival of Samhain. Samhain marked the end of the summer harvest and the beginning of the cold winter. Celts believed that the boundary between the world of the living and the dead was permeable on the night before the new year, when it was possible for ghosts to return and wreak havoc.

Halloween 2020 will likely feel a little different than it's been in years past, as a global pandemic has forced people to limit their interactions with those who live outside their homes. But even if trick-or-treating or other social gatherings are not possible, there are many ways to enjoy the Halloween festivities.

BUILD A SAMHAIN BONFIRE

Gather the supplies for a bonfire — albeit on a smaller scale. Light a fire in a fire

pit or outdoor fireplace. While ancient Celts burned crops and other things as sacrifices to Celtic deities, your bonfire can be what you make of it. If you want some dramatic effect, the science resource ScienceStruck notes the addition of metal salts can change the color of flames in the fire. For example, iron fillings produce gold sparks and copper sulfate will make green flames. Wear costumes and make s'mores while around the Samhain fire.

MAKE A WITCH'S BREW

Images of witches stirring a bubbling cauldron are ubiquitous on Halloween. Families can create their own Halloween "spells" and mix up a batch of potion over a campfire or on the stove. It can be a favorite soup or stew recipe, or cocktails and mocktails for the kids. Here's a recipe for "Witch's Brew," courtesy of the Food Network® and Sandra Lee.

Pour one 6-ounce package of lime gelatin into a large bowl. Slowly stir in 2 cups boiling water. Stir for at least 2 minutes until the gelatin is completely dissolved. Stir in 3 cups chilled pineapple juice. Let cool to room temperature.

Purchase a plastic cauldron from a party supply store and one block of dry ice. Break up the dry ice and place (using tongs or heavy-duty gloves) into the bottom of the cauldron. Pour a little water on top just to cover to get the ice to start "smoking." Place a punch bowl that fits inside the cauldron on top of the dry ice.

Pour the drink mixture in the punch bowl. Slowly add a two-liter bottle of chilled lemon lime soda or ginger ale. If desired, add two cups chilled vodka. Stir gently to mix. Enjoy.

ORGANIZE A COMMUNITY JACK-O'-LANTERN CARVING CONTEST

Large turnips and potatoes were once reserved as canvases for Halloween jack-o'-lanterns, but pumpkins now are the gourd of choice. Ask neighbors if they would like to participate in the festivities and contribute toward supplies for a Halloween gift basket as a prize. Each household then carves a pumpkin and places it on their doorstep Halloween night. One person can serve as judge and choose the winner. Whoever is chosen gets the basket, which can be filled with treats and trinkets. **H**

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