



QUARTER 4 - 2024 01.15.25  
**COMMENTARY**

Market/Index	2021 Close	2022 Close	2023 Close	2023 Change	As of 12/31/24	2024 Change
DJIA	36,338.30	33,147.25	37,689.54	13.70%	42,544.22	12.88%
NASDAQ	15,644.97	10,466.48	15,011.35	43.42%	19,310.79	28.64%
S&P 500	4,766.18	3,839.50	4,769.83	24.23%	5,881.63	23.31%
Prime Rate	3.25%	7.50%	8.50%	13.33%	7.50%	-11.76%
10-year Treasury	1.52%	3.88%	3.88%	0.00%	4.58%	18.04%

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**TEAM MEMBER SPOTLIGHT**  
**Robert Norman,**  
*Client Services Associate*

We're thrilled to welcome Robert Norman, who joined Anchor on July 1, 2024. Originally from West-Central Indiana, Robert graduated from Purdue University with a degree in Financial Counseling and Planning in 2020. He began his career at a national bank as a retail banker, then moved into a wealth advisor role at a regional bank, where he worked closely with high-net-worth clients as a trustee on trusts and executor on estates.

In November 2023, Robert and his wife, Molly, relocated to Orangeburg, South Carolina. At Anchor, Robert supports our investment team—Walker and Greg—while studying for his CFP® certification. He and Molly are currently building a home on seven acres in the Sandy Run area, eagerly planning for their future as they settle into life here in the Midlands.



**Planting Trees for Future Generations**

“A society grows great when old men plant trees in whose shade they shall never sit.” This ancient Greek proverb encapsulates a vision of stewardship and generosity that resonates deeply with us at Anchor Investment Management as we celebrate our 25th anniversary. Over the past quarter-century, we have grown from a boutique investment management firm into a comprehensive wealth management partner, now entrusted with \$1.4 billion of our clients’ assets. Our growth—particularly the rapid expansion over the past two years—has been both humbling and inspiring, reminding us that our ultimate purpose is to help you and your family flourish for generations to come.

When we reflect on the journeys of so many Anchor clients, one recurring theme emerges: you have built more wealth than you may ever need personally, often surpassing your own lifetime financial requirements. As a result, the question for many of you is shifting from “How do I accumulate enough?” to “How do I ensure this wealth has the greatest possible impact?”

It is in these moments that our role extends beyond simply managing investments. We have guided clients through complex estate plans, philanthropic endeavors, the sale of businesses, and the transition of wealth to future generations. In doing so, we have become more than a financial service provider; we are a family advisor, a trusted partner, and, in many cases, a resource for helping younger family members make prudent financial choices.

Looking forward to 2025 and beyond, we at Anchor have committed to a new internal goal: to help families cultivate a lasting legacy that fosters financial responsibility in the generations that follow. This initiative means focusing on how to teach children and grandchildren to handle wealth responsibly—whether that involves helping a young adult save for a first home, guiding a 30-something entrepreneur launching a new business, or providing a 40-something parent with strategies to fund a child’s education. By proactively empowering the next generation with the tools and knowledge to manage their own financial futures, we help preserve the impact of everything you have worked so hard to build.

We invite you to include your children and grandchildren in conversations with us—regardless of their current income or assets. This effort is about planting seeds that will one day become strong, healthy trees under which future generations will find shade. With careful planning, your wealth can achieve the goals you envision, ensuring each successive generation understands how to nurture and grow the resources you leave behind.

As we mark 25 years of serving our clients, we are more committed than ever to the sentiment behind the Greek proverb: the idea that we invest today not just for our own comfort but for the benefit of those who will come after us. It is a privilege to stand alongside you in this effort, helping to cultivate new “trees” whose shade may comfort your loved ones for decades. Thank you for placing your trust in Anchor Investment Management. We look forward to the opportunities that lie ahead and the profound impact we can create together.

## Extending Our Reach Through Acts of Generosity

Just as planting trees is an investment in future generations, so too is answering the call to serve communities in need. Recently, several of our colleagues—Joy Watkins, Jill Kears, and Cheryl Henderson—led a remarkable effort to provide relief to families in Black Mountain, NC. With the help of our clients and friends in the Midlands, they collected 22 boxes of children’s items, winter coats, and sleeping bags—valued at approximately \$25,000—and delivered them to Adventures in Missions. This initiative, which included the support of Gary Snyder of Coats for Kindness, the Blythewood Rotary, Nina Greene of the Ladies Association of Columbia Country Club, and the Believers Class at Trenholm Road United Methodist Church, embodies the spirit of “better together.” Adventures in Missions, based at Excel College, coordinates disaster relief and remains committed to a two-year recovery effort after Hurricane Helene left countless families without homes. Their “Christmas Blessing Event” provides gifts and decorated trees for those affected, ensuring renewed hope during a difficult season.

In that same spirit of giving, we also adopted a family in Hopkins, SC, for Christmas, through Families Helping Families. Spearheaded by Sandra Hastings in our office, this effort provided a single mother and her seven boys with new bicycles, clothing, and holiday essentials. While our contribution may be small on a global scale, we hope it made their holiday season brighter.

Whether delivering critical relief items in Black Mountain or adopting a local family for Christmas, these endeavors remind us that the seeds we plant today can offer shelter and comfort for those who need it most—echoing the ancient proverb that guides our mission at Anchor. We invite you to join us in nurturing this legacy of care and compassion, ensuring that every gift we give or action we take becomes part of a lasting investment in future generations.

At Anchor our mission is to keep your best interests in mind as we follow trends and events which can impact the economy and your investments. Declines in the market will occur and often present opportunities to invest in companies while they are “on sale.” Long term investment success depends on making a financial plan and acting continuously on that plan. If you have any concerns about the year ahead let’s review your goals and make sure that your investments are synchronized with that goal.

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