

## Chock Full of Noise

### Chock Full of Noise

2025 has been chock full of every news story that you could imagine: AI, Tariffs, Political unrest, Conflicts overseas and then some. With this much noise in the air, how do you stay focused? Better yet, what do you even focus on?

Our newsletter content here is designed to assist you in building a business that steers through market noise, political noise and other volatility. Instead of focusing on noise, we aim to provide guidance in focusing on what we CAN control. In building a successful and sustainable business, market volatility will occur, and staying steady is key. In times where there is lots of noise, what can you control? Your investment in your team, your investment in your product/service, and most importantly your investment in your customers.

As you enhance your product or service to better serve your customers, we have included some content related to AI, and potential ways to measure if it is suitable for your business, and which forms of AI might be suitable.

Here at HFS, we have begun utilizing AI software for note taking during our client meetings. Why have we done this? We wish to increase accuracy and detail in our note taking service, increasing clarity for our team members in the details of action items, and most importantly we wish to increase our focus solely on our clients in our meetings by maintaining a high level of engagement.

Check out our content, give us your feedback, let us know if you're using AI or have Tariffs affected you and how all this is working with your business. Or if something else is a struggle we would love to hear more about that.

Written by: Justin Hamlin, CFP®, AEP® and Todd Rohrer, CKP®, AIF®

These are the opinions of Justin Hamlin and Todd Rohrer and not necessarily those of Cambridge, are for information purposes only, and should not be construed or acted upon as individualized investment advice. Investing involves risk. Depending on the types of investments, there may be varying degrees of risk. Investors should be prepared to bear loss, including total loss of principal. The strategies discussed herein are not designed based on the individual needs of any one specific client or investor. In other words, it is not a customized strategy designed on the specific financial circumstances of the client. However, prior to opening an account, Cambridge will consult with you to determine if your financial objectives are appropriate for investing in the model. You are also provided the opportunity to place reasonable restrictions on the securities held in your account.

Cambridge does not offer tax or legal advice.

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Advisory services offered through Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor. HFS Wealth Advisors and Cambridge are not affiliated.



**HFS Wealth Advisors**  
HFS Wealth Advisors

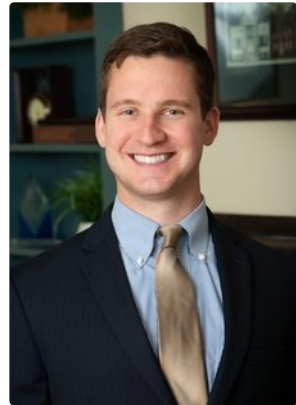
[330-659-7140](tel:330-659-7140)  
[hfswealthadvisors@hfswa.com](mailto:hfswealthadvisors@hfswa.com)  
[www.hfswa.com](http://www.hfswa.com)



**Patrick Hammer, MSFS, AEP®**  
Sr. Client Advisor and President Partner  
[330-659-7140](tel:330-659-7140)  
[hfswealthadvisors@hfswa.com](mailto:hfswealthadvisors@hfswa.com)  
[www.hfswa.com](http://www.hfswa.com)



**Todd Rohrer, C(k)P®, AIF®**  
Client Advisor  
[330-659-7140](tel:330-659-7140)  
[trohrer@hfswa.com](mailto:trohrer@hfswa.com)  
[www.hfswa.com](http://www.hfswa.com)



**Justin Hamlin, CFP®, AEP®**  
Client Advisor  
[330-659-7140](tel:330-659-7140)  
[jhamlin@hfswa.com](mailto:jhamlin@hfswa.com)  
[www.hfswa.com](http://www.hfswa.com)

[Schedule a meeting](#)

These are the opinions of HFS Wealth Advisors and not necessarily those of Cambridge, are for information purposes only, and should not be construed or acted upon as individualized investment advice. Investing involves risk. Depending on the types of investments, there may be varying degrees of risk. Investors should be prepared to bear loss, including total loss of principal. The strategies discussed herein are not designed based on the individual needs of any one specific client or investor. In other words, it is not a customized strategy designed on the specific financial circumstances of the client. However, prior to opening an account, Cambridge will consult with you to determine if your financial objectives are appropriate for investing in the model. You are also provided the opportunity to place reasonable restrictions on the securities held in your account.