

October 2026

THE PA REPORT

The Portfolio Advisors, Inc.
eNewsletter



Editor's Note:

October is here, bringing cooler weather, fall festivities, and a little Halloween spirit to the Central Valley! This month's e-newsletter features helpful financial insights, community highlights, and the latest from Portfolio Advisors Inc. We hope you enjoy the updates and wish you a safe and happy Halloween!

What to expect:

- News and Events
- Market Insights
- Resources
- Team Updates
- And more!

Central California Women's Conference

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Our Mission: Enriching Lives Through Transformative Action



Beyond the Goal — Our Experience at CCWC 2026

On September 15, 2026, Portfolio Advisors Inc. proudly participated in the Central California Women's Conference (CCWC) as this year's Opening Session Sponsor. The conference brought together women from across the Central Valley for a day of inspiration, professional development, and meaningful connections. This year's theme, "Beyond the Goal," celebrated the importance of perseverance, personal growth, and the relationships that help us move forward.



A Memorable Experience Meeting Mia Hamm

One of the most exciting moments of this year's conference was the opportunity for our team to meet Mia Hamm, two-time Olympic gold medalist and FIFA Women's World Cup champion.

Known for her remarkable soccer career and leadership both on and off the field, Mia brought a special energy to the conference. Meeting her was a memorable experience for our team and a highlight of an already wonderful day.

[Read more on the event](#)

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ABC30 SEGMENTS

Watching Your Wallet:



What to know before getting involved with cryptocurrency

[Watch Video Here](#)



Budgeting during your college career

[Watch Video Here](#)

As we settle into the fall season, AJ Flores, CFP®, shares helpful financial tips on two important topics: what to consider before getting involved with cryptocurrency and how to manage your money during college. Whether you're exploring new investment opportunities or learning to balance expenses as a student, AJ offers practical guidance to help you make informed decisions and build a stronger financial foundation.

We're thankful for the opportunity to help educate and support our Central Valley community through trusted financial guidance and timely financial planning insights.



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QUARTER 3 MARKET UPDATE

By AJ Flores, CFP®

September gave investors an unusual mix of news. Technology stocks had a strong month, while much of the rest of the market struggled. Interest rates moved higher, bond prices fell, and rising energy costs added another complication to an inflation picture that was already proving to be pretty sticky. In other words, there was plenty going on beneath the headline numbers.

Here's a quick look at what mattered.

Markets Didn't All Move Together

September was a good reminder that "the stock market" isn't really one thing. The technology-heavy Nasdaq 100 gained about 3.2% during the month, helped by continued strength in AI and semiconductor companies.

Elsewhere, results were much weaker:

- The S&P 500 declined about 0.5%
- The Dow Jones Industrial Average fell about 4.3%

Smaller companies also struggled as higher borrowing costs weighed on businesses that tend to be more sensitive to interest rates.

That kind of divergence can be easy to miss when a handful of large technology companies are doing well. It is also one reason we continue to believe diversification matters. The part of the market leading today will not necessarily be the part leading next year.

The Fed Raised Rates Again

The Federal Reserve raised short-term interest rates by a quarter percentage point in September, bringing its target range to 3.75%–4.00%.

The reason is fairly straightforward: inflation remains higher than the Fed would like, while economic activity has continued to hold up reasonably well.

Higher rates can eventually help cool inflation, but they also make borrowing more expensive. Mortgages, auto loans, business financing and other forms of credit can all feel the effects.

For savers, there is another side to that equation. Higher rates can also mean more attractive yields on cash and shorter-term bonds. As usual, there are tradeoffs.



Energy Prices Complicated the Picture

Diesel prices rose above \$6 per gallon nationally during September as the conflict involving Iran continued to disrupt global energy markets. You may never buy a gallon of diesel yourself, but you still feel its price.

Trucks move groceries, building materials, packages and just about everything else we buy. When transportation becomes more expensive, some of those costs can eventually find their way into the prices consumers pay. That is one reason energy remains important to the inflation conversation.

Bonds Had a Difficult Month Too

Normally, investors think of bonds as the calmer part of a portfolio. September was a reminder that they can move around too. The yield on the 10-year U.S. Treasury moved sharply higher during the month. When market interest rates rise, prices on existing bonds generally fall, particularly bonds with longer maturities.

There is a silver lining for long-term investors: higher yields mean newly issued bonds can offer more income than they did when rates were lower.

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QUARTER 3 MARKET UPDATE

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What Does This Mean for Your Plan?

Probably less than the headlines might suggest. We are paying attention to inflation, interest rates and energy markets because they affect the economy and financial markets. But none of those developments, by themselves, tell us what markets will do next.

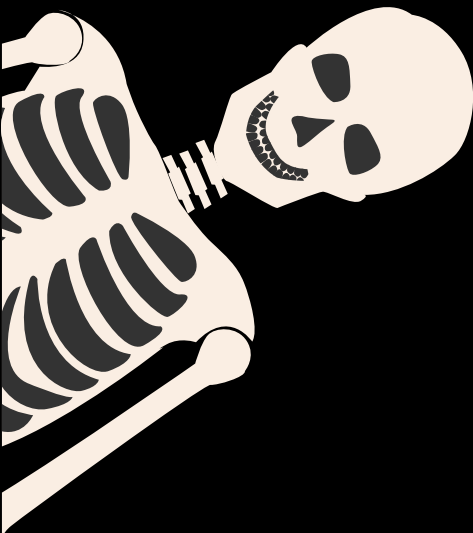
Our focus remains on whether your portfolio fits your goals, whether you have enough liquidity for upcoming needs, and whether changes in interest rates create opportunities or challenges elsewhere in your financial plan.

September gave investors plenty to talk about. October probably will too. Fortunately, a financial plan does not need to change every time the news does.

If you have questions about how higher interest rates, market changes or the current environment affect your own situation, we are always happy to talk through it.

Warmly,

AJ Flores and the Portfolio Advisors Team



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SHARE YOUR EXPERIENCE



"I've always felt that I receive excellent service and consistent, thoughtful communication from the team. Each meeting with my advisors leaves me feeling informed, reassured, and confident in the plan we've built together. I'm grateful for their professionalism, compassion, and long-standing commitment to my financial well-being."

Kathy W



"I have trusted Portfolio Advisor for more than two decades. Team has always been professional and trustworthy. Reporting and review meetings have always been easy to follow and all the data you need to make intelligent decisions. Thank you, Portfolio Advisors."

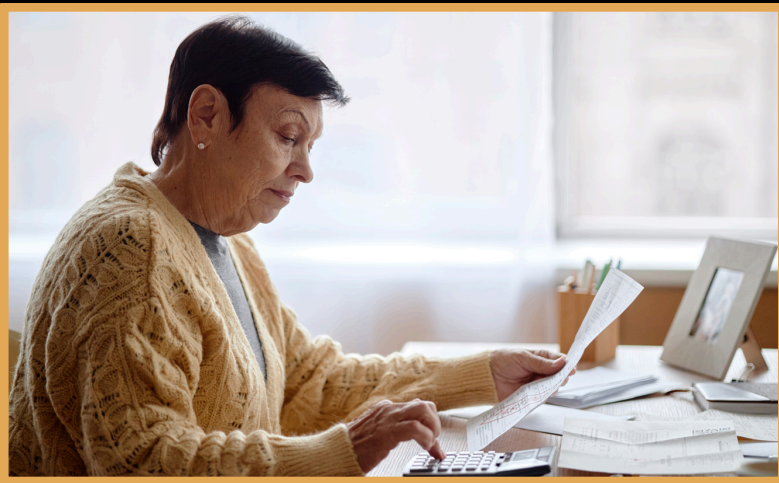
Damon S



We truly value your feedback and would love to hear about your experience with us! You're welcome to leave a **Google Review** by clicking below you can share a testimonial by emailing us at: andrew@portadvisors.com

[Google Review](#)

NEW BLOGS!



The Retirement Expenses Nobody Warns You About

A practical overview of how taxes impact your investments, including the difference between ordinary and investment income, how capital gains and dividends are taxed, and strategies like tax-loss harvesting and timing withdrawals to help reduce your overall tax burden.

[*Read more on the blog.*](#)

When Should You Start Giving Your Kids Their Inheritance?

A practical guide to understanding and managing investment risk, covering key risk types, diversification, and strategies like rebalancing and staying disciplined to support long-term portfolio growth.

[*Read more on the blog.*](#)



PORTFOLIO
ADVISORS INC.



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ONE TIME PLANNING SERVICES



Snapshot of comprehensive financial planning



We have designed our one-time planning services for individuals and families (non-clients) who want professional financial guidance without committing to an ongoing advisory relationship. These focused engagements address specific areas of your financial life—such as retirement planning, Social Security, tax return reviews, CalSTRS and CalPERS analysis, or investment portfolio second opinions. You'll receive personalized recommendations and actionable insights tailored to your unique situation.

Our Services



Tax Return Review



Social Security Review



CalSTRS/CalPERS Review



Investment Second Opinion



Estate Settlement Services

[Check Out Our Site To Learn More!](#)



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THE PA TEAM

Our team continues to expand and develop. This section provides an overview of both long-standing and new team members and serves as a resource for identifying the appropriate contacts for your needs. We're here to support you.



Tina Mistry, CFP®

✉ Tina@portadvisors.com

📞 559-432-8400 EXT 3

Tina is the **CEO & Senior Financial Advisor** of Portfolio Advisors Inc., where her primary focus remains on serving clients as a financial advisor and planner. With more than 17 years of experience in the financial services industry, she brings deep expertise, thoughtful guidance, and a client-first approach to every relationship. Tina is passionate about helping individuals and families make confident financial decisions, inspired by her firsthand understanding of how meaningful financial advice can positively shape long-term outcomes.

Contact me for:

- Advisory needs - I can address financial questions and deliver advice.
- Speaking opportunities - I can speak to a local group & present on a financial topic.
- Feedback - I am happy to listen to your suggestions on how we can improve.
- Referrals - I welcome warm introductions to those seeking an advisory relationship. (Always happy to meet over coffee!)



AJ Flores, CFP®

✉ AJ@portadvisors.com

📞 559-432-8400 EXT 2

AJ is a **Lead Advisor** at Portfolio Advisors Inc. and has been with the firm since 2014. He began his career at Portfolio Advisors as a part-time intern while completing his degree and has since progressed into increasingly senior advisory roles, bringing a deep understanding of the firm's planning philosophy and client-centered approach. As a Certified Financial Planner™ professional, AJ is committed to helping individuals and families navigate complex financial decisions with clarity. He focuses on delivering transparent, fiduciary-based advice.

Contact me for:

- Advisory needs - I can address financial questions and deliver advice.
- Speaking opportunities - I can speak to a local group & present on a financial topic.
- Feedback - I am happy to listen to your suggestions on how we can improve.
- Referrals - I welcome warm introductions to those seeking an advisory relationships



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THE PA TEAM CONT'D



Mckade Gleason

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☎ 559-432-8400 EXT 6

McKade is a **Paraplanner & Client Services Associate** at Portfolio Advisors Inc. and has been with the firm since June 2024. He now plays a key role in supporting both the advisory and client service teams. In his position, McKade assists with preparing financial plans, organizing client information, and supporting day-to-day service needs to help ensure a smooth and responsive client experience. He works closely with Advisors to support planning strategies and contribute to the firm's commitment to clear, client-focused financial guidance.

Contact me for:

- Service requests – I can process a variety of client service requests including deposits/withdrawals, account opening, initiating trades, and other administrative actions.
- Investment and planning/analysis – I conduct research on a variety of investment and planning topics to address client questions. I prepare financial plans, tax analysis, and create deliverables around other financial topics.



Jessica Woods

✉ jessica@portadvisors.com

☎ 559-432-8400 EXT 1

Jessica Woods is the **Client Services Manager & Compliance Associate** at Portfolio Advisors Inc. and has been with the firm for more than 15 years. In her role, Jessica oversees client service operations, supports regulatory and compliance processes, and helps ensure that clients experience a high level of care, consistency, and professionalism at every stage of their relationship with the firm.

Contact me for:

- Client service requests – I can process a variety of requests including deposits/withdrawals, account opening, account transfers, etc. I can also provide information regarding required minimum distributions, ongoing withdrawals/deposits, & general account information.
- Reporting & compliance questions – I can answer questions regarding our firm documents, fees/billing questions, online report portal questions, & general reporting preferences.



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THE PA TEAM CONT'D



Andrew Bounnavong

✉ andrew@portadvisors.com

☎ 559-432-8400 EXT 7

Andrew is the **Marketing Director** at Portfolio Advisors Inc. He brings a strong background in digital marketing, brand strategy, and operations, helping shape the firm's brand presence and enhance the overall client experience. Andrew works closely with leadership and the advisory team to support firm-wide initiatives, marketing strategy, and operational processes. His focus on thoughtful communication and brand consistency helps ensure the firm's values and client-first approach are clearly reflected across all touchpoints.

Contact me for:

- Content ideas - If you have content ideas for our newsletter, blog, & website, I would love to hear them!
- Client hosted events - Interested in co-hosting an event with us, centered around your interests & hobbies? We would love to collaborate!
- Reviews/Testimonials - Please send me your client reviews/testimonials! I can also assist with Google reviews!
- Opportunities - We welcome opportunities to spread the word about how we deliver financial planning!



David Murillo

✉ david@portadvisors.com

☎ 559-432-8400 EXT 9

David is a **Paraplanner** at Portfolio Advisors Inc. and joined the firm in June. As part of the advisory team, he helps prepare financial plans, organize and analyze client information, and support the planning work that happens behind the scenes. David works closely with our Advisors to help turn each client's financial picture into clear, actionable planning strategies.



Contact me for:

- Service requests - I can process a variety of client service requests including deposits/withdrawals, account opening, initiating trades, and other administrative actions.
- Investment and planning/analysis - I conduct research on a variety of investment and planning topics to address client questions. I prepare financial plans, tax analysis, and create deliverables around other financial topics.



THE PA TEAM CONT'D



Ulysses Godoy

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Ulysses is a **Paraplanner** at Portfolio Advisors Inc. and joined the firm in June of this year. As part of the advisory team, He helps prepare financial plans, organize and analyze client information, and support the planning work that happens behind the scenes. Ulysses works closely with our Advisors to help turn each client's financial picture into clear, actionable planning strategies.

Contact me for:

- Service requests - I can process a variety of client service requests including deposits/withdrawals, account opening, initiating trades, and other administrative actions.
- Investment and planning/analysis - I conduct research on a variety of investment and planning topics to address client questions. I prepare financial plans, tax analysis, and create deliverables around other financial topics.



Eleazar Aguirre

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Eleazar is a **Paraplanner** at Portfolio Advisors Inc. and joined the firm in June of this year. As part of the advisory team, he helps prepare financial plans, organize and analyze client information, and support the planning work that happens behind the scenes. Eleazar works closely with our Advisors to help turn each client's financial picture into clear, actionable planning strategies.

Contact me for:

- Service requests - I can process a variety of client service requests including deposits/withdrawals, account opening, initiating trades, and other administrative actions.
- Investment and planning/analysis - I conduct research on a variety of investment and planning topics to address client questions. I prepare financial plans, tax analysis, and create deliverables around other financial topics.



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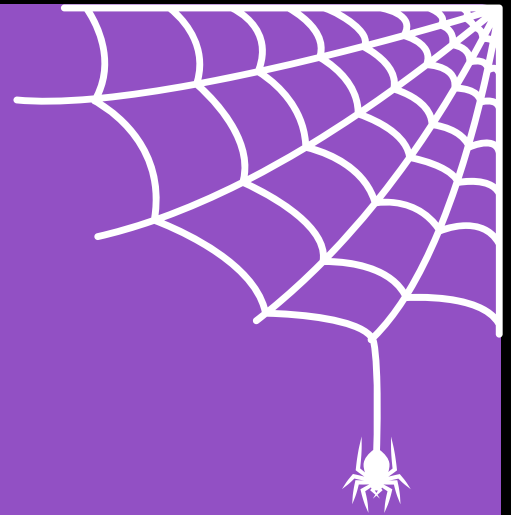
THE PA TEAM CONT'D



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THE WRAP-UP

October 2026

Monthly Highlights

CCWC 2026 Recap

Take a look back at the 2026 Central California Women's Conference as Portfolio Advisors Inc. celebrated another memorable year as the Opening Session Sponsor. From meeting keynote speaker Mia Hamm to Tina Mistry, CFP®, leading an engaging breakout session...

[Read More Here](#)

ABC Watching Your Wallet

Catch the latest edition of ABC30's Watching Your Wallet featuring AJ Flores, CFP®, as he shares practical financial tips on what to consider before investing in cryptocurrency and how college students can build healthy budgeting habits.... [Watch Here](#)

Quarter 3 Market Update

Take a look at our Q3 Market Update as we recap a month of mixed market performance, rising interest rates, and ongoing inflation concerns. Learn how these developments may affect investors and why staying focused on your long-term financial plan remains important... [Read More Here](#)

Thank you for being part of our network. Stay tuned for more educational events, firm updates, and resources to help you keep informed.

Share Your Experience

We truly value your feedback and would love to hear about your experience with us! You're welcome to leave a **Google Review** by clicking [here](#) or you can **share a testimonial** by emailing us at:

andrew@portadvisors.com

Office Closures

NOV

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