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BlueTrust



Spring 2026

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Money Doesn't Measure Your Worth

We live in a world that keeps score.

Income. Net worth. Home size. Vacation photos. The car in the driveway. The phone in your hand or the bag on your arm.

Whether we realize it or not, we are constantly being measured—and even measuring ourselves—by what we earn, spend, and own.



That pressure runs deep, even for Christians. We want to be good stewards and provide for our families. We want to make wise decisions. But too often, money quietly becomes a stand-in for our identity somewhere along the way.

When finances are going well, confidence feels easier. When money is tight, doubt creeps in. And when others appear to be winning, it's hard not to wonder what we're doing wrong. It isn't long before money stops feeling like a tool and starts feeling like a verdict.

But Scripture tells a very different story. Our worth was never meant to be measured in dollars.

The Subtle Lies We Absorb Without Realizing It

Comparison rarely shows up loudly. Instead, it usually slips in through everyday moments: a conversation about a new house, a scroll through social media, or hearing someone's upcoming plans. Even holiday letters filled with milestones and achievements can spark a feeling of not measuring up.

This comparison can stir up questions like: *Why don't I have that? Did I make the wrong choices? Why are we not further along?*

Our culture equates success with accumulation. It trains us to believe more money means more security, more respect, and more value. The message is simple: Build bigger barns, and you will matter more.

Scripture calls out that lie directly. In Luke 12:15, we read: "Beware, and be on your guard against every form of greed; for not even when one has an abundance does his life consist of his possessions." Yet it's easy to forget this warning when everyone else's highlight reel is on full display.

Why This Pressure Often Feels Heavier for Women

While comparison affects everyone, many women feel this pressure more intensely.

That's because women often carry the emotional and logistical weight of the household. They juggle careers, caregiving, schedules, relationships, household responsibilities, and volunteer commitments.

With so many demands on their time and energy, finances often fall to the bottom of the list of priorities. And even though women are fully capable of handling their finances, many still feel less confident when it comes to making long-term financial decisions. Some defer to a spouse. Others avoid the topic because it feels overwhelming.

Add in realities like the wage gap, a longer life expectancy, and career interruptions for caregiving, and it becomes easy to feel behind before we even begin. In a comparison-driven culture, those circumstances can lead to feelings of insecurity and even shame. And shame has a way of convincing all of us that our financial life defines our value and identity.



What Scripture Says About Our Worth

Fortunately, God never ties our identity to our income. He has established our worth long before we receive our first paycheck. As Ephesians 2:10 says, "For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand so that we would walk in them."

We lose sight of this truth when we allow money to become our measuring stick. But Scripture keeps pulling us back to a different foundation: the idea that money is to be used for stewardship, not ownership.

When we see ourselves as stewards, we are more easily able to find our identity in heavenly eternal treasures, not earthly temporal ones. So, how do we change the focus and break the trap of comparison?

1. Interrupt the comparison cycle early.

Comparison always begins as a thought. It's a quiet voice that slips in unnoticed and whispers often untrue things to us.

Scripture tells us to take responsibility for ourselves and avoid comparison with others. "Each one should test their own actions. Then they can take pride in themselves alone, without comparing themselves to someone else, for each one should carry their own load" (Galatians 6:4-5).

When we notice comparison creeping in, it's helpful to pause and ask ourselves: *Where did that thought come from? What is it trying to convince me of? Is it drawing me closer to God or pulling me away from His truth?*

2. Replace comparison with gratitude.

Comparison feeds on what we don't have. Gratitude redirects our attention to what we do have.

This approach isn't about denying reality or pretending finances are always easy. Instead, it's about choosing perspective over panic.

When comparison starts whispering, intentionally name what God has already given you. That may include a roof over your head, food on your table, people you love, or work you're passionate about.

It's helpful to remember that by definition we are all rich—because we each have more than we need.

3. Define what “enough” means for you.

One of the most powerful ways to escape comparison is to define how much is enough. If we never determine our financial finish line, then we'll always feel behind. There will always be someone with more—a bigger house, a better vacation, a newer car, a higher income.

Scripture addresses this concept of enough in Ecclesiastes 5:10: “Whoever loves money never has enough; whoever loves wealth is never satisfied with their income.”

Enough isn't a number. It's a posture and an attitude. It's deciding what kind of life God has called us to live and choosing to live it with contentment.

4. Everyone is walking their own path.

Comparison assumes everyone is running the same race, but we know that God writes individual stories with different callings, seasons, timelines, joys, and challenges.

Some people build businesses. Some build families or ministries. Others build quiet lives of faithfulness no one ever sees.

All of it matters. None of it is interchangeable. When we compare our life to someone else's, we're comparing different assignments and seeing only part of the picture.

5. Create space for wiser questions.

Instead of asking, *Why don't I have what they have?* or *Why have I not reached their level of success?* try questions that recenter your perspective, like:

- » *What has God entrusted to me right now?*
- » *What does faithfulness look like in this season?*
- » *Where is He inviting me to grow?*
- » *What is the next wise step?*

These questions move you forward. Comparison keeps you stuck.

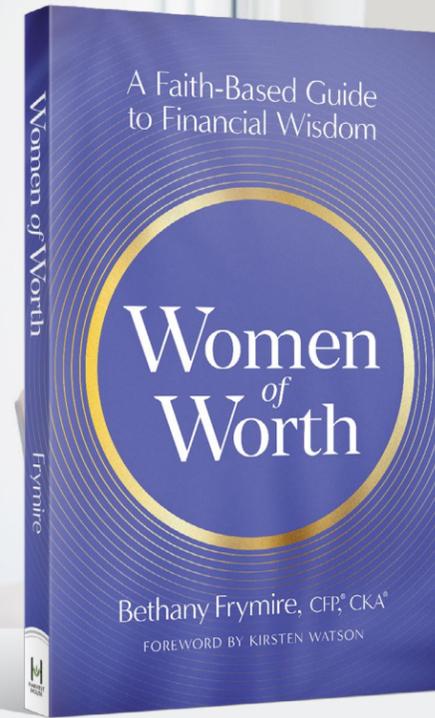
The Confidence God Is Building in You

Our confidence in God doesn't come from comparison. It comes through dependence and perseverance—through learning and surrender. Confidence grows when we stop asking, *How do I measure up?* and start asking, *Am I faithfully following God and stewarding what He has entrusted to me?*

God isn't waiting for us to get our finances perfectly aligned before He can use us. He's presenting opportunities to us now—no matter where we line up financially.

You are not late. You are not invisible or behind. You are a child of the King. And your identity and worth were never up for debate.

"One of the most powerful ways to escape comparison is to define how much is enough."



Find Financial Freedom and Know Your Worth

Maybe you've grown up with an unspoken message that you aren't enough, aren't called to lead, and aren't capable of handling your finances. Before her journey to becoming a professional financial advisor began, this is how author Bethany Frymire felt.

But then she discovered that God had so much more for her. And He has more for your life too!

In her new book, *Women of Worth*, Bethany encourages and equips women to tackle finances with intentionality. In an affable manner that speaks directly to the heart, she shares not only relatable and heartwarming stories but also the tools and strategies that give women the confidence to say yes to whatever God has planned—in finances and beyond.



Preorder your copy of Bethany's new book on Amazon or request a copy from your Blue Trust advisor.

Book Excerpt:

We, as women, so many times—in fact, I would say most of the time—don't give ourselves enough credit. We stand back, timid and uncertain, and we don't step forward into the destiny God has for us. We experience unique challenges that men don't understand or experience, just as men experience challenges that we don't understand. Because God crafted us differently, uniquely, and on purpose ... to make a difference for His kingdom.

If you've wondered if you could step forward at school, work, church, or in any area of your personal life, the answer is 100 percent, yes. Absolutely!

Can we really step out of our comfort zones to make an impact? To leave a legacy?

The answer is a wholehearted yes.

If God has called you, He will equip you. You are an ezer kenegdo — a life-giving, gifted, and highly favored image-bearer of the one true God. Women have an irreplaceable role to play. God has gifted us with fierce devotion, an ability to suffer great hardships and keep moving, and a vision to make the world a better place.

Sisters, let's not walk with our heads down quietly. Let's rally and encourage each other to know that God has a very special and specific purpose for us, and I want to fulfill every ounce of that purpose while I'm here on this earth.



Where Estate Plans Often Go Wrong

For many families we work with, estate planning is rarely about a lack of options. Rather, it is about navigating complexity without creating adverse outcomes.

Wealth in estate planning amplifies both opportunity and risk. Well-intended decisions can trigger tax exposure, family conflict, loss of control, or long-term consequences that are difficult to reverse. Many of the most damaging outcomes are not the result of negligence but of assumptions that go unexamined.

Here are some of the most common estate-planning landmines we see among families and how to approach them thoughtfully.

*"A good person leaves an inheritance for their children's children, but a sinner's wealth is stored up for the righteous."
— Proverbs 13:22*

01. Treating Estate Planning as a Onetime Event

One of the most common mistakes is assuming that an estate plan, once drafted, is complete. Changes in net worth, liquidity events, marriages, births, deaths, charitable priorities, or tax law can quickly age an estate plan and render the outdated plan ineffective or even harmful. For example, beneficiary designations may no longer align with trust documents or the overall estate plan. Strategies that once minimized taxes may no longer be optimal.

A better approach: Treat estate planning as an ongoing process, not a onetime event. Schedule periodic reviews, especially after major life or financial events, to ensure your plan still reflects both your circumstances and your intent.

02. Starting with Tactics Instead of Purpose

Families are often introduced to estate planning through advanced techniques: trusts, entities, gifting strategies, and tax structures. While these tools are valuable, starting there can obscure the bigger picture.

Without clarity around purpose, sophisticated planning can feel disjointed or overly mechanical. Families may default to equal distributions or legacy structures that no longer reflect their values, relationships, or convictions.

A better approach: Begin with the "why" behind your estate decisions. Who are the people and causes you want your wealth to help and impact? What outcomes are you hoping to support, protect, or avoid? Tactics should follow purpose, not replace it.

03. Assuming Equal Means Fair

Dividing assets equally among heirs is often seen as the safest path. However, in practice it can create unintended consequences, especially in families with diverse circumstances.

Differences in maturity, financial responsibility, health needs, marital situations, or vocational calling can mean that equal distributions produce unequal outcomes. In some cases, they may undermine work ethic, fuel resentment, or place pressure on family relationships.

A better approach: Distinguish between equality and wisdom. Thoughtful estate planning considers the impact of assets on each beneficiary, not just the math. When distributions are unequal, clarity and communication become even more important.

04. Choosing Trustees for Comfort, Not Capability

Choosing a trustee is one of the most consequential decisions in estate planning, yet it is often made quickly or emotionally. Many families default to a spouse or adult child without fully considering the demands of the role.

Trustees are responsible for administration, investment oversight, tax compliance, beneficiary communication, and fiduciary liability. When family members are chosen but unprepared or conflicted, the result can be stress, resentment, or mismanagement.

A better approach: Evaluate trustee selection objectively. Consider experience, capacity, availability, and relational dynamics. In many cases, a professional trustee or a directed-trust structure can provide neutrality and continuity while still involving family members in advisory roles.

05. Ignoring Liquidity and Concentration Risks

Our clients' estates are often concentrated in businesses, real estate, or other illiquid assets. Without proper planning, heirs may inherit assets they cannot manage, divide, or maintain.

This gap in planning can force the sale of a family business or property under unfavorable conditions or create conflict among beneficiaries with different priorities or abilities.

A better approach: Plan intentionally for liquidity and specific asset succession. Consider how expenses, taxes, equalization among heirs, and ongoing management will be handled. Align asset disposition with the capabilities and desires of the next generation.



06. Leaving Surprises Instead of Clarity

Silence is one of the most underestimated risks in estate planning. When families avoid conversations about intent, beneficiaries are left to interpret decisions without context.

Surprises, especially around unequal distributions, charitable gifts, or control structures, often lead to confusion or conflict. Many families discover too late that the time for explanation has passed.

A better approach: Consider intentional communication, such as a family conference, to share the broad framework of your plan and the reasoning behind it. Transparency does not require full disclosure, but it does require honesty and care.

07. Overlooking Personal and Practical Details

Even the most technically sound estate plan can fail in moments of transition if personal details are overlooked. Funeral preferences, document locations, account access, and key contacts are often left undocumented.

This oversight forces loved ones to make decisions under stress and uncertainty, compounding grief with logistical burden.

A better approach: Document personal wishes and practical information alongside legal planning. Preparing guidance for the first days and months after death is a final act of stewardship and love.

Blue Trust has developed a *Home-Going Planning Guide*—a resource with checklists and guidelines to walk you through these decisions step-by-step. Ask your advisor for a copy if you do not already have one.

Putting the Plan in Perspective

Estate planning is not simply about transferring wealth efficiently. It is about sharing values, preserving clarity, and aligning resources with long-term purpose.

Avoiding these common pitfalls requires more than legal documents. It requires reflection, ongoing review, wise counsel, and a willingness to engage in meaningful conversations now rather than leaving others to navigate uncertainty later.

At Blue Trust, estate planning is approached as a stewardship process, integrating financial expertise with biblical wisdom. The goal is not just to minimize risk but to help families move forward with confidence, clarity, and care for the generations who follow.

Your feedback matters to us.

We're always looking for ways to improve and serve you better. Scan the QR code to take a quick survey and let us know what you're enjoying and what you'd like to see more of in future issues.



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Blue Trust advisors apply biblical wisdom and technical expertise to help clients make wise financial decisions to experience clarity and confidence and leave a lasting legacy. With over \$62 billion of assets under advisement and a nationwide network of 19 offices, we offer comprehensive financial services and objective advice to more than 11,000 clients across the wealth spectrum in all 50 states (as of 12/31/2025 and subject to change).

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Investment Perspective

Corporate Engagement

Corporate engagement refers to the way shareholders or their representatives communicate with and influence a company's management and board of directors. The goal is to ensure shareholder interests and values are thoughtfully considered in how a company operates and plans for the future. At Blue Trust, we engage with companies to encourage business practices that reflect human dignity, responsible leadership, and long-term flourishing.

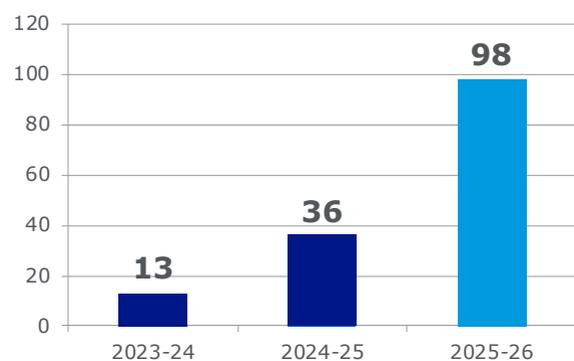
Growing Engagement, Growing Impact

Over the past three years, our corporate engagement program has grown from an idea into a platform that nearly 2,000 clients leverage through Access Portfolios, growing our collective public equity ownership to over \$4 billion.¹ With that growth, our engagement impact is expanding, and we're pleased to see God using the collective voice of our clients to shape the culture around us. We've seen significant victories in protecting children, the vulnerable, and religious liberty; reducing discrimination; and depoliticizing corporations.

2025 Corporate Engagement By the Numbers

- » Total proxy votes cast: **25,648**²
- » Total engagements pursued: **389**³

Shareholder Proposals Created



Total proposals created by Bowyer Research, our lead partner on proposals. Not all of these proposals are directly linked to Blue Trust clients but are part of our entire coalition victories.

Companies Engaged

AbbVie, Airbnb, Allstate, Alphabet, Amazon, Amgen, American Express, Apple, AT&T, Bank of America, Best Buy, BJ's Wholesale Club Holdings, BlackRock, Boeing, Capital One, Caterpillar, Chevron, Chipotle, Cisco, Citigroup, ConocoPhillips, Cummins, Deere, Dell, Delta Air Lines, Disney, DocuSign, Dominion Energy, East West Bancorp, Exxon Mobil, Freeport McMoRan, GE Aerospace, General Dynamics, General Motors, Gilead, Goldman Sachs, Halliburton, HPE, Home Depot, IBM, Intel, J.M. Smucker, Johnson & Johnson, Lockheed Martin, Marriott, Mastercard, McDonald's, McKesson, Merck, Meta, Microsoft, Mondelēz, Morgan Stanley, M&T Bank, Netflix, NextEra Energy, Nike, Nvidia, Oracle, Paychex, PayPal, Pepsi, Philip Morris, Procter & Gamble, Qualcomm, Regions, RTX, Salesforce, S&P Global, Snowflake, Starbucks, Tesla, Texas Instruments, Tractor Supply, Truist, Verizon, Visa, Walmart, Webster, Western Alliance, and Zions

Recent Examples of Corporate Engagement in Action

- » **Apple Improved Protections for Minors:** After more than a year of engagement, Apple expanded its default safety settings to cover all minors under the age of 18, an increase from the previous threshold of 14. We are encouraged by this step and hopeful it will help protect more children from explicit and inappropriate content.
- » **Tesla Increased Transparency on Human Rights in Global Supply Chain:** Through sustained engagement, Tesla began a long-requested dialogue with investors and increased transparency regarding labor rights risk management across its supply chain. Shareholder advocacy contributed to a more collaborative posture and greater clarity around the company's audit, remediation, and partnership efforts to support responsible labor practices aligned with investor and faith-based values.
- » **General Motors Addressing Uyghur Forced Labor:** General Motors has been flagged for potential forced labor exposure through its supplier network in China's Xinjiang region. While the company has taken some preventive measures, our partner continues to press for third-party audits to improve verification and strengthen protections.

The Current Proxy Season

Annual shareholder meeting season is underway, with most meetings taking place between April and June. On the next page is an overview of our ongoing engagements. We invite you to join us in praying for these opportunities and the many conversations ahead.

- » **Combating Generative AI Pornography of Minors:** We're actively engaging several payment processing companies, including Visa and Mastercard, to ensure that they are not processing payments for illegal explicit content on the web.
- » **Protecting Young Viewers:** Netflix continues to produce programming intended for children that is overtly sexualized and inappropriate. Ongoing engagement continues to press Netflix to mitigate this content, which alienates many of its customers and hurts the bottom line.
- » **Companies Funding Gender Transitions for Children:** Many companies continue to provide funding for their employees' children to access puberty blockers, which are widely used 'off label' and unsupervised to prevent puberty and "transition" genders.

To learn more about corporate engagement opportunities, please reach out to your Blue Trust advisor.

Throughout this proxy season and 2026, our partners are focused on:

- » Addressing politically motivated debanking practices
- » Ensuring neutrality in corporate charitable partnerships
- » Preventing viewpoint-based exclusion in employee gift-matching programs
- » Strengthening protections for children online
- » Advancing fair and nondiscriminatory workforce policies
- » Opposing practices that enable abortion and child exploitation
- » Reducing costly sustainability initiatives driven by signaling rather than impact
- » Promoting political neutrality across vendor relationships and advertising
- » Evaluating operational and regulatory risks tied to China exposure

¹ As of as of 12/31/2025.

² Data from Access Portfolios Proxy Voting Report 2025. If desired, request a copy from your advisor.

³ 2025 Brightlight 110, Bowyer Research 289 = Total 389 - per emails from Jolyon Smith at Brightlight and Hope Crock at Bowyer



Fourth Quarter Economic Review

Despite geopolitical conflict, tariff volatility, and the longest government shutdown in U.S. history, markets proved resilient in 2025, with the S&P 500 rising 18%. Looking ahead to 2026, investors face a complex but opportunity-rich environment shaped by fiscal policy, trade dynamics, monetary policy, and technological advancement.

Government shutdown risk remains elevated, though history suggests limited long-term market impact. Tariff policy continues to create uncertainty, particularly as the Supreme Court reviews the administration's legal authority, but trade negotiations and a tentative U.S.-China truce provide some stability. The Federal Reserve enters 2026 balancing softening labor conditions against inflation that remains above target, with employment likely becoming the dominant focus and rate cuts expected to continue.

Economic growth should benefit from fiscal stimulus, easing monetary policy, and productivity gains driven by artificial intelligence. However, affordability pressures and uneven consumer strength pose risks, especially for lower-income households. In this environment, disciplined, diversified investing remains essential amid both optimism and volatility.



To view the entire economic newsletter, scan here.



Principles-Based Investing



Applied Wisdom

We believe that applying principles can improve the chance of successful investment outcomes.



Uncertainty

Provision against an uncertain future is a reason to save and invest.



Human Productivity

Wealth is created as a result of human productivity. Productivity is the combination of human creativity and natural resources.



Leadership & Governance

Leadership significantly influences the productivity of the people they lead. Environments with greater civil and economic freedom tend to provide increased fertile ground for investment.



Instability

Markets and economies are not stable, and provisions against uncertainty may fail. Risk needs to be managed through diversification.



Inherent Value

Investors and markets are not always rational. Opportunities or risks can be identified when a disciplined valuation process is used to determine the inherent value of an investment.

Three Pillars of Our Investment Approach

Based on the principles above, the strategies we build exhibit these characteristics:

01. Growth

Markets with faster economic growth

02. Valuation

Assets priced appropriately

03. Diversification

According to your time horizon & cash flow needs

About Blue Trust

Blue Trust advisors apply biblical wisdom and technical expertise to help clients make wise financial decisions to experience clarity and confidence and leave a lasting legacy. With over \$62 billion of assets under advisement and a nationwide network of 19 offices, we offer comprehensive financial services and objective advice to more than 11,000 clients across the wealth spectrum in all 50 states (as of 12/31/2025 and subject to change).

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