

00:00:00:10 - 00:00:30:22

Ralph Bender

I got to tell you, today's presenter, um, is Katrina Jacobs. She has been one of my favorites, uh, favorite people to work with since I got to meet her. I don't know, but she goes back five or six years now, if I'm not mistaken. Um, but, uh, she's she and tries to become a good partner for Enduring Wealth Advisors® and they have this presentation finding and funding your “why”: a seminar for women, that I'm so privileged that she's agreed to deliver for us.

00:00:30:22 - 00:00:36:09

Ralph Bender

So that being said for me off thank you.

00:00:36:09 - 00:00:54:04

Katrina Jacobs

Well, thanks for the introduction and for your partnership and for all that you do to educate your clients. It's a really great thing that you and your team do, and I know it's a lot of work, but I'm sure they all appreciate it. So with that today, we're going to talk about finding and funding your why. And the why is really important.

00:00:54:04 - 00:01:12:21

Katrina Jacobs

We feel like if you have a “why” and it's good for all kinds of reasons, it helps you plan better. It helps you kind of achieve the goals that you want to achieve and frankly, just helps keep you sharp longer. So having a Why is very important at any stage in your life and understanding your Why is really critical to then every next step.

00:01:13:07 - 00:01:38:12

Katrina Jacobs

So with that in mind, I want you all to think about your Why. My why is really my family. So I am the primary breadwinner. I have a lot of responsibilities, but just given what I grew up with, which was a relatively lower middle class household and no help really in terms of going to college, I had to put myself through school and I don't want my son to be in that situation.

00:01:38:12 - 00:01:55:05

Katrina Jacobs

I never want us to have to stress financially. So for me, my why is my family and making sure we feel secure and that we can do everything that we want to do as a group. So we're going to talk about what's your why different ways that people have in different ways to kind of move ahead. So with that in mind, we're going to look at three topics.

00:01:55:05 - 00:02:17:00

Katrina Jacobs

So why now? Why are we talking about your why and then really getting into kind of figuring it out? What's your motivation? And just discover some behavior and actions that you can take just to get your Why to become a reality and how to fund

that. So with that in mind, we're going to dig into the why now and why this may feel like a history course.

00:02:17:00 - 00:02:40:14

Katrina Jacobs

So on the next page you'll see we've come a long way, baby. So, you know, women back in 1920 couldn't even vote. Right? And now you see women high profile all the time. So a lot has changed in a short amount of time. Back in, was it 90, you know, what was it, 19? What year did we finally get to the oh yeah, the Equal Credit Opportunity Act, 1974.

00:02:40:22 - 00:03:03:21

Katrina Jacobs

So prior to that, you had to have your husband fill out any paperwork if you wanted a loan. So you think about how much we have far we've come. But there's still a lot of issues that face women, even despite all the progress that we've made. So we're at the point now that a few years back in 2016, we actually had women controlling more wealth than men for the first time in U.S. history.

00:03:04:04 - 00:03:36:09

Katrina Jacobs

But that number is just going to continue to grow. So it's very important for women to understand financial aspects of their life and how to achieve their goals long term. So we did notice that despite the fact that the generation of baby boomer women have really surpassed men's wealth already, but early on in life, just given how long it's taken us to get where we are now, they may not have been given an example of how they need to kind of insert themselves into their finances and have a heavy involvement in it.

00:03:36:15 - 00:03:55:24

Katrina Jacobs

So because of that, it's those lessons learned early on in life that tend to kind of stick with us. So what we want to do is just have a discourse about some of the ways we can adjust our thinking and some of the reasons that women need to adjust it a little bit more than men. So on the next page, you'll see a little bit of the unique financial challenges facing women.

00:03:55:24 - 00:04:18:23

Katrina Jacobs

So none of this is news to us, even though we've come a long way. Women still, on average earn \$0.84 on the dollar. For every dollar that man earns. It's worse, unfortunately for women of color, where that's more like 57 to \$0.64 on the dollar, despite the fact we earn less, we live longer. So on average, you can expect the women to live five years longer than men.

00:04:19:06 - 00:04:40:24

Katrina Jacobs

And coupled with the fact that we're seeing divorce become more common in women over the age of 65, those rates have doubled. So we call it the graying of divorce. So chances are you need to get a little bit more invested in your finances so that

you can sustain your needs as you live longer in life because you are likely to outlive the men that you know.

00:04:40:24 - 00:04:48:21

Katrina Jacobs

So sorry, Ralph and Mark for that. I'm like happy news. But, you know, while.

00:04:49:20 - 00:05:13:17

Ralph Bender

We can and we can attest to due to the mortality as it as it exist within our own client base, I mean, in the past year, we've had a handful of of clients who passed on. And I think it's been universally the men, you know, if they were in if they were married, in every case we're dealing with with the woman as a survivor.

00:05:13:24 - 00:05:36:08

Ralph Bender

And that's where some of these issues become really important in many in some of these cases, we're having to go in and and help them understand what's actually happening and what's been going on, despite the fact that they've participated in meetings with us. There's a lot that they have to learn. And so I've heard it. I can attest to that.

00:05:36:08 - 00:05:39:05

Ralph Bender

The women are seem to be seem to be living longer.

00:05:39:05 - 00:06:00:03

Katrina Jacobs

Oh, yeah, yeah. And it's I mean, exactly what you are saying is kind of the reason why we're doing this. Right. Like a lot of times the women are not involved in the financial discussion. I mean, luckily, it sounds like your clients are and that's great. But a lot of women are not involved. And it's rare that a lot of women feel like their spouses are just better equipped to handle these discussions.

00:06:00:03 - 00:06:21:21

Katrina Jacobs

So 82% of women say that. Now, I don't say that, but but 82% of women I'm in that minority here. And you would think, though, that, you know, as we see kind of people getting more progressive with the next generation, that if you look at the millennials, maybe they would think differently, but still actually more of them leave the financial discussions and decisions up to their husbands.

00:06:21:21 - 00:06:42:21

Katrina Jacobs

So they're talking in about 51% versus the Gen Xers. And baby boomers are less of that. So it is interesting how many women don't feel as confident really being involved in these financial discussions, but it's very critical for them to do so, so that when their spouse passes, you don't want that to be the first time. You're kind of understanding the plan.

00:06:43:02 - 00:06:59:19

Katrina Jacobs

And so often, like you said, like what happens sometimes is the women are really uncomfortable with the plan that they're left with, like they would not have made the same decisions. And that's not the position you want to be. And we just had such a great loss, right? So really just kind of getting involved early, understanding the plan.

00:06:59:19 - 00:07:18:12

Katrina Jacobs

All of this is really important to women and really to everyone. So so as we look then ahead on the next slide, you'll see some more facts and figures. Eight out of ten women will be solely responsible for their financial well-being at some point. So now more and more women are not getting married. So that's going to be the case.

00:07:18:21 - 00:07:43:02

Katrina Jacobs

Other times, as we already discussed there, say, what is it? I think it's over 40% of women over the age of 65 are divorced. So that's a pretty big stat. And, you know, you're just more likely to be widowed earlier. Right. So when they look at age 65 or older, they they saw that what was it, 40% of women are widowed, but only 30% of men.

00:07:43:12 - 00:07:57:08

Katrina Jacobs

So, again, not surprised that you're seeing that some of your trusted clients and valuable clients didn't pass and it was the man. So so now, Boomer, obviously we don't want to think about mortality, but unfortunately it is a reality. And so it's more about.

00:07:57:16 - 00:08:19:12

Ralph Bender

And we do it and we do try to make sure that that we have those conversations with everybody that we work with. We try to get the both spouses involved in all the conversations. And it's not it's not 100% that it's the that's the man that makes the decisions. Don't get me wrong. I mean, there's many, many of the women that we have as clients are very involved in the process.

00:08:19:12 - 00:08:27:07

Ralph Bender

And sometimes they take the lead. But but it's it's important that that everybody understands this stuff, not just the women, but.

00:08:28:02 - 00:08:50:09

Katrina Jacobs

Yeah, no, it's true. I mean, in one of the various studies that we conducted, they found that it was 59% of women really wish or whether they're widowed or divorced, just wish they had been more involved. Those long term decisions and not waited till the event occurred. So I witnessed my grandparents growing up and my grandpa was really kind of like the decision maker as it came to their finances.

00:08:50:21 - 00:09:10:16

Katrina Jacobs

And I'm sure my grandma wished she had been more involved, but she actually found it fun when she had to kind of take that we all she really loved stocks and she really loved when she'd see, you know, splits happen and dividends get paid. So but I'd say she was more atypical in terms of like that zest for it once it fell on her shoulders to be responsible for it.

00:09:10:24 - 00:09:37:03

Katrina Jacobs

And one thing that we find out is usually like whatever roles people take on early in the relationship, they kind of tend to stick. So one of you might be one more like the household CFO, but the other one's more involved in the long term investment decisions, and that usually stays that way. So just as much as possible, a bit of what you'll hear just about trying to like make your voice heard, but also understand the plan and the why and how it relates to the plan.

00:09:37:16 - 00:10:05:01

Katrina Jacobs

So, you know, if you are the one that already invested or making all those long term investment decisions fantastic. One thing we like to tell people is please pass that on to your loved ones, because whatever you learn early in life, you'll tend to repeat. So if you have already done a great job with your investments over time and you've got children and grandchildren and nieces, whatever, try to encourage them to get more involved so that they can follow your better path.

00:10:05:01 - 00:10:34:22

Katrina Jacobs

And then maybe you need to get your husband a little bit more involved in some of the decisions. So so with that, we can kind of move on a little bit to the next slide. And one thing that we are seeing and I'd already mentioned the millennials before, are not to put down millennials, but one thing that we're seeing is that even though millennial women are actually more educated than their male counterparts, they have lower income and they're not contributing as much as their male peers to their four one K's in retirement.

00:10:35:05 - 00:10:57:22

Katrina Jacobs

So that really equates to like 50% less in their 41k balances than their male counterparts. So that's a huge problem because as we all know, the earlier that you invest, the more that compounding takes effect and the more likely you are to reach your long term financial goals. So we need to do something about this savings gap that we're seeing with women, and we really need to kind of help educate.

00:10:57:22 - 00:11:17:16

Katrina Jacobs

And that's why I said, especially if you're a woman that is more involved in your finances and you have younger generations, that you can impart some of your wisdom to please do that, or if you're not interested in finance, please have them talk to

the team at Enduring Wealth and just help them educate them on some small steps they can take just to set themselves up for a better future.

00:11:18:02 - 00:11:45:06

Katrina Jacobs

So just really think about kind of how we can help those next generations really achieve the level of comfort that they should have in retirement. So the next thing that we're really going to do is kind of move on to, oh, sorry, I skipped over a slide. So one thing that we talked about is that women typically feel a little bit less confident in their ability to make these financial decisions and some of that is kind of gender roles and gender norms really have an effect on that.

00:11:45:06 - 00:12:04:09

Katrina Jacobs

So typically, of course, no, you know, it's not a broad stroke, but typically women take less risk than men. So what we found is that starts in early childhood. If you look at a playground and you look at kind of what people are saying to the girls versus what they're saying to the boys, they're more often to tell the girls, don't do that.

00:12:04:09 - 00:12:22:24

Katrina Jacobs

Be careful, slow down. Yeah, with the boys, they'll be like, Get off brush, get up, brush it off. You're fine. You're okay, you're tough. I mean, I do that to my son when he flops on the ground because he injured himself. I'm going to move along. So if we start to hear that we're younger, you know, we're really encouraging women to take less risk.

00:12:22:24 - 00:12:46:20

Katrina Jacobs

So it's no surprise that that kind of flows through throughout life. So what we want to do is highlight that even though women do take less risks doesn't mean that they're not great investors. And what we find is women actually do outperform their male counterparts by 40 basis points or 0.4 percent. And part of that is just not taking too much of a risk in some cases or not reacting emotionally when they're swings in the market.

00:12:47:04 - 00:13:06:22

Katrina Jacobs

And frankly, all women like a deal, so they're usually not paying too much for the advice that they're getting. So there's several reasons for it, but we just need to get women more comfortable in making these decisions because when they do, they do a great job. I mean, it's even interesting to see that really affluent women still don't have the confidence in terms of making those decisions.

00:13:06:22 - 00:13:25:10

Katrina Jacobs

Only a quarter of them feel comfortable making those investment decisions by themselves versus about 15% higher with the men. So, you know, really kind of getting comfortable with however you want to be involved in your finances and

understanding the plan is just really important. So one thing that we'll see next quarter. Yeah.

00:13:25:23 - 00:14:03:03

Ralph Bender

But could it be more a matter of them perhaps not so much take less risk, but they make sure they understand the risk before they make the decision and then they stick with the decision through thick and thin, better than better than the more gunslinging approach that their male counterparts might take, which would have them buying and selling and shifting from losing focus if you will, or are moving the assets around a little bit when they probably are best served to leaving, leaving in place.

00:14:03:03 - 00:14:03:23

Ralph Bender

I think that's.

00:14:04:07 - 00:14:05:01

Katrina Jacobs

Absolutely.

00:14:05:02 - 00:14:22:09

Ralph Bender

The system that I've read that's tends to be more the reason that they do better than not so much. They're taking less risk. It's just that they understand they don't take risks until they understand what those risks are and how you've got to make them pay off. And I think that's the important thing.

00:14:22:09 - 00:14:45:06

Katrina Jacobs

Absolutely. Yeah. And the same thing in my family, right? Like I set a course for investments. I feel comfortable with the course I have. I literally don't even look at my statements ever, which is probably terrible. But I know that I'm invested the way that I want to be invested and that I feel confident in. And I know that when market sell off, it just means that I'm going to be reinvesting and getting more at a better rate.

00:14:45:06 - 00:15:08:19

Katrina Jacobs

So I'm not worried about it. But all the time when things are happening like this in the market, either my husband or one of his friends is asking me advice. I'm like, Oh, should I sell? Should I do this? Like, what should I be doing? And I'm like, Just come on, be calm. It's fine. So it's also kind of funny, too, that what we find with male investors or females sometimes is they're working with a financial professional like you guys and enjoying wealth, right?

00:15:09:02 - 00:15:29:12

Katrina Jacobs

And if things are going really well, then it's always like I had this great idea for this investment and here's what I did. And they're kind of bragging about it

versus if things aren't going well, it's totally their financial professional's fault. So it's kind of interesting how that works. But sorry that was not part of the script, but just what we see.

00:15:29:12 - 00:15:48:10

Katrina Jacobs

So it is interesting though that women do a really good job at setting course and sticking to it. So again, just kind of being involved in whatever way makes the most sense for you. So some of that we'll get into in the next slides, we're really kind of look at what's important to you. So we kind of started with like finding and funding your why.

00:15:48:10 - 00:16:20:19

Katrina Jacobs

So what is your why? It's very important to achieving your goals to really understand what that why is so not to put one more thing on your plate, because we know that women tend to take on so many more responsibilities than their male counterparts, like if you know, there's a meeting taking place, the women might be asked to take notes on the meeting or something for the group in advance, and usually men only kind of take on an extra role if it's going to create a higher profile for them and be viewed as more strategic.

00:16:20:19 - 00:16:39:00

Katrina Jacobs

So women have a lot on their plate and Rowe Price is not one to put more on your plate. But what we want to do is take some time to think about your why, because it'll help you create action and it'll help you actually achieve your why over time, with the help of your trusted finance professionals and doing well.

00:16:39:00 - 00:17:00:06

Katrina Jacobs

So really critical to understanding your why. If you have that motivation with your why, then kind of getting more involved in your investment process or the markets may feel like less of an obligation and more just one part of the pie that you're trying to get to your ultimate goal. So setting time to talk with enduring wealth is really critical step.

00:17:00:06 - 00:17:20:04

Katrina Jacobs

So if you haven't talked about your way out, well, we'll get it through some examples. But you know, I'll mention this later too, but it's a really good idea to take some time to think about it and discuss that with them as well. So let's talk about kind of how we're all a little bit different and really why it's really good idea to understand your own personal preferences.

00:17:20:13 - 00:17:37:13

Katrina Jacobs

We do another workshop of this where it's also we're like your loved ones or your heirs and trying to understand kind of kind of how you may stack up versus a loved one. But for today, we just want to focus on you. So we want you to think about

like, are you more of a saver or are you more of a spender?

00:17:37:23 - 00:17:58:13

Katrina Jacobs

And look, there is pros and cons to being either one, and maybe you're somewhere in between. But, you know, if you're a saver, you're really focused on trying to make sure you've got a good buffer. If there's tough times or you've got a good nest egg for the future, if you're a spender, you're probably creating a really wonderful, you know, life experiences for your family.

00:17:58:13 - 00:18:10:02

Katrina Jacobs

So there's no good or bad. You have to come to understand yourself, like, know what I sell? Are you are you like, which camp do you fall into? Like, rough? I don't know. What are you are you more of that spender or saver?

00:18:10:11 - 00:18:14:17

Ralph Bender

I'm probably I'm probably between a six and an eight on this on this scale.

00:18:15:08 - 00:18:36:16

Katrina Jacobs

Okay. All right. That's fair. I always thought that I would be more of this spender, but I think my husband actually is. So I kind of ara a little bit more on this side, which was not what I had guessed when I first met him. So, so but again, just think of where you are. Make a mental note of that or write it down like closer to save or closer to spender.

00:18:37:02 - 00:18:54:08

Katrina Jacobs

And, you know, there's a lot of reasons for that. Like some people are just hyper focused on saving because they just want to make sure that they can retire early, right. And then go travel the world or, you know, maybe you are spender and you enjoy just living life. And so you've kind of put off some of the preparation you needed to do for retirement.

00:18:54:17 - 00:19:14:04

Katrina Jacobs

So it's a good time to get check yourself and really understand where you are and some little adjustments you can make to try to get to where you need to be. So just like what we did with the money habits was saver versus spender. I'm going to also on to think about how you are when it relates to do value, security or opportunity, right.

00:19:14:04 - 00:19:40:10

Katrina Jacobs

So are you more concerned with like not losing money and not worrying about a sell off and know markets or kind of your depleting values or are you more focused on opportunity? You see the upside. You know that there is an advantage to getting more return because then you'll be able to live more comfortably longer. So

everybody kind of has a different point that they are in terms of that security versus opportunity.

00:19:40:18 - 00:20:05:04

Katrina Jacobs

And it's important to know that because that's really critical in your discussions with enduring wealth. So if you know that you are you value security more. And frankly, women typically do value security more than opportunity. But that's important to know. And it's important to share with enduring. Well, how you feel about that, especially if how you feel about that, is very different than your spouse.

00:20:05:13 - 00:20:24:00

Katrina Jacobs

Because if you're letting your spouse take the lead on a lot of decisions and they're more opportunistic and you'd prefer that security there is going to be a point in time where there's going to be a lot of uncomfortable conversations and putting you in a bad place. So be forthright about it, talk the team, talk to your loved one.

00:20:24:00 - 00:20:35:04

Katrina Jacobs

If you're making decisions with a loved one because it does all make a difference. And then we're going to ask you to plot another thing here. So this one's more about your communications that are a Katrina.

00:20:35:04 - 00:20:38:12

Ralph Bender

Are we supposed to be making notes of what we plot on these things?

00:20:38:12 - 00:21:02:03

Katrina Jacobs

I, I would, you know, usually I'm doing this in person and we'll have these worksheets so people can fill it in. What I think is probably a good idea is I'll send you guys the worksheet that we have for how successful families approach money, and then that way people can plot it for both them. Like if you put their little initials somewhere and they put their most significant other there and just have a conversation over it later.

00:21:02:03 - 00:21:07:04

Katrina Jacobs

So I'll do that. And that's a good follow up for you with your clients. Okay. So but just, you know, in your own house.

00:21:07:07 - 00:21:13:05

Ralph Bender

For the record. Yeah, for the record, I'm I'm probably somewhere between an eight and ten on the on the last one.

00:21:13:18 - 00:21:15:09

Katrina Jacobs

I am not surprised by that.

00:21:16:07 - 00:21:20:14

Ralph Bender

Yeah. That's kind of to be kind of to be expected by somebody who has their own business.

00:21:21:04 - 00:21:41:16

Katrina Jacobs

Yes, exactly. So you value opportunity and you value the opportunities of traveling around with your family like you. You are definitely more in that opportunity back in. And that doesn't surprise me at all. And again, there's nothing wrong or right with anybody's decision. It's just more about really knowing yourself so that you can communicate that with your loved ones and with your financial professional.

00:21:41:16 - 00:21:43:17

Katrina Jacobs

So and that kind of brings, I.

00:21:43:17 - 00:22:10:05

Ralph Bender

Think, where that where that becomes important from from our vantage point. You know, while my personal, personal motivations are tend to be on the opportunistic side, I have the ability to understand and other people's needs to have more security in the situation and help get them through the tough times. With that, so does it mean that everything we do is everything we do is pedal to the metal.

00:22:11:01 - 00:22:12:05

Katrina Jacobs

You know.

00:22:12:05 - 00:22:15:15

Ralph Bender

And make sure that the clients understand where we are and what we're doing.

00:22:15:15 - 00:22:40:12

Katrina Jacobs

So exactly. And again, I mean, all of this kind of is going to lead into next steps and you'll see a lot of this later. But it's really about just making sure that you vocalize your your preference for security over opportunity. And then the same thing as it comes to communications, I'm talking about vocalizing something, but some people really value privacy and they really feel uncomfortable talking about finances.

00:22:40:20 - 00:23:03:21

Katrina Jacobs

Like my grandpa. I grew up in the Great Depression, so, you know, had a family of 11 kids. They struggled whatever they were, immigrants like. So, you know, a lot of a lot of challenges. And did you grow up with a lot of wealth? But he got to the

point later in life that any time you'd ask for something or there'd be something where somebody could be paying, he'd say things like, I've got money I haven't spent yet.

00:23:04:08 - 00:23:36:04

Katrina Jacobs

So he would always be the first to kind of offer up and help somebody. But they didn't really have clear communication with like my mom and her siblings about finances. So that's really important because when people don't get the education about the impact of finances and if somebody's saying, Yeah, I've got money haven't spent yet, I'm always willing to help you out, then they're not going to know that they don't always have that safety net and they're not going to be able to really have a clear vision of what it looks like to take control of your finances and really kind of understand the situation.

00:23:36:04 - 00:23:57:04

Katrina Jacobs

But it's really important to, even if you're more private, understand that some people are more open with communication. And if you're more open in terms of discussing finances, just realize some of your other loved ones may not be. So don't get mad at them for not opening up, but just explain why you want to discuss things and the importance of having the communication.

00:23:57:18 - 00:24:18:12

Katrina Jacobs

And now still some people just want to stay private because of a variety of reasons, but you know, they may not feel comfortable with their heirs knowing how much they really have or they may feel uncomfortable because maybe they don't have a good plan about things. There's a lot of reasons why people may not be as open about finances, but take control with that.

00:24:18:12 - 00:24:42:02

Katrina Jacobs

And again, this is where enduring wealth comes into effect, as you can tell the team. So Ralph, Mark, whomever you're working closest with, what you feel comfortable sharing with your heirs. So if you have a family discussion, it doesn't need to be exact numbers. It could just be about, yes, there is a plan in place. You don't need to know the details of the plan, but you don't need to worry about taking care of mom and dad if something happens, right?

00:24:42:02 - 00:25:07:00

Katrina Jacobs

So just knowing that there's a plan in place is really helpful, especially when you've got kind of older adult heirs. Like, my mom has no plan and it just it makes me uncomfortable all the time because I know that I'm going to have to take care of her. So I really wish she would have helped me or let me help her with the plan, because then I would have had her make a lot of different decisions when she retired and sold her home instead of what she did.

00:25:08:02 - 00:25:29:02

Katrina Jacobs

So it's very important to either you're more private, just recognize there's a way to have discussions with your family and that enduring, well, wealth can be a great conduit for those discussions as well. And then final little kind of get check on yourself in terms of plotting how you are is let's see on the next page, what do we have?

00:25:29:02 - 00:26:01:15

Katrina Jacobs

Oh, so we already did the privacy there. I am sorry. I'm behind on my own slides. Oh, wait, we already did all this. Sorry. So we already did. Oh, the financial markets. I'm getting lost in my own slides. Terrible. So, finance. Now, if you're on the zoom, you obviously at least have some interests in markets. So and I have a feeling that it perhaps putting himself he's probably much more on the fascinated scale with financial markets where he loves it, he loves learning about it versus some of you may feel like we're having discussion around finances, like going to the dentist.

00:26:01:23 - 00:26:21:15

Katrina Jacobs

So, you know, some of it's more of an obligation for people. Some love it. Obviously, I'm forced to be a part of it. So for me it's great. But my husband, you know, it's not as important to him what's going on there? He's much more fascinated by sports and you know, what's happening in tech world. So he's just getting a different kind of environment than I am.

00:26:21:15 - 00:26:43:05

Katrina Jacobs

But, you know, if you don't love financial markets and you really don't care about them, that's okay. Just recognize that even if you don't care about them, I would say just have a frank discussion again with the team and during wealth about, okay, I really hate the markets, I really don't like these financial discussions. But what one of the two things might I need to know?

00:26:43:05 - 00:27:02:13

Katrina Jacobs

Just help me understand the plans better or understand when I might need to reach out to you and have a discussion about a certain topic. So just kind of knowing that if you feel it's more of an obligation, just try to figure out a few little adjustments you might make just to help keep informed and not feel like it's going to the dentist or the doctor.

00:27:02:13 - 00:27:07:10

Katrina Jacobs

So, so that's my that's the last of the charting of yourself.

00:27:08:12 - 00:27:52:15

Ralph Bender

So, so my, my score on this one is probably not a one, but okay. But, but, but if I look at it from the standpoint of what I do and what I find really interesting is

the ability to take take those issues that are, you know, far to the left on the screen, the number one stuff. And turn it into stories that people who are all the way on the on the other side of the screen can then adapt to and relate to, especially in in the sense that, you know, creating metaphors or stories so that they understand what's going on at any point in time or when when those times times arise.

00:27:52:15 - 00:27:59:02

Ralph Bender

That's that's for me, the really fascinating part of it is being able to communicate those things along those lines.

00:27:59:20 - 00:28:20:15

Katrina Jacobs

And that's an incredible skill that you have because a lot of people are not very fascinated by the financial markets. So you being able to make it relatable to them is so critical. So I applaud you and your team on that and and just recognize that, yeah, they will adapt for you. So it's great that you're in good hands.

00:28:20:15 - 00:28:22:17

Katrina Jacobs

I feel like you're is everything else are off before I move on.

00:28:23:06 - 00:28:57:24

Ralph Bender

Oh no. You know, the point being that's, that's, that's the area where I think a financial advisor has the biggest has can have the biggest impact on on a person's financial situation is by helping them understand the meaning, not necessarily understand the technical side of it, but the meaning of the ramifications of decisions that they make. So even though they might not really understand, you know, what's this particular product doing or what this particular investment all about, they might.

00:28:58:08 - 00:29:09:16

Ralph Bender

But understanding how it fits in the overall portfolio or why it's there or that there's a good reason for it, that's that's where the real magic is in what we do. I think.

00:29:09:16 - 00:29:34:16

Katrina Jacobs

Exactly. That's a great point. Yeah. And with that, I mean, it kind of we can give a few illustrations of different ways that women have and different levels of kind of fascination with the market or communication. And you'll see kind of their examples. And while we're going through that, just really think about your own. So chances are you're not going to mirror any of these women, but think about you, think about your why, think about your communication and what you value.

00:29:34:23 - 00:29:56:08

Katrina Jacobs

And then we'll kind of talk about then how to kind of put that to action with, with when we leave this room. So, so let's go on to the next slide and, and view one of these ladies. So this is Carla and Carla is very focused on her career. She's excited about it. She always knew she wanted to be an entrepreneur, so she was studying business in college.

00:29:56:10 - 00:30:15:16

Katrina Jacobs

But then she kind of got some other interests in college and one of which was acupuncture. So she was really intrigued by alternative medicine and acupuncture and decided to kind of put her two loves together and start her own business in acupuncture. So she's done really well. She actually loves the market. She pays attention to what's happening all the time.

00:30:15:16 - 00:30:38:03

Katrina Jacobs

So she does get some joy from actually discussing financial markets. But even though she enjoys it, she's really successful. She knows she needs to work with a financial professional. And now the reason that she really enjoys that is she wants to bounce ideas off interprofessional and really kind of make sure that what she's thinking is validated or if they have a difference of opinion, just try to understand that.

00:30:38:03 - 00:30:56:10

Katrina Jacobs

So for Carla, she does keep a regular cadence of checking in with her financial professional. You know, she's usually doing this by phone because she's pretty busy, but she has a plan. She's excited about finance, but she also has a business that has a lot of demands of her time. So she just make sure that she's really efficient with those conversations.

00:30:56:18 - 00:31:16:07

Katrina Jacobs

So her financial professional knows, like, let's get to the meat of the things that you want to discuss and then you could go back to your life. So if you look at Carla, her primary motivations to be, you know, her career, she's the sole decision maker. She actually loves focusing on the strategy and performance. She is more of a saver, but she does value some opportunity.

00:31:16:07 - 00:31:42:03

Katrina Jacobs

And that's, I think, why she's so fascinated by the markets. Now, if you look at her and I mean go on to the next lady in our examples of their why this is Nicole so Nicole her why is a little bit different. So her way is really just loving and enjoying retirement. So she and her husband have, you know, they're very busy, they're successful, but they've always just thought about what they want to do in retirement.

00:31:42:03 - 00:32:14:01

Katrina Jacobs

They want to build their dream house on the beach. They just want to live it up in retirement and everything they've been doing up until then is just really to me that neat, right? So over the years, she and her husband have just been happy with like an annual check in with their financial professional. They've never really worried so much about how things were going with their plan, but now they see that retirement a little closer, so they're starting to get a bit more anxious about if they're really ready to retire and if they need to make some more decisions and adjustments in their plan.

00:32:14:10 - 00:32:45:24

Katrina Jacobs

So they went from like not really worrying about it even though retirement was their ultimate goal of like enjoying themselves to now realizing they probably need to make some tweaks and adjustments. So they really kind of spent a lot of time really visualizing that retirement like the who, what, when, where and why of their retirement. Like what do they want to do from a medical team perspective, like where they need to be because of that which their loved ones might need to visit them and how close in proximity need to be.

00:32:45:24 - 00:33:12:18

Katrina Jacobs

So really kind of putting a finer point on what their goals were in retirement, really help them in terms of which conversations they need to have with their financial professional and which adjustments they need to make. So you can see with Nicole, it's very different because she's been joint decision maker with her husband and she's really focused on the retirement aspects and she just really wants to make sure that she kind of gets that end goal and is recognizing that they do need to make some adjustments.

00:33:12:18 - 00:33:38:19

Katrina Jacobs

And so it's really about, again, understanding that why and then putting a few kind of solid foundational steps in to make sure they achieve it. And then we'll have a final example of someone bore you with a bunch of different examples. But now we can look at Paula. So Paula is the household CFO, so she runs everything in the home three kids, a dog, and her husband's always traveling abroad, so he's hardly ever home.

00:33:38:19 - 00:33:58:13

Katrina Jacobs

She has to shoulder all the responsibilities, despite also having her own career as a registered nurse. So this is fine. She's accepted that role that she has to take the lead on most things, and she frankly just felt like meeting with a financial professional was just one thing she didn't need. She needed to add no more items to her plate.

00:33:58:21 - 00:34:19:17

Katrina Jacobs

So she always let her husband take the lead with these discussions. Now, this really kind of became an issue when their youngest started to outgrow their toddler

bed. They got to the point where they literally could not fit a full size bed in their home. So it was either going to be the expense of a massive remodel in their home or a move to a new house.

00:34:20:02 - 00:34:44:03

Katrina Jacobs

And so she expressed that to her husband. She's like, Look, our little girl's getting too big for this bed. We need to do something about it. And he, frankly, didn't take action like he didn't talk to his financial professional right away. And so they made the poor little girl sleep a bit uncomfortably and too small of a bed for a while until he finally made the call and she realized, I can't rely on him to communicate all of our needs.

00:34:44:03 - 00:35:07:03

Katrina Jacobs

The financial professional. I still don't want to take on responsibility that I need to know that I can have access to them and make sure that if there's something really important, like figuring out a way to fund a new house, that I can get involved and I know how to reach out to them. So she attended the next meeting with a financial advisor and she made sure that all of their contact information was secure, was saved, so that she could access it if she needed.

00:35:07:11 - 00:35:28:21

Katrina Jacobs

And just that one step of her just attending the meeting, getting to know them, just made her feel a lot more confident that, okay, if I need to, I can get involved. And for her that was enough. So she still doesn't want to be heavily involved with the decision making process, but it's just how she feels comfortable then interacting, and that gave her some peace of mind.

00:35:29:00 - 00:35:48:02

Katrina Jacobs

They did have to buy a new house, but they eventually got there. So for a little girl for a while. So you can see everybody's got different wives, right? So you probably are not going to be exactly the same as any of these women. But just thinking about what your why is, what level of involvement you want to have in the decisions and what level of contact.

00:35:48:14 - 00:36:07:08

Katrina Jacobs

And just from there, that's where you can really just be intentional about what you want and how you want to work with the team and doing well. So think about your why. How much do you want to focus on your investments? Like what's my financial vision for myself but also for my family now? So to think about your legacy too.

00:36:07:16 - 00:36:28:14

Katrina Jacobs

So a lot of people have really like focused on their retirement, but they want to also be able to ensure that their heirs have a comfortable lifestyle or that their favorite charitable causes they can donate to. So you really have to think in a few

different buckets about what you want, the intention about how you get there, and you might need to think about things in a few different ways.

00:36:28:14 - 00:36:49:16

Katrina Jacobs

So what are some of the ways that we can kind be intentional and make some progress and then also some of the issues that might affect certain generations versus others? So if we go on the next page, you'll see that everybody's got different things that they're facing depending on their point in time, right? So if you look at millennials, they might be managing student loan debt, right?

00:36:49:16 - 00:37:10:13

Katrina Jacobs

I know that was me. Well past millennial, but I because I put myself through school, I had a lot of student loans too. So I had to worry about paying those off. Right. And then as you get older, different things will come into the mix to just make those decisions a little more complex. Like you may have started a family you might need to worry about caring for your parents.

00:37:10:13 - 00:37:27:18

Katrina Jacobs

Maybe. Unfortunately, you know, you get divorced or you become widowed. Like whatever it is, there could be a lot of different things that come up, especially for small business owners going to have another set of challenges that they need to worry about. And then as we get older, then you're going to have to worry about more of that transition into retirement.

00:37:27:18 - 00:37:46:20

Katrina Jacobs

And like, what decisions do you need to make as it relates to Social Security and Medicare to really kind of survive and thrive in retirement? So so those are just a few of the things that each of these different subsets of investors face. And then it's really about then putting the plan into place and kind of how to proceed from here.

00:37:47:03 - 00:38:05:06

Katrina Jacobs

So if you look on the next page, when you're thinking about funding your why, we like to think about in a few different buckets, there's the liquidity bucket. So like that short term cash flow, if you've got any expenses that come up, the longevity bucket is more like that for years and beyond. And then there's that legacy again.

00:38:05:06 - 00:38:30:18

Katrina Jacobs

If it's for your heirs or for your charitable giving, thinking about that legacy sleeve as well. So, you know, if you're focused on liquidity, if you have debt, focus on producing that. That's one thing you need to do. Start an emergency fund. If it starts small and you're not at that, you know, amount that you really need for that emergency fund of like, you know, at least 6 to 12 months of your income

just putting a little bit in that you can.

00:38:30:18 - 00:38:53:24

Katrina Jacobs

Right. And then if it's more about like, okay, you're in the longevity phase and what do you need to do to monetize your business in the right way? If you're a small business owner or what adjustments duty to make if you do unfortunately kind of get divorced or have some other lifestyle change that takes effect. So you work with the team and doing well that as things change throughout your life, you might need to make adjustments in that longevity sleeve.

00:38:54:06 - 00:39:16:13

Katrina Jacobs

And then of course always thinking about the legacy part. But another thing is just really being vocal with your family about your own wishes for as you age, right? So if you've got an advanced directive or durable health care or power attorney, things like that, to ensure that how you view yourself and what happens to you if something bad happens, actually occurs.

00:39:16:13 - 00:39:29:14

Katrina Jacobs

You sometimes just have to get it in writing, but you also have to tell people you may be private, but things like that really need to be communicated to your loved ones. And again, the team enduring wealth can help with a lot of these issues. So yeah.

00:39:30:02 - 00:40:02:02

Ralph Bender

And I want to jump in here a second. A lot of times the we have these conversations with people, with couples. Where will will I use some tools that we have in-house to help them see the picture? Because there's always conflicting goals within within a household. I mean, you just mentioned one a couple. I mean, you know, you got you want to plan for your retirement, you got your your father to take care of, but you also want to plan for your son's education going forward.

00:40:02:08 - 00:40:30:09

Ralph Bender

And so, you know, there's only so much money in the in the on the on the inflow. I'm I'm sure it's not infinite flows of funds. If it was, you wouldn't be doing this work, I'm sure. Right. But but the reality of things is there's, there's conflicts and and, you know, oftentimes, you know, we can we can help sift through those those those those competing objectives.

00:40:30:21 - 00:41:01:05

Ralph Bender

And sometimes we find that in talking through a situation and in getting to know what a couple in their situation, we find that they've got, they've got money going in, in, in counter purposes. Um, I had one just last night where they, they've got credit card debts, um, that they're carrying balances on credit cards, but they're putting an extra, uh, couple of hundred and \$300 into a mortgage that is only

costing them less than 3% after tax or before tax.

00:41:01:05 - 00:41:02:05

Katrina Jacobs

Oh, my gosh.

00:41:03:03 - 00:41:27:09

Ralph Bender

And it's like, you know, and they didn't understand that. And so, you know, we had a conversation. But that's cross-purposes in in what you're doing. And that's where it really helps to have a professional sit down with you. And and we use a tool called Asset Map Now, which helps us sift through some of these things so we can understand what's going on in a situation so that's great.

00:41:27:12 - 00:41:41:05

Ralph Bender

We're going to get them on the right track. Yeah, by the way, that's a that is a complimentary service that we provide for for our prospective. So, um, we want to make sure that people are know about it.

00:41:42:09 - 00:42:03:04

Katrina Jacobs

That's, that's wonderful. Yeah. And that's a thing like it's great that you guys have those resources to help people. It kind of helps us to kind of understand what we do. So cheaper price, we have a big 401k platform, so we see a lot of like a lot of kind of people not doing what they should do. So we've got a few pieces of advice as it relates to saving for your retirement.

00:42:03:04 - 00:42:26:04

Katrina Jacobs

So how to close the investing gap if you have one. So if you go on to the next page, you'll see what we recommend in terms of having a savings at each age, right? So if you look at it like I am turning 50 in less than two months, so I need to have at least five times my salary saved if I want to be on track for a comfortable retirement.

00:42:26:04 - 00:42:51:18

Katrina Jacobs

So at a minimum, especially if you have loved ones or just starting out, you know, fresh out of college, first job, really encourage them to at least save 6% into a 401k Roth IRA or whatever it is, like at least 86% and especially there is a 401k save the minimum to get the company match. So if your company is matching your benefits, it's very minimum amount at a minimum, right?

00:42:52:05 - 00:43:12:24

Katrina Jacobs

And then if you've got two auto increase feature, we want people to auto increase one or 2% every year. So you can at least get to that 15% because that will really help you achieve these savings levels that we think you need in retirement. So if you start just a smaller amount and just increase like a percent, you're not going

to notice that 1% or 2% year over year increase.

00:43:12:24 - 00:43:40:13

Katrina Jacobs

So that's why we like the auto enroll or the auto increase so that you don't have to think about it. They'll just happen. It won't be painful, and then you'll start to kind of get yourself in a better position. Now, if you guys have been working with enduring well for a while, I'm sure that you're on track with these investor age, but I've been in these presentations in person and when I know there's a lot, let's say not current clients of a financial professional versus current ones, I see the ones that are the, you know, that are already the clients.

00:43:40:13 - 00:44:00:03

Katrina Jacobs

They're like, Yep, they're nodding along. They say what they need to do. And the ones that aren't working with a professional and kind of have this really scary look on their face, like they know they're not close to that point. So I don't want you guys to get scared by these numbers, hopefully already on track. But if you're not, make a call over to the team and try to sit down, have a discussion about how you can get there.

00:44:01:02 - 00:44:28:10

Katrina Jacobs

So that's my little word of advice for today and also just that whole thing about investing early. So I have nieces when just literally just graduated from college sadly on like the six year program, another one where recently graduated. And even though my brother loves investments, he loves trading, he's an oil gas trader. He did not set his girls up for success as it relates to saving or investing.

00:44:28:10 - 00:44:44:22

Katrina Jacobs

And so I felt I had to kind of take the lead there. So my gift to them was setting them up with a Roth IRA. I was like, You got it. At least get in there. I help them fund talks about their different investment options because frankly, their family just wasn't going to do it. My family just keeps giving cash to them, and that's not what they need.

00:44:44:22 - 00:44:59:20

Katrina Jacobs

They need to invest. And the reason they need to invest early is in this chart. So you'll see, like if you were investing \$500 a month starting at age 20, you know, if you instead of doing that at age 20, you wait at age 30. So you're like, I got a lot of debt. I don't really I can't really invest.

00:45:00:00 - 00:45:20:16

Katrina Jacobs

So then for the next 35 years, starting age 30, you're able to probably have about 861,000 of a balance, which is great. Now you look at the person who did the right thing right away and started investing monthly at age 20, but then suddenly something changed at age 30. You know, they lost their job and couldn't continue to

make additional matches.

00:45:21:00 - 00:45:39:02

Katrina Jacobs

Their account value is still higher than the person who did it for 35 years but waited ten years to do it. Now, of course, but we want you all to do is be that person doing it for 45 years because then you've doubled the amount of your investment, right? So or like you doubled what you would have had if you had, you know, kind of waited ten years.

00:45:39:02 - 00:45:58:20

Katrina Jacobs

So it matters. It really does matter to invest early. That benefit of compounding is real. So any amount you can invest early and frequently and consistently is a really good idea. So so things that we want to do, I think if I just look at the time, this is probably where we're going to want to be kind of wrapping up is what can you do tomorrow?

00:45:58:20 - 00:46:19:01

Katrina Jacobs

So it's kind of late in the day to day it. I want to give you some one more thing to do tonight, but just think about your relationship with money. Figure out a way that really motivates you to take action and just in confidence in what you're going to do. So set example for the next generation. If you do already have that confidence, you're doing a lot of things right.

00:46:19:10 - 00:46:42:00

Katrina Jacobs

Pass that information on, but otherwise make an appointment with a team and enjoying well to just have these discussions around your why, around your comfort level with investments, how private you want to be or how open just all of these things. So they understand as well as they possibly can, so they can set you on the right course to make sure that you fulfill your why.

00:46:42:15 - 00:46:50:01

Katrina Jacobs

So I think just given the time, that be a good place to stop. I don't know if that if questions have been coming in or not, but happy to answer those for you.

00:46:51:16 - 00:47:15:16

Ralph Bender

Yeah, well, we actually I think this has been really interesting and it's it's been a pleasure being able to interact with you. I think I've been able to harp in most of that, most of the Q&A that it's gone along between your examples and my examples. I think we've hit most of it. So there was there was one thing we wanted I wanted to talk about with the security.

00:47:15:16 - 00:47:18:08

Ralph Bender

I think it was Oh yeah.

00:47:18:24 - 00:47:39:19

Katrina Jacobs

Yeah, yeah. So that's a it's a good point because a lot of people that you're working with or that might be on the line are getting close to that retirement age. Right. And I think I could briefly share an example of how my mother did all the wrong things when it came to retirement. So she was just dead set on retiring as soon as she could.

00:47:40:13 - 00:48:04:19

Katrina Jacobs

And I try to talk to her about like, okay, you actually love teaching now, so why are you in this rush to retire? What are you really going to do afterwards? So there's a lot of reasons why people may want to retire early, but this is just a visual example. If you want to maximize your survivor benefit in terms of Social Security having at least the higher earner try to work as long as possible, you know, they could cut back their hours a little bit.

00:48:04:19 - 00:48:26:09

Katrina Jacobs

But, you know, we've seen this example. Like if you look at the first one, it's the couple that won acclaim early. So they both wanted to retire at age 62 so they could go and travel the world. Well, that's fine. But they didn't earn a whole lot in terms of Social Security benefits. And then when the husband passed at age 83, the wife had a pretty low monthly or annual security or Social Security benefit.

00:48:26:19 - 00:48:48:24

Katrina Jacobs

So if you look at that versus on the right, so maybe the wife retires, you know, she could take a little bit more trips to, go see the family, the husband still working, but maybe taking some extra time off so they can travel in shorter distances. And then if they had waited till 70 for him to retire, then suddenly the couple is earning a lot more.

00:48:49:06 - 00:49:13:18

Katrina Jacobs

Once they both retire, it's you're going from a little over 30,000 to about 50,000. And then once he passes at age 83, her survivor benefits are basically double. So there is a power to really understanding retirement and when you should and which earner might need to retire first. And again, these are all things that the team enduring. Well, it can help you with much more better much better than I can in a couple of moments on this deal.

00:49:13:18 - 00:49:17:01

Katrina Jacobs

But I just want to bring that up. Oh, you're closer to retiring.

00:49:18:05 - 00:49:44:17

Ralph Bender

Well, and we do have a couple of a couple of these events that we've done, a Social

Security expert who read it. So so we do have replays of the Social Security zoom, open hours. You call them available on the website we have. And of course, we can work through anybody's situation with them as far as claiming Social Security benefits.

00:49:45:18 - 00:50:08:19

Ralph Bender

The rule of thumb is that the longer you wait, the bigger your benefit. And most people, unless they know they're sick, most people live longer than they think they're going to live. You know, and especially in today's medical environment with and the way we take care of ourselves, for the most part, people tend to live longer than we, longer than we expect to live.

00:50:09:18 - 00:50:39:06

Ralph Bender

And so it's it's not a bad idea to I'd like like this chart shows if the lower earner does want to retire and you want to start that Social Security benefit, that's fine if it starts before. If they start, however, I will caveat that if they do start before full retirement age, they will take a reduction in their spousal benefit for basically the rest of their life.

00:50:40:01 - 00:50:53:21

Ralph Bender

But it doesn't affect their survivor benefit. As you can see from the chart here, the higher earners benefit becomes the survivors benefit. It just. And they're on that benefit.

00:50:54:13 - 00:51:15:01

Katrina Jacobs

Right? Yeah. No good points. Good deal. And it's great again. It's just points like how what a great job you guys do for your clients in terms of education. Obviously, if you need anything, if you have any follow up questions after this or if you're watching this on the replay, you know, Ralph and a whole team can reach out to me with any specific questions, but I'm sure they're more than equipped to answer anything.

00:51:15:01 - 00:51:20:03

Katrina Jacobs

So really appreciate your time and your question. So thank you.

00:51:20:03 - 00:51:42:16

Ralph Bender

Very good. So let's wrap this up, Ross, with, uh, just a reminder for everybody. We are on Facebook and LinkedIn and we do have a Twitter account. Um, and this isn't on here because we're in pilot on Instagram. We're going to be on Instagram soon, at least we hope to. We do put out vlogs on these, on these social media sites.

00:51:42:16 - 00:52:05:07

Ralph Bender

So and we've also got a new website that we've we've just revamped our website and

during wealth dot com. So we'd love to have you check that out. Mark and Rose have done just a fabulous job of putting that together. I mentioned at the top of the hour, we have our next running money live event. You can always see what we have to add in during welcome fun slash events.

00:52:05:07 - 00:52:34:01

Ralph Bender

You can see the future events we do have registration open for Thursday, February 16th, retiring the old age story. So and then watch your email inbox. If you register for this we capture the email and and you'll we'll see what we've got coming up down the road. So thank you so much for joining us. And I will turn off the recorder, but remember what's up here.