

The “Big Game” of Retirement

This week, millions of Americans will gather together for the biggest game of the year—The Super Bowl. Some people will watch the TV ads, others will tune in to see the halftime entertainment, but others will be watching two teams that have set goals, developed strategies, and implemented finely-tuned, customized plans to get them to the big stage.

At Cloud Investments, LLC, we develop a similar focus to help our clients reach their retirement goals. We know from our experience in the field, that when it comes to the "big game" of retirement, you shouldn't depend on star performing investments to carry you through the duration, otherwise, market volatility may fumble your plans. You need a plan that matches your risk tolerance while also helping you maintain consistent income streams throughout your retirement years.

What you need is a comprehensive retirement plan. And, as with successful football teams, a comprehensive retirement plan requires a strong offense, a strong defense, and a proactive coach to help you navigate through all the changing conditions you will face. Let's take a look at how you can plan for a successful future:

Offense: If you are at or near retirement, your retirement plan will need to shift gears from when you first started building that nest egg. While aggressive growth may no longer be your primary focus, retirement plans today still need to maintain some growth opportunity to hedge against inflation, rising healthcare costs, future taxes, cost of living adjustments, and other uncertainties. At this stage in your life, it's vital that you have a strategic plan in place that takes those factors into account, allows for additional upside to your assets, while limiting your exposure to severe market fluctuations.

Defense: There's an old football saying that “offense puts fans in the seats, but defense wins championships.” That's great advice for a winning retirement plan as well. During the accumulation phase, you focused on growth. Maybe you were maxing out your company benefits by placing money in company-sponsored 401(k)s. As you transition to your retirement years, you may need to develop a more defensive mindset—think of the Super Bowl-winning team that wants to protect its lead. Our team can help you make this transition of some of your growth-focused assets into more consistent income vehicles with a strategic focus on asset.

A Proactive Coach: When you see a team with a winning edge, you can recognize that they win in different ways, but one thing remains a constant: They have a leader who pulls together all the different parts to help them succeed as a cohesive unit. In developing a comprehensive retirement plan, we utilize a similar idea through the concept of a “proactive coach” to incorporate CPAs, attorneys, investment advisors and insurance planners to work together to develop and customize a plan that works with your retirement goals in mind.

To get a retirement game plan in place today, contact us at (256) 715-0094, and we'll help you develop a winning strategy.

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