

# Financial Focus

## RETIREMENT PLANNING

### Q: How safe are your investments?

**A:** The stock market has plummeted significantly in the past few weeks.

Are you concerned about future losses?

Too much speculation with your money creates a risky situation.

Everyone can benefit from some simple advice from Warren Buffet: Rule #1: Never lose money. Rule #2: Never forget Rule #1.

If you are serious about protecting your hard earned money and are up to making changes in your portfolio that will help, not hurt you, you should do something now not after the market declines further.

Constantly striving for financial improvement is the basis of prosperity. It is important to develop a sound financial plan, implement it and remain vigilant about "financial tune-ups."

The first step to a prosperous future is to get going! If it is not working what makes, you think it will.

Does the stock market

concern you? Can you use more income? Do you want a higher rate on your bank IRA's and Cd's? Do you want lower fees? An explanation of what you own. Are you concerned about running out of money? Do you want a plan to retire sooner?

If you answered yes to any of the above, call Lifeguard Financial today for solutions.

It is time you receive a fresh perspective?

Call Lifeguard Financial today at 440-942-1936 for a free portfolio analysis and fresh prospective on how a change may help you.

**Anthony Newman**  
**President**



7536 Mentor Ave.  
Mentor, OH  
(440) 942-1936  
[www.lifeguardfinancial.com](http://www.lifeguardfinancial.com)



# Financial Focus

## RETIREMENT PLANNING

### Inflation...What it means for you

Inflation is the gradual rise in prices and decline in purchasing power of your dollars over time.

While some economists expected that the return to a more normal life would drive economic growth, the strength and speed of the rebound – and the accompanying increase in inflation – came as a surprise. Still, some economists are unconcerned and believe it's more of a blip due to:

- Temporary factors causing supply chain interruptions
- The drive to quickly reopen the economy
- The year-over-year comparisons put current data against that of a year ago, when many things were shut down

People who remember the high, prolonged inflation of the 1970s early 1980s may be justifiably concerned to hear that it may return to rear its ugly head. Again, some economists point out important difference between then and now:

- Several critical factors collided to create the inflation of the '70s, among them misguided economic policy, two oil price shocks (remember the OPEC embargo?), and political pressure to maintain low inflation and unemployment in the short term, despite the long-term costs. The lessons learned during that period have led to a better understanding of monetary policy.

- Many economists (including Ben Bernanke, former chair of the Federal Reserve System,

which is the central bank of the United States) believe that public expectations play a critical role in driving inflation. If sellers expect high inflation, they ask for higher wages. In the extended period of inflation in the 1970s and early 1980s, this cycle became self-perpetuating; today, however, many consumers have no experience with high inflation and are less likely to expect it.

#### WHAT CAN YOU DO?

Prepare, but don't panic. While some economists don't see inflation as long-term issue, there are some dissenting opinions, so it's good to be prepared. As always, I recommend having a written financial strategy that considers your situation, goals, and timeline. In general, cash and fixed income products (for example, CDs) might be more likely to take a hit from inflation, since your money doesn't go as far. It might be a good time to take a fresh look at your asset mix and look for alternative, higher interest accounts.

Outpacing inflation is easy. It takes a plan. To learn how, call Lifeguard Financial today at 440-942-1936

**Anthony Newman**  
**President**



7536 Mentor Ave.

Mentor, OH

**(440) 942-1936**

[www.lifeguardfinancial.com](http://www.lifeguardfinancial.com)