Financial Focus

RETIREMENT PLANNING

Q: How much should older workers and retirees invest in the stock market?

A: Those at any age who are worried about market volatility and losses should reduce the risk in their portfolio. They need to find out the exact percentage of risk that is in their mix of investments. Many think they know the risk level but are surprised when they get a second opinion. Any vehicle that can potentially lose money (stocks, mutual funds, variable annuities, bonds, etc.) should be included in the risk category.

If you are in your 50's or older, the challenge is that your are going to rely more on your financial resources once your income stops. It is important to protect yourself against stock market declines that are inevitable in the years ahead during retirement.

A major mistake investors make according to Forbes Magazine is that they sell after the market crashed. It makes more sense to sell and lock in the gains when the market is up. Yes, there will be taxes. If investors procrastinate, aren't the losses far worse than the taxes owed? Think of it like walking out of a casino with your winnings before you lose them.

You will want to protect yourself against stock market crashes by getting an independent assessment on your investments and the amount of risk. If you reconstruct your mix of investments now, you'll be able to sleep well at night. "It wasn't raining when Noah built the Ark."

Develop sources of retirement income that won't drop when the stock market crashes and don't take income from the wrong accounts. You should have enough money liquid for emergencies, planned purchases, vacations, etc. Your reliable sources of income should be from pension, Social Security and *the right* index annuity (some are far better than others and will pay out a higher monthly income than all of the others.) Considering an annuity? Ask for our Annuity Comparison Report.

The remaining money can be invested in the stock market in *your* comfort level.

If you have this plan in place, (Lifeguard Financial calls it your "Financial GPS") you'll have the confidence to ride out the crash and enjoy your life in retirement. Need help? Call Lifeguard Financial today.

Anthony Newman
President

7536 Mentor Ave.
Mentor, OH
(440) 942-1936
www.lifeguardfinancial.com

LIFEGUARD FINANCIAL
Retirement Planning Services

Financial Focus

RETIREMENT PLANNING

Q: How Safe Are Your Investments?

A: The stock market has plummeted recently – enough to be concerned. Investors should be aware of the risk in their portfolio and should create a better mix of investments to avoid larger losses like in 2000 and 2008. Have you done that? What if the market gets worse?

Are you concerned about losses? Speculating with your money creates a risky situation. Now is the perfect time to get a second opinion on your holdings and perhaps make the necessary changes to help you to navigate through what's ahead.

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

Constantly striving for financial improvement is the basis of prosperity. It's 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! Complacency and procrastination will cost you dearly. If you are long overdue for a second opinion and are worried about the stock market, outliving your money or what's the best thing to do with what you have, call Lifeguard Financial today at (440)942-1936.

Be sure to visit our Learning Center at www.lifeguardfinancial.com.

Anthony Newman
President

7536 Mentor Ave.
Mentor, OH
(440) 942-1936
www.lifeguardfinancial.com

LIFEGUARD FINANCIAL
Retirement Planning Services

Financial Focus

RETIREMENT PLANNING

Q: Should I invest in an annuity?

A: Yes and no. There is so much more to consider. What is your age and risk tolerance level? What is this money to be used for; income, for heirs, to avoid market losses, for growth, for a future purchase, for tax advantages, etc.? Not all annuities are the same. There are some I would endorse and others I would not. People own a bad stock but continue to invest in the market. People who are sold bad annuities think all annuities are the same so they avoid them, even though there are some that are quite good. One disadvantage to an annuity is if you need it for a purchase in the near future, do not invest in it, unless a short term, fixed rate annuity-24 months-would work. There are many good benefits on annuities. I prefer fixed index over variable for these reasons: gains are protected, fees are far less, the income and death benefits generally payout substantially more money, and there is no risk of losing money in the stock market. You can withdraw up to 10% every year without a penalty, heirs do receive all money left in the account upon death, and some have a benefit for long term care even if you are uninsurable. If you are concerned how the market might affect your retirement, then the right annuity may be the perfect product. Whether you own one or are considering one, our Annuity Report compares all annuities: fees, benefits, pro's, cons, highest payout, lowest fees, most growth potential, etc. This information will give you a clear understanding of what you own and which one to buy based on the information and facts. Suze Orman says " In an index annuity your money can only go up never down. It will protect you from risk both in the short and long term. If you do not want to invest in the stock market, a good index annuity may be right for you." We are conducting business via phone, facetime, fax, mail, and e mail. If you are considering an annuity or want to know how to get the most out of yours, please contact Lifeguard Financial today for you free Annuity Comparison Report.

Anthony Newman
President

7536 Mentor Ave.
Mentor, OH
(440) 942-1936
www.lifeguardfinancial.com

LIFEGUARD FINANCIAL
Retirement Planning Services

Financial Focus

ANNUITY MISCONCEPTIONS

Earlier this week I met with prospective clients. We discussed the advantages of adding an annuity to their portfolio.

They said "We heard annuities are bad. We researched annuities and read that insurance companies keep our money upon death, fees are high, we could lose money, you can never get your money out and all annuities are long term."

Most of these facts are untrue. A variable annuity is risky and can have high fees. There are other annuities that are worth owning.

Consider these facts: Index, fixed and immediate annuities are insured by the State Guaranty Association. Funds are given to heirs upon death. There are short-term annuities. Annuities do offer partial liquidity during the accumulation phase. Non-IRA annuities can lower annual taxes. Your principal is protected from losses. Many annuities do not have fees. Most annuities are complex and difficult for investors to understand. Work with an independent annuity expert to get unbiased information.

If you are considering an annuity or unhappy with the one you own, call Lifeguard Financial at (440) 942-1936 to receive an Annuity Analyzer Report. In an easy to understand format, you'll get a better understanding of the one your own. Or, you'll be able to determine which one is most suitable for you based on the facts and information. There is no cost or obligation.

Anthony Newman
President

7536 Mentor Ave.
Mentor, OH
(440) 942-1936
www.lifeguardfinancial.com

LIFEGUARD FINANCIAL
Retirement Planning Services

Financial Focus

RETIREMENT PLANNING

Q: What experienced investors have learned

A: Over the years investors have made mistakes with their investment choices. The following are “Pearls of Wisdom” from a survey sent to 1,000 senior investors.

- A big mistake is taking investment advice from people who are not qualified to give it (neighbors, accountants, attorneys). Get financial advice only from the professionals who devote their lives to it.
- The biggest mistake you can make with your money are neglect, procrastination and being complacent. Many people need motivation. Those that accept change will do better.
- You make money by using your brains and lose it by listening to your heart. Cut your losses quickly on ventures where you have been wrong.
- The true secret of successful investing is knowing which ones to avoid.
- Every year evaluate and reset your goals.
- Markets change continuously and so must you. What worked in the past may very well not work this year. Accept change.
- Find a company that focuses on what matters to you, not what they must sell you.
- You can’t be sentimental about your investments and make money from them.
- If you aren’t clever enough at selling stocks, you’ll soon see your profits turn into losses. When in doubt, get out!
- Love your spouse, your children, but don’t love your stocks. There is no guarantee they will be good to you in the future. The stock doesn’t know you own it. It’s a piece of paper.
- Conservative investors sleep well.
- Hire an advisor who does the right thing and does things right.
- The individual who acts now, not later, is the one who ends up with more money.
- None of the secrets of success work unless you get going.
- Financial prosperity is the result of good planning.
- Every morning I get up and look through the Forbes list of richest people in America. If my name is not on the list, I go to work.

If you are a conservative investor, give Lifeguard Financial a call today at 440-942-1936 to learn how to invest, grow and protect your money without risk of losses.

Anthony Newman
President

7536 Mentor Ave.
Mentor, OH
(440) 942-1936
www.lifeguardfinancial.com

LIFEGUARD FINANCIAL
Retirement Planning Services