

Outlook on Business

Who of these two couples is the happiest?

(NC)—Which of these two items do you think makes for a happy marriage: (1) a lot of "things" or (2) financial security?

You probably said "both", but for most of us, it can't be both. If we spend all our earnings on things, luxuries and vacations, we probably will not have financial security.

Let's look at two fictional characters, both of whom earn the same amount, have the same house, and same size family.

"Joe" is a fun-loving individual, who loves the "fast-lane" of life. He loves the fancy sports cars, and taking his wife out once a week to a grand restaurant, spending \$60.00 or more on food and wine, and beautiful surroundings. His expensive sports cars cost a great deal more in insurance premiums each year, but "what the heck, we only live once" is his attitude.

"Larry", on the other hand, purchases the more modest family car, with much lesser insurance rates. While he can't reach 100 kilometres per hour in less than a minute (as Joe can with the sports car), he finds it suits his wife and the kids just fine, taking them where they want to go in style and comfort (but maybe not as exciting as Joe).

"Larry" also likes to take his wife out to dinner, but goes to the family restaurant, where the surroundings are nice (not exotic), and the prices are reasonable. He maybe spends \$30 or \$40 on the two of them, and enjoys a fine evening and a fine meal with his wife.

He also manages to save \$40 dollars per week, because he spends \$30 less than Joe on the "night out" and his cars and car insurance rates are much less.

"Larry" is building financial security, and he, his wife and family feel secure (and we believe, happy.)

"Joe" on the other hand, is always worried if he will have enough money left to take his wife out to the "fancy" restaurant. Will he have enough to pay the large car insurance bill, or what if he gets sick, and misses a few days of work? Can he afford to have the car



IT'S YOUR MONEY

Paul J. Rocket

repaired, if it breaks down? Does he have enough to meet the mortgage payment?, etc. etc.?

Who do YOU think is happiest? Joe or Larry?

Larry, by saving \$40 per week, is building his "2nd income". If he were to save that in a good equity mutual fund, chances are he'd average 15% per year. By saving \$2,000 per year, in 20 years he would be worth \$235,000. In 30 years he would be worth \$1 million.

Joe, would have nothing. Are most Canadians like "Joe"? Do we spend most of what we earn? Even if we save, do we save to "spend" on luxury cars, expensive trips, fancy homes, etc.? I think most of us would have to answer yes.

But, "Larry" started saving at age 25, and now 30 years later is worth \$1 million. Now he can buy all the fancy things, enjoy the finest restaurants and meals, take trips and vacations, just on the "earnings" of his \$1 million (\$150,000 per year @ 15%). He is only 55 years old and set for life.

In all those 30 years, which couple do you think were the happiest?

I'd answer "the savers" because they were building financial security. Sure, they didn't have the same fancy restaurant meals, or the same fancy cars, but they had happiness in building a sound financial future.

Are you?

For more information write: Peter C. Masson, M.B.A., Regal Capital Planners Ltd., 10 Fagan Drive, Georgetown, Ont. L7G 4P3.

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A number of local scouting leaders were presented with special pins to mark their years of service at the North Halton District Awards night held recently. From left, Brent Collier (10 years), Sandy Caves (10 years), Frank Hannah (15 years), Jean Belsbaw (10 years), Jim Auger (20 years), and Peter Warburton (20 years). (Photo by Jean Layman)



REAL ESTATE AND YOU

Jamie Johnston

Referral networks work for you

(NC)—In Real Estate, a Referral involves sending information from one office to another that cannot be serviced by the first office. Information is usually about a potential buyer or about a potential property that can be listed for sale.

The most common Referral Networks involve Franchises. While some Independent Brokers are involved in sending Referrals, it is on an informal basis. To do it properly involves proper procedures, controls and the necessary documentation.

So, what does sending Referrals have to do with a normal buyer or seller of Real Estate property? Statistics show that 70% - 75% of people who buy a new home are simply "upgraders". That means these people are buying for lifestyle reasons. Transferees, people that are changing houses because of a change in job location, make up the balance of buyers.

But, back to the lead in to this column. Referral Networks can work for you even if you aren't moving out of town. Those companies who have good Referral Networks will receive most of these out-of-town buyers. If you have a property to sell, then you want to reach the out-of-town buyer just as much as the in-town or upgrader buyer.

As I said before, the transfer market is only about 25% - 30% of the real estate market. However, in terms of serious buyers, they are even more important! When people move between cities, they have to buy a new home. People who want to buy a new home only for lifestyle reasons don't have to buy. The urgency isn't there.

So, out-of-town buyers can be even more advantageous to a person who wants to sell their property quickly. So, when you want to sell your property, ask your salesperson about Referral Networks. If the Broker can attract out-of-town buyers, then you increase your chances of selling your property. For a free booklet: "How to Sell Your Home", contact the Canada Trust Realtor office nearest you."

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Halton Hills job board

The Canada Employment Centre is located at 232 Guelph Street, Georgetown and is open Monday to Friday from 8:30 a.m. to 4:30 p.m. The following represents only a few of the career opportunities listed on the CEC's Job Boards.

Order 0684434 - COMMUNITY CO-ORDINATOR - Permanent 35 hours a week, flexible hours. Must have proven administration and organizational skills. Must demonstrate good communication ability. \$20,000/year or more depending on experience.

Order 0685715 - CAR WASH ATTENDANT - Permanent fulltime. Must be mechanically inclined and know how to use tools and handle cash. \$3.91/hour with review in 3, 6 and 12 months.

Order 0685720 - CASHIER, SELF SERVE GAS BAR - Permanent fulltime 3 p.m. to 11 p.m. Employer is willing to train a responsible person. Must be good in math, and able to handle cash accurately. \$5.68/hour plus benefits and incentives.

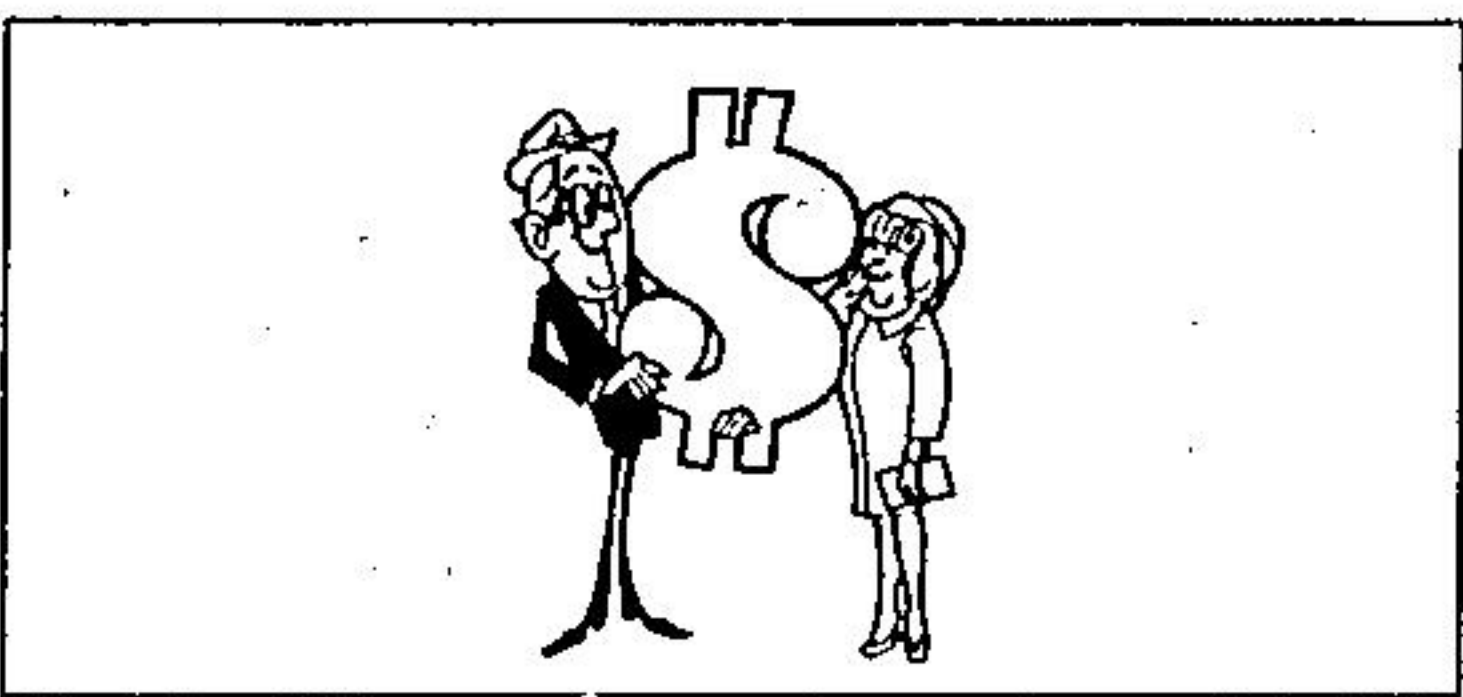
Order 0686050 - PLANT CLERK - Permanent fulltime days. Minimum 2 years clerical or accounting background. Good organizational abilities. Previous experience in a manufacturing environment preferred. Salary is negotiable.

Order 0689459 - ROTARY PRESS OPERATOR - Permanent fulltime, two shifts. Must be an experienced Rotary Press Operator. U.V. and/or flexographic ink experience an asset. \$14/hour or more depending on experience.

Order 0678551 - ELECTRICIAN, INDUSTRIAL - Temporary fulltime days. Minimum 4th year apprentice or licensed electrician is required. Job to last approximately 2 months. The employer is willing to provide transport from Georgetown area. \$15 - \$18/hour, depending on experience.

Order 0684223 - YARD PERSON/HELPER - Permanent fulltime. Must have experience using cutting torches. Some auto parts knowledge essential. Own transportation a must. Can work fulltime or parttime. \$7/hour to start.

If you are interested in any of the above positions, visit the Georgetown CEC.



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