

# How do I get the most for my money?

By Brett Worby Financial Planner at Money Concepts

With the combination of ever increasing taxes, inflation and lower interest rates producing lower yields, people need to re-assess their financial "habits, holdings and outlooks".

Is there help available!

Not only are there investment vehicles presently available to provide a better rate of return, but there are also various "personal money management strategies" which if followed, can result in more dollars in your pocket. Recently many books have been written discussing "personal money management strategies" such as David Chilton's "The Wealthy Barber", Grant Sylvester's "The Money Jar" and Gordon Pape's "Retiring Wealthy" to mention a few. All have excellent advice and instruction on how to implement a personal financial plan, to make the most of your money. Setting up your financial plan is a very good start, but then you are faced with a few obstacles.

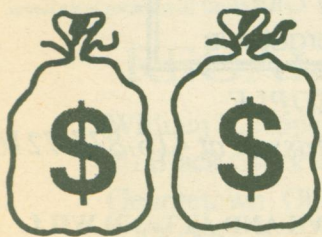
First, there is the question of the hundreds of financial products available from the over 125 different insurance companies and the 45 or more banks and trust companies and the literally hundreds of mutual funds. Out of this multitude of savings and investment vehicles offered by these institutions, all having their own merits and tax consequences, you have to choose the product that best fits into your "personal financial plan". It can be confusing to say the least.

Is there help available?

Many people aren't aware of the value of a knowledgeable financial planner, but the following may help.

Just as a travel agent can key your "vacation objectives" into their computer and tell you who is offering the various flights, accommodations, and attractions and the prices involved, then provide you with a vacation plan that suits your desires and your pocket book. This is in essence the same service that can be provided by many independent financial planners, except they deal with your financial objectives. An independent financial planner has up to date information on the different financial products in the market, and information on the objectives that the product was designed to fulfill. A financial planner can also help you identify your financial objectives and help design a "money management plan" that suits your unique situation. And (in most situations) like a travel agent if you don't buy your vacation package from them you don't pay.

Employing the services of a professional financial planner can assist you in identifying and achieving your financial goals. Remember its not how much you earn, but how much you keep that counts!



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