

# Capital Gazette



## **Financial Mentor Insider Reveals the Key to Financial Freedom for Retirement in New Book**

by Community Contributor Martin Brown  
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What is the best way to transition from entrepreneur to retirement candidate? Just thinking about retirement makes people start to squirm or sweat. The answer is simple: align yourself with the best wealth mentors who will help you collect your rewards from your working years with a strategic plan for financial freedom. Your Insiders' Guide to Retirement co-written by financial mentor Jeff Poole, RIA of Wealth Analytics serves as an eye-opening guide for future retirees. Written with encouraging anecdotes and sound advice, the book serves as a guide to help readers outline the life they want to live during retirement.

Book Link: <https://amzn.to/2M89ZEC>

I had the pleasure of talking with Jeff Poole, a principle at Wealth Analytics today...

### **What is your book, Your Insiders' Guide to Retirement about?**

Your Insiders' Guide to Retirement tells how Wall Street is rigged, and what it takes to create a plan and win the retirement game. I have over 20 years of experience in banks and brokerage firms, and I know how the industry works. This book will give you a road map on how to find a financial mentor and lead an amazing life.

Explain how you and your firm, Wealth Analytics are financial "insiders?" How does one get to be an insider?

We've been in the business for a long time, we understand all sides of this industry and have worked in all aspects of this business. Therefore, we have the insights on how to help people avoid money pitfalls and understand how financial services are delivered. We know all about fees, commissions, expense ratios and how banks, brokerage firms, credit unions make money. We help people see the difference in what a Registered Investment Advisor (RIA) does, and the paradigm shift that's taking place in this industry. To become an insider, you'll need the time of working in the industry. You'll need to know the ins and outs of all aspects of Wall Street and the products and services offered.

### **In your book you talk about a fiduciary oath that upholds high ethical standards. Why was this oath created and what does it mean to the client?**

The fiduciary oath was created to put in writing our commitment to clients. It's about always acting in good faith and proactively disclosing any conflicts of interest that may impact the client. Most companies do not live up to the fiduciary standard, because there is a bias associated with the firm they work for. Financial service firms and banks are like stores. They offer products to sell, which also may have their company name on fund or investment service. These investment products may or may not be the best for people. There is bias in selling your store branded product in order to create more profitability for the company. When you are a fiduciary, you're not part of a store. The company you work for does not have its own brand of investments. Instead, a fiduciary reviews all products and services out there, and helps a client make the best choice. There is no incentive to sell one service over another. That's why a fiduciary oath upholds higher ethical standards. It really is about the client first.

### **You keep telling us to have a financial plan. How do you go about starting this plan? The harder part, I'm sure is following that plan. Who stays on top of whom?**

The financial plan is the foundation of your nest egg, and how to best move forward with your short, mid and long-term goals. It will require a lot of work, yet the reward of the process is incredible. To start it, it's a fact-finding process. You will need to complete an expense worksheet so that we know what you're spending now and what you may be needed to spend in retirement. We'll talk about saver and spenders, and the habits people have with money. We'll need to gather all of your financial information, and get this data entered into our financial planning software. Next, we'll meet to review that the information is correct, and address any changes to be

made. We'll talk in length about your risk, and what you've done in the past that worked or did not work. Married couples may have very different opinions about risk, and those need to be addressed up front before we invest for your goals. We'll talk about the investment process, and what investments to use for each goal you have in place. Once the plan is in place, it needs to be flexible for change and life events that happen. We'll review different scenarios and possible outcomes of your money over time, depending on market returns and cycles of the economy. Most importantly, you'll have a mentor and a road map to go out and lead an amazing retirement with peace of mind.

**How do you begin working with a new client? Is there a questionnaire that is filled out or does it start with a big picture conversation or something else?**

We have an introduction meeting to explore if it's a right fit for all of us involved. People interview my firm all of the time and let us know that they are talking to four or five different companies. That's great! We then start gathering their financial information with a document checklist, and have the people fill out an expense worksheet. Besides investing, retirement is largely about cash flow. How much are you spending? What resources do you have to give you a paycheck for the many years ahead in retirement? Once we have the facts, the discussion turns to what does this money mean to them? This is the fun part of putting the financial puzzle together and helping people lead amazing lives.