



**Money...
It's all about the benefits.**



What is Money?

Money is a medium of exchange in transactions. It isn't just a piece of paper or an electronic transfer. In many cases, we never see the green cash. It comes into our account from one source, and goes to another source. It just flows through the system without us even touching it.



The keys behind money are the benefits the money provides, and how efficiently you can make it work for you.

Many spend their lives trying to acquire as much money as possible. Some people succeed very well at accumulating money, while others fall flat on their face.

We will be discussing several key issues in each broadcast about how money works, its benefits and how to use it efficiently.

Some of this information may be contrary to everything we have been taught and believe to be true about money. How does money really work? Maybe you were taught the same many learned about the "Birds and the Bees." It was on the street and from our friends.

Please keep an open mind when reading these broadcasts. I promise you won't be disappointed.

Who Should Read These Issues about Money?

If you are serious about your money, regardless of your age, this information is for you!

Ten Money Tips

1. **Our lives are governed by cash flow, and not the accumulation of assets.** We can have a high quality of life by having a steady stream of cash flow pouring into our account each month. A person could have five million in non-liquid assets (for example, real estate), and be financially broke. They may not have a way to convert the equity to cash in today's market.

2. **Contrary to a popular belief, all debt is not bad.** Good debt is debt that is attached to an asset that has value. The asset usually increases in value, and has a tax deduction.

3. **Do you think having a mortgage on your house is bad debt?** If so, I suggest you sell the house and rent a place to live. Save enough money while renting, and pay cash for the new house.

4. **There is a distinction between a creditor and debtor.**

a. A debtor is one who takes on debt and does not have the cash available to pay off the debt.

b. A creditor is one who uses good debt as a means of increasing the efficiency of their money due to access to cash. A creditor can pay off the good debt, at any time, but elects not to do so because of the benefits the debt provides.



5. **Your house value increases due to the market place.** Accelerating or pre-paying your mortgage doesn't increase your wealth. You simply are taking cash from your left pocket, and putting it into equity in your house, in your right pocket.

6. **There are only two ways to access cash in your house - sell the house or borrow on the equity.**

The equity in your house is not yours. You must qualify, according to financial institutions guidelines and rules, to borrow money. You will be required to complete a form, and most likely the request will be sent to a committee for final approval.

The market place will determine the value of the house when you sell it.

Both conditions may not be attractive when you need to have access to cash.

7. **The financial press and financial entertainers cater to many Americans making little or no money.** Their information is usually "one size fits all." The higher wage earners usually aren't listening to the radio or news broadcasts because they are making a living.

8. **The media doesn't always supply the correct information.** Ronald Reagan had a signature saying "trust but verify." When it comes to your money, remember, "Statements without documentation are only opinions." Make sure your advisers verify all statements.

9. **Are you planning on living on 20% less of your income in retirement?** The common belief is most people can live on less in retirement. If so, and you are not retired, then I suggest starting now, and see how it works.

10. Don't forget to take two checks to your financial institution when purchasing that alleged "high interest rate" CD. The first check is for the cost of the CD. The second check is for the amount of money you need to set aside to pay the taxes each year until the CD matures.

At First Benefits Group, Inc. we believe that with proper education about money, you will be able to make your money more efficient, and, therefore, enjoy the benefits.

To schedule a complimentary, no obligation appointment to discuss your personal circumstances, please call our office at 941.361.3057 x4.

Sincerely,

Terry O'Brien



Terry O'Brien
First Benefits Group, Inc.
306 N. Rhodes Avenue, Suite 111, Sarasota, FL 34237

941.361.3057

www.firstbenefits.net

tobrien@firstbenefits.net