

## SIX REASONS TO WORK WITH A FINANCIAL PROFESSIONAL

If you're like most people, you probably bring your automobile to a professional mechanic for routine maintenance. You see a doctor when you have concerns about your health, and for regular exams. When the need for legal counsel arises, you consult an attorney. All of us rely on the expertise of others. It's no different when it comes to personal finances--most people could benefit from working with a financial professional. Here are six good reasons to do so:

### 1. YOU DON'T KNOW WHAT YOU DON'T KNOW

No one can be an expert on every subject. Managing your finances on a day-to-day basis is one thing; implementing a comprehensive investment plan to fund your retirement while setting aside funds for your child's education is something else. That doesn't mean that you're not capable of doing it, only that you shouldn't underestimate the expertise needed to put together an effective plan. If you're going to go it alone, you'll need to educate yourself, and that brings us to the next point...

### 2. YOU HAVE GOOD INTENTIONS, BUT NEVER SET ASIDE THE TIME

There's an entire industry built around providing individuals with the tools they need to do their own financial planning. Books, magazines, websites, calculators, worksheets, and videos all empower individuals to take a more active role in their financial future, whether they're working alone or with a financial professional. Not one of these tools, however, will help unless you set aside the time to learn to use the tool, and the time to apply the tool to your own situation. Working with a financial professional forces you to stop procrastinating and shifts the time commitment from you to the professional.



### 3. DOING IT ALL YOURSELF ISN'T EFFICIENT

There's a long list of things that we could do ourselves but instead choose to pay someone else to do for us. For example, you could paint your house, but you may be happy to pay someone else to do it. Why? It's more efficient. You can spend the time working on other things and, if you choose the right professional, it will probably be done faster and better than if you did it yourself. The same goes for working with a financial professional.

### 4. YOU'RE NOT OBJECTIVE

It's hard to look at your own situation objectively. Having someone else with experience analyze your financial condition can be extremely helpful. And, in cases where you and your spouse aren't on the same financial page, a financial professional can listen to both of your concerns, identify underlying issues, and help you find common ground.

### 5. KEEPING UP WITH CHANGE IS A FULL-TIME JOB

Last year, there were four major pieces of tax legislation signed into law. Even seasoned financial professionals have had a difficult time keeping up with the changes. Not understanding how these changes might affect your financial plan could be dangerous, but understanding the changes takes time and effort (see reason number 2).

### 6. YOU CAN SEE THE TREES, BUT NOT THE FOREST

A good financial professional can help you see the big picture. He or she can show you how your financial goals are related--for example, how saving for your child's college education might affect your ability to invest for retirement. He or she can work with you to prioritize your goals, implement specific strategies, and choose suitable products or services. A financial professional can also stay on top of your plan to make sure it remains on track, recommending changes when conditions, or your circumstances, dictate.