

# LET'S TALK MONEY<sup>®</sup>

## Article Summaries

July/August  
2024

See the articles  
that will be featured  
in the new **High Net  
Worth Version!**

## Important Date

If you wish to order copies of the  
**Let's Talk Money<sup>®</sup>** newsletter, make  
changes to your existing newsletter,  
please inform LTM Client Marketing by:

**May 10, 2024**

for new subscriptions

**May 17, 2024**

for existing subscriptions

236 Broadway | Menands, NY 12204

TEL: 1-800-243-5334 | FAX: 1-800-720-0780 | EMAIL: [sales@ltmlclientmarketing.com](mailto:sales@ltmlclientmarketing.com)

[www.ltmlclientmarketing.com](http://www.ltmlclientmarketing.com)

**LTM** Client Marketing

---

## Standard Financial Topics

---

[COVER PAGE]

### S.O.S. for Your Family Finances

A haphazard approach to saving and investing can leave you short of your goals, so consider what you can do to improve your chances of success.

[PAGE 4]

### How Much Risk Can You Take?

Whether your dream is to climb Mount Everest or sail the Caribbean, the amount of risk you feel comfortable with is different for everyone. That applies to investment risk, too.

---

## Retirement Planning

---

[COVER PAGE]

### Understanding Bond Funds

Investors whose goal is to preserve capital may want to consider investing in bond funds. Bond funds offer diversification while minimizing the risk of losing principal.

[PAGE 4]

### Retirement in the Twenty-first Century

In the 1950s, workers typically retired at 65, drew a pension provided by their employer, and received a monthly check from Social Security. The average life expectancy was only 68 years. People live longer today.

---

## Small Business Needs

---

[COVER PAGE]

### Mid-year Review Keeps You on Track

Reviewing your business's financial progress and outlook at the end of the year to make sure you're on track to reach your goals is a no-brainer. But it's also a good idea to see where you are at mid-year.

[PAGE 4]

### What do Business Owners Really Need?

23% of U.S. consumers said they were thinking about starting a new business in 2024. At the top of the list for business owners should be insurance protection for their families and their businesses.

---

## Legacy/Insurance Planning

---

[COVER PAGE]

### Do You Need Life Insurance?

Purchasing life insurance is often the last thing on the minds of Gen Z and millennials. But there are times when life insurance makes sense, even when in your 20s or 30s.

[PAGE 4]

### Estimate the Coverage You Need

Have you put off buying life insurance because you get stuck trying to determine the amount of coverage you need? Focusing on four basic needs will help you estimate the coverage that's appropriate for you.

---

## Inside Articles

---

### Saving on Energy Costs

If energy costs take a significant bite out of your monthly budget, there are steps you can take to lower them.

### Financial Abuse: A Means of Control

Financial abuse is on the rise. It can affect partners in a romantic relationship or elderly people who are cared for by another adult.

### Handling an Inheritance

Studies show a significant gap between what millennials expect to inherit and how much their parents plan to leave them.

### Kiddie Tax 2024

If your child has investment or other unearned income above a certain threshold, that income may be subject to the kiddie tax.

### What Will They Do with Their Inheritance? (Infographic)

How prepared are children of Baby Boomers to handle their inheritance and how will they use those funds?

THERE'S MORE!



# THE FOLLOWING ARTICLES WILL BE FEATURED IN THE NEW VERSION OF THE NEWSLETTER THAT TARGETS HIGH NET WORTH INDIVIDUALS. ADD IT TO YOUR MIX!

## High Net Worth Topics

[COVER PAGE]

### ETFs May Have A Place In Your Portfolio

Exchange Traded Funds (ETFs) consist of a "basket" of securities that track an index, sector, commodity, or other assets. They can even be structured to track specific investment strategies.

[PAGE 4]

### Bouncing Back From 2023

Nearly 70% of individuals surveyed earlier this year reported facing stressful financial challenges in 2023. But looking forward, most respondents believe their finances will be better in 2024.

## Inside Articles

### The Sandwich Generation

First, the baby boomers were taking care of the parents and children. Now, it's Gen X, and even millennials, who are feeling sandwiched financially between caring for their parents and launching their children into adulthood.

### Satisfaction With Life (Infographic)

The sandwich generations report being satisfied or more satisfied with their lives as compared to other adults the same age.

### Female Breadwinners Need An Estate Strategy

The Center for American Progress found that more than 40% of women are their family's sole or primary breadwinners. An additional 20% are co-breadwinners, meaning they are responsible for between 25 to 49% of total family earnings.

### Nonqualified Deferred Compensation Plans Explained

Many employers consider nonqualified deferred compensation plans crucial in attracting and retaining top talent, with 58% offering these plans to key employees who can afford to invest more after maxing out their 401(k).

**LET'S TALK MONEY**  
March 2024

**THE FACTS ABOUT TIPS AND I BONDS**

With fixed-income investment rates seeming to be hitting higher many investors are taking a second look at bond investments with a wary eye on inflation. If you're one of those investors, Treasury Inflation Protected Securities (TIPS) and I bonds offer inflation protection and currently attractive returns. Both are government-backed investments with interest rates that are periodically adjusted for inflation.

**TIPS Basics**  
TIPS are popular for protecting portfolios from inflation and getting paid in a currency that stays ahead of inflation. They are issued by the U.S. Treasury Department and can be purchased through the Treasury Direct website or through a broker. The rate is set at the time of purchase and is adjusted for inflation. The TIPS generally have a 30-year maturity, but you can sell them at any time. However, interest payments are deferred until maturity.

**I Bond Basics**  
I Bonds are non-marketable U.S. Treasury savings bonds that are bought or sold in the secondary market. These bonds are not subject to the same restrictions as TIPS. They are purchased through the Treasury Direct website or through a broker. The interest rate is set at the time of purchase and is adjusted for inflation. The I Bonds generally have a 30-year maturity, but you can sell them at any time. However, interest payments are deferred until maturity.

**ANOTHER WAY TO ADD BONDS TO YOUR PORTFOLIO IS TO USE UP TO \$6,000 OF YOUR FEDERAL INCOME TAX TO BUY THEM DIRECTLY. ANY UNUSED PORTION WILL BE DIRECTLY DEPOSITED TO YOUR SPECIFIED FINANCIAL ACCOUNT OR PAID BY CHECK.**

**High Net Worth Version**  
LTM Client Marketing  
www.ltmclientmarketing.com

**Karen Petrullo**  
Ancient Manager  
LTM Client Marketing  
40 Project Ave  
Albany, NY 12204  
Tel: 800-243-0334  
Fax: 800-720-0782  
www.ltmclientmarketing.com

**RETIREMENT PLANNING TIPS FOR PHYSICIANS**

A 2023 MetLife survey reported that 50% of physicians had a net worth of less than \$1 million, an amount unlikely to be sufficient for them to live as they like in retirement. One reason given for the retirement security gap is that, for many high-earning professionals, physicians fall into the trap of focusing too much on their current financial situation. They invest in assets that generally come with retirement and the critical need to meet the costs of those changes.

**Physicians Believe That They Need an Average of \$3.9 Million Saved to Afford Retirement, According to MetLife's 2023 'Physicians Eye Retirement Report.'**

**Postpone Social Security benefits.** Each year until age 70, your potential Social Security benefits increase from 75% to 100% of your primary insurance amount. If you're currently working, you can delay your Social Security benefits until you're 70. This means you can keep working and earning more money for your retirement. While your expenses may drop as you retire, you'll generate more income. The more you work, the more you'll be able to accumulate for that time.

**Use a financial professional.** Just as you have your specialty, financial planners have their specialty, which is assisting people in investing to achieve a comfortable retirement and meet their financial goals.

**THE FACTS ABOUT TIPS AND I BONDS**

**Ask the Pros**  
The bottom of these instruments can be confusing, so consult your tax advisor to reveal further.

**It is important that you understand how I Bonds work, and consider the investment objectives, risks, charges, and expenses of the fund before investing.**

**MORE ON FIXED-INCOME INVESTMENTS**

Be aware of the increased income you may be earning on bonds and other fixed-income investments this year. After all, higher returns mean higher income and potentially higher taxes.

**Example:** If you're in a 20% marginal tax bracket, and you've earned an additional \$5,000 of interest income for the year, that's an extra \$500 of income tax you might not have planned on—just for the first half of 2024.

Depending on the type of fixed-income investments in your portfolio, your potentially higher returns on them in 2024 could be enough to bring you up to the bracket. Also, a bracket jump plus higher returns potentially expose you to additional tax penalties and possibly alternative minimum tax. As with any tax planning, be sure to consult a tax professional.

*This is a hypothetical example and is not representative of any investment strategies. Actual results may vary.*