

Connect

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YourStyle
FINANCIAL



Aging in Place

One of the recurrent themes I am hearing from clients during the pandemic is that they want to remain in their homes as long as possible – referred to as **AGING IN PLACE!**

We recently had a home assessment completed by a colleague, Marnie Courage O.T. Reg. (MB), CEO and Inclusion Specialist with Enabling Access. She met with us to determine our lifestyle goals and then spent a couple of hours assessing our home to determine how we can best age in place. Don't get me wrong, right now, we are both healthy and mobile so our home with two sets of stairs keeps us active. But what if one of us couldn't manage stairs?? Marnie's candid assessment of our living quarters was an eye-opening experience. She provided us with an in-depth report detailing what we are doing right, where we could make potential changes and most importantly what we would have to do should we not be able to navigate our home as is. Marnie shared with us how impressed she was that we were pro-actively taking a closer look as all too often, she is meeting with people who are forced to make immediate and unplanned changes to their homes.

Nobody wants to be a burden to their family. Proper planning can provide you with the confidence to meet life's challenges head-on! **MyDignity** is a homecare expense insurance solution that can... you guessed it: **help you age in place!** It is available to individuals 18 – 80 and if both spouses apply, a 10% premium discount is applied. Should you



Doug Buss, President
CFP, CLU, CPCA, CEA, RWM

be unable to perform two of six Activities of Daily Living (ADLs – Bathing, Dressing, Eating, Toileting, Transferring, Continence), the coverage provides you with access to funds to hire the services you need. It even provides a lump sum that can be used to convert your home. What else? Moving expenses, health monitoring systems, respite services, equipment rental or purchases, even psychological services for caregivers to name but a few of the services included

Oh? You think the provincial healthcare will look after you? Well, each province does provide basic homecare services; however, **MyDignity** is over and above basic. Many people land in hospital or care facilities because they cannot perform ADLs, yet with a small amount of support, they could remain at home.

You trust YourStyle Financial to plan your finances – why not give us a call to help you plan to AGE IN PLACE!!

Til next time...



LISTEN and **SILENT** are spelled with the same letters. Think about it!

If you think you can...
OR ...you think you can't, **YOU'RE RIGHT!**

What's
important
to you



Diversify your portfolio with Private Equity

John Poulain

We are all familiar with the saying “don’t put all of your eggs in one basket “. It’s another way of saying it’s prudent to spread your risk around. This adage can be applied to investments and

diversification: No one wants to lose their basket of eggs!!

First, we need to understand what diversification is with respect to our investment portfolios and why it is so important. Second, we will look at what a diversified portfolio should hold and last, we will discuss what is a Private Equity investment and what are some actions that can be taken to further diversify your holdings.

Portfolio Diversification

In order to diversify your portfolio, you need to be invested in a variety of different asset classes that collectively will reduce your overall risk profile. Thinking back to the basket of eggs, what if we didn’t lose the basket but instead dropped the basket. Likely not all the eggs would break. Some might be ok, but the fact is that they were all exposed to the same risk. By spreading out your eggs into different baskets, you can lessen the risks. Maybe some of those baskets are lined with cotton to protect the eggs even further? You get the point!

How should your portfolio be diversified?

There are many factors that advisors consider before making recommendations on how to best invest your money: family and marital status, age, income, health, goals, priorities, overall risk profile etc. Your personal situation will dictate the percentages held in the different asset classes.

The key holdings to consider in your portfolio are :

- **Equities/Stocks:** although stocks of a particular company can be purchased, they are often better purchased inside investment funds. When you buy into funds holding a group of companies, you lessen your industry risk, geographical risk and volatility – in essence, spread the risk around.

- **Bonds/Fixed Income:** although they still have some volatility, bonds tend to move the opposite way in value than equities and when they do change in value, either up or down, it’s on a much smaller scale.

- **Cash Value Life Insurance/Cash:** especially when it comes to people planning for their estate or wealth transfer as well as Corporations seeking tax advantages, Cash Value Life insurance could be considered as part of a portfolio. Cash in itself can be very important to have in case of emergencies, but also in many cases it can be used to take advantage of opportunities that become available.

- **Private Equity:** one of the main reasons someone would want to consider Private Equity (PE) is that there is often little correlation between your PE investment and what is happening in the markets. Although there are numerous types of Private Equity investments many have exposure to Real Estate and can be a way to add real property, outside of your personal residence, into your portfolio. Again, considering the advantages I mentioned earlier about investing in a fund of equities rather than just one company, a common way to invest in Private Equity and get exposure to multiple real estate holdings, is through what’s called a R.E.I.T. (Real Estate Investment Trust). These trusts contain many buildings in many different regions, thereby spreading out their risk. There are both public and private REITs available in Canada; however, I am suggesting adding Private Equity REITs to your portfolios.

How to incorporate Private Equity in your Portfolio?

These can only be purchased through a registered dealer of Private Equity investments in Canada. This will add a further layer of diversification to your portfolio while reducing your portfolio’s overall exposure to the markets. I’d be happy to discuss how Private Equity can help you further diversify your portfolio.

In addition to being an associate of YourStyle Financial, John is a registered representative and Private Market Specialist with Pinnacle Wealth Brokers.



Serotonin vs Dopamine

Sean McDermid

My goal as a financial advisor is to direct my clients down the path to financial independence. Recently, I have been researching why some people act on what they know to be right, and why others don't?

Dopamine is a **type of neurotransmitter**. Your body makes it, and your nervous system uses it to send messages between nerve cells. That's why it's sometimes called a chemical messenger. Dopamine plays a role in how we feel pleasure. It's a big part of our unique human ability to think and plan. We've become accustomed to immediate gratification despite pain that may follow.

In today's Dopamine encouraged culture, you can walk into a store, with no money and still walk out with a new toy. For example, you decide to purchase a big screen TV. You can walk into a store, get all hyped that you've made the decision to get a new TV. It's going to be awesome!! Watching the game, bingeing movies and shows, playing video games with friends; your excitement level is high. Now you haven't saved for the TV, but likely have enough credit and can pay it off with just "24 low monthly payments"! Enjoy now -- pay later!! Ahhhhhh Dopamine Days!!

You get your TV home and fire it up. WOW what a difference!! You revel in your newfound sense of joy over your new toy. The next day you're still pumped and possibly the day after that. But, with every day that passes, the excitement lessens until one day your new TV is just another item in the room. Then the bill arrives and now you are burdened with making a payment for something that has ceased to give you pleasure. But now, you've got another "23 low monthly payments" to make! Talk about financial stress and pressure for two years!

How do you kick the Dopamine sugar rush and make better decisions? The answer? Your new best friend, your greatest new addiction, the best drug available today...Serotonin. Serotonin is the key hormone that

stabilizes your mood, feelings of well-being, and happiness. This hormone impacts your entire body. It enables brain cells and other nervous system cells to communicate with each other. Serotonin also helps with sleeping, eating, and digestion. Serotonin is produced naturally in the brain and gets released AFTER you've accomplished that thing you wanted to do!

Serotonin is singing in the shower AFTER that workout. It's that sense of contentment from looking at a savings account with some money in it AFTER you've actually saved it!! Serotonin gives you a sense of peace, calm, confidence and purpose.

My goal is to get my clients addicted to Serotonin because then they are in it for the long haul. When you experience the sensation of: I can save money, get fit, improve my mental and physical health, you will be hooked. The reward that is waiting for you on the other side of true accomplishment is Serotonin and it is UNMATCHED!!

What's the catch? You must ACTUALLY do the work! Serotonin is there inside you and it's never too late to start tapping into it.

At YourStyle Financial, we are here to help guide you on your path to financial independence with the intention that it will spill over into all other aspects of your life. We strive for accomplishment every day and know that there are no shortcuts to achieve success. Give me a call and let's chart your path towards a life filled with peace, security, accomplishment and prosperity.

What's important to you???

Is financial planning the cure for cash-related stress?

Canadians who work with a CERTIFIED FINANCIAL PLANNER® professional or a QUALIFIED ASSOCIATE FINANCIAL PLANNER™ professional sleep better and report lower levels of money-related stress.

Does this sound like you?	With Planner	Without Planner
Money is my top cause of stress	23%	39%
I have lost sleep because of financial worries	40%	52%
My financial stress has led to health issues	20%	31%
I feel more hopeful about my financial future today	73%	56%

Why Friends Matter

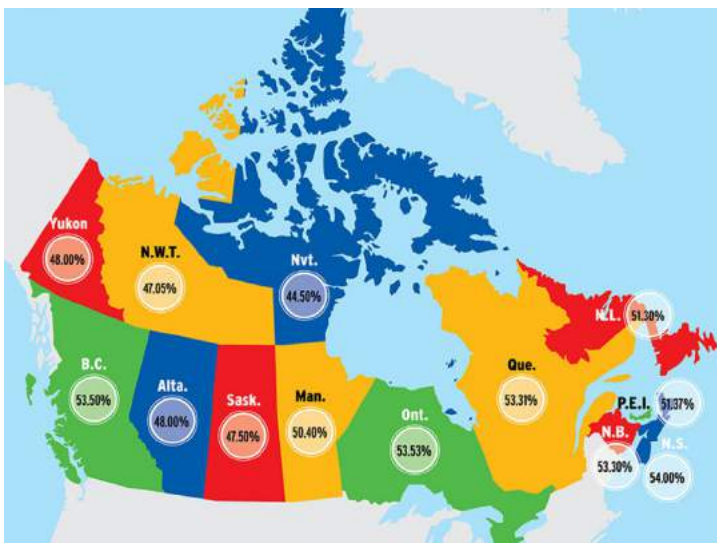


This news comes from a study that included more than 400 participants who were asked to rate how they felt after spending time with friends or family. This is because people tend to spend more of their time with friends doing enjoyable activities than with family members with whom they often find themselves doing chores, housework or caretaking duties. Sixty-five percent of experiences with friends involved

socializing, but this occurs only during 28 percent of the time spent with partners. The remedy? Creating opportunities for positive experiences with romantic partners and children – and to mentally savor those positive times.

This study supports the notion that the older we get, the more important our friends become to our health and happiness. That conclusion came from an investigation by a Michigan State researcher who analyzed information on relationships with friends and family from more than 270,000 people of all ages from nearly 100 countries. Results showed that maintaining meaningful ties with family members and friends were associated with better health and happiness and that as we age friendships become more important to health and happiness than family relationships. Researcher William Chopik also found that among 7,500 older adults when friends were the source of strain, survey respondents reported more chronic illnesses, but when friends were supportive, the respondents were happier.

2021 Top Marginal Tax Rates in Canada (combined federal and provincial/territorial)



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