

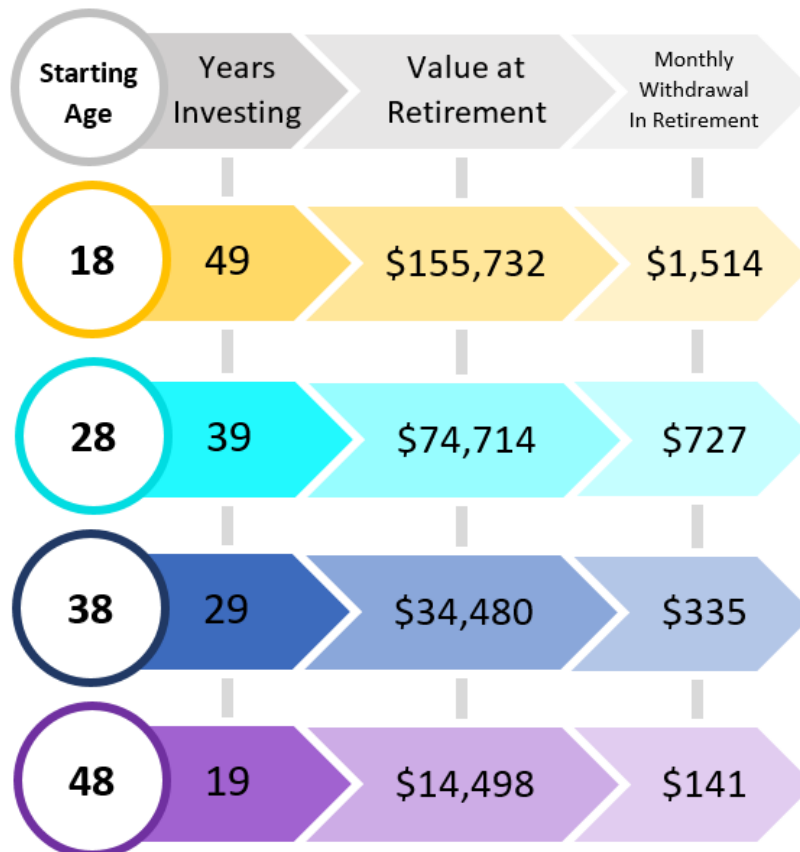
## A Dollar A Day

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A dollar is a powerful thing. How powerful? What if I told you it could change your future?! ... ok, are we done with the dramatics? Good, I didn't have anything else profound to say about a dollar.

A dollar really can have a profound effect on your future though, and to prove this I wrangled John R. Calmes, CFP®, a Registered Representative here at Insight Financial Advisors, into doing a little math for us. Here is the question I asked ...

**If I invested \$1 a day until I retired, how much money would I have when I retired, and how much would I be able to spend per month for the rest of my life?**



Retirement age at 67. Average annual rate of return 7%. Investing \$1 per day. Average life expectancy age 80.



WOW! Just \$30 turned into \$1,514 of cold hard spending cash when you start at 18! Even if you started investing later in life at 48 years old your \$30 would still turn into \$141 per month!!!

What does \$1 a day really mean to me? Well, I'm pretty sure I have at least a dollar of change rattling around in the bottom of my purse right now. If I didn't get the guacamole on my Chipotle bowl at lunch I'd have more than a dollar saved. If I got the tall vanilla latte at Starbucks instead of the venti I would save a dollar and twenty cents (and quite a few calories to boot).



What a priceless lesson on the power of investing. The truth is, just about anybody

could come up with a dollar a day, and as we see the sooner you invest the more you make. So what can we do with this powerful information? Well, apply it to ourselves of course – if we are not currently putting money away we should. More importantly we should share this information with the next generation, our children and grandchildren. Yes all those bratty teenagers about to be adults who lose cash, don't give us back our change, and waste money on cell phone games. Explain to them how important it is to save, to invest, and to plan for their future. Help them get started. If we share with them the power of investing they will be better off when they grow up.

The point is, even just a little now can make a huge difference later. So let's be good to our future selves... I should probably also be good to my current self and avoid those extra calories too. (Stinking Starbucks, why are you so yummy?!)

Disclosures:

Look, I used investing just \$1 a day for the sake of the argument; in real life there are investment minimums to consider. That's not to say you couldn't invest the equivalent of \$1 a day – \$60 every 2 months, \$180 every 6 months – and beat those investment minimums at their own game. As you know, there is no way to guarantee a rate of return. This example should not be used as investment advice... it's an example, a hypothetical situation to explain a concept. The values contained within this example cannot be guaranteed.

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