



How are Gym Memberships like Financial Planners?

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“It’s time for me to get in shape!” you exclaim as you excitedly begin your research into the local gym amenities and prices. You walk in your chosen gym with a fresh sense of vigor. It’s going to work, you’re going to get fit, and it has to work this time because you’re paying for it. Inevitably though, you end up fizzling out and the gym happily collects your membership fee while you stay home and continue your bad habits.

Why would you pay for something and not use it?

You feel like paying for it is enough.

We find this happens with Financial Advisors too. Someone will put in the time to research Advisors in their area, meet with several of them to find a good fit, dig up all their statements and documents for review, turn over their Social Security Number and other private information, sign documents ... and then in a few months they fizzle out. Our office sends out a search party to make sure they haven’t got lost, but other advisors...?



Just like with the gym you’ve got to put work into becoming financially fit!

Simply hiring a Financial Advisor isn’t going to make you wealthy, just as getting a gym membership won’t make you fit. Building and maintaining financial independence takes time, focus, and effort. Paying for an advisor isn’t enough; you have to put in the effort to show up to your meetings, review your accounts, and implement recommendations. A Financial Advisor is there to guide and assist you, but it is your money, you are in control of it. As Wanda always says...



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“Those who pay attention to their money tend to have more of it.”

One last bit of financial advice, on the house... cancel any gym membership you're not using. There is a fairly simple formula for financial success that I have been using during my 30+ years in this industry and I'm going to give it to you. In fact, we've put together a graphic (pictured on the left) to show you the secret sauce...

Yep! It's the same few things I talk about at every client meeting, in practically every newsletter, and inevitably at just about

every social gathering. Although you may have heard or seen me discuss these topics before, it is always important to have a reminder.

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