

Season's Greetings

J Leif Jensen and Associates

Solutions Based Consulting & Certified Public Accounting Firm



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Retirement

is it for you?

Thoughts of retirement are changing in our society. I work with a large spectrum of clients of all ages and a lot of them are wondering if retirement is in the picture for them at all.



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The first to surprise me with these ideals was when I was talking to a couple of Millennials. They stated that they never expected to be able to retire. While some peers expect to quickly become millionaires, some are much more pessimistic about the future.

I have GenXers who are living paycheck to paycheck. Some have not had raises in years, but are not comfortable with the economy enough to switch jobs, since they do not have specialized skills and are in lower level mid-tier positions. I know that there is strong competition on entry level or low paying positions, but these people are not at that level any longer. A few of these people have been looking for a while and are not getting interviews or offers. So saving for the future with increasing costs is difficult with some of these factors.

Boomers have notoriously have not been good savers. A tremendous amount of Boomer wealth has been received from previous generations. Not all, I do have a numbers of retired professionals who have been able to accumulate significant wealth. But a large number are working longer than they expected and are planning on working longer, because they do not have the savings to allow retirement at their current lifestyle levels.

Business owners within all generational strata expect to retain their businesses or at least the bulk of their paycheck from the business as they slow down.

The future is uncertain, the tariff and the threat of an economic downturn of the idea of AI all are having an impact on thoughts of retirement. Not to mention how long will we live. There are more people in the US over 100 than ever before. Do you the assets to be one of them?



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Is your money working for you?

Are you working for your money? Or is your money working for you?

If you are living paycheck to paycheck, you are definitely working for your money. It is hard to get enough money scraped together at times to even start to think about having money work for you. But it can be done. It has been done by people of all walks of life.

I have a client that was able to scrape together enough cash to buy his business. It was not easy, he had to make sacrifices modify his lifestyle downward (it was never really high) to get set to make his dream a reality. Now he and his money are working for him.

I also have clients that make small loans to businesses at rates slightly higher than a bank, but lower than a credit card. Their money is working for them.

I put some money into the stock exchange, looking for some higher returns. In the year and a half I have only made a 15% return on my money. Not bad, but the plan was to be closer to 20% each year for the risk taken. So I am below my plan and one stock is in bankruptcy. So I will have a total loss there.

So how are you answering the question? Are you working for your money? Or is it working for you? Or is it a bit of both?

Investment ROI

What is the ROI (return on investment) on your brokerage account or investments?

What I am asking is who is making more money off of your money? You or the brokerage firm? I just had a new prospect come in and have me review his 2017 return for potential



errors. There seemed to be a number that I could not back into based upon the information provided.

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But I did come across a potential problem other than the suspect number. The client had brokerage fees over \$5,000, almost 10% of total income. With interest, dividends and capital gains slightly over that amount. So the client is battling for break even. SO I say the brokerage firm won the ROI for the year.

Another client is struggling with a Turn Key Business (small Franchise), this has been an under performing asset, since the Franchisor takes almost 10% off the top. They do no advertising; they offer no product discounts, nor any management assistance. But they do get a minimum royalty charge each year. The clients are in year six of a ten year agreement. I keep suggesting that they rebrand themselves and market that so when they can throw off the yoke of the Franchisor they have a rebirth.

With any investment or business you want to make sure that you are getting your money's worth.

With any investment or business you want to make sure that you are getting your money's worth. Call us to help you evaluate this and other similar situations. That is what we are here for.

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In This Month?

- It is the first month of winter and the last month of the year.
 - National Cookie Day was December 4th. Other snacks celebrated this month include pie, cotton candy, chocolate brownies (mmm!), cocoa, and cupcakes. (I would not turn down any of the above as an offering of holiday spirit)
 - December often marks the beginning of rain, snow, and cold weather.
 - A lot of people have days off around Christmas and before New Year's Eve.
 - December in the Northern Hemisphere is similar to June in the Southern Hemisphere.
 - The first day of Winter this year is December 21st. This is the shortest day of the year and the longest night. It is called the Winter or Southern solstice in the Northern Hemisphere.
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Featured Client



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