

ATB Investor Services

Financial Report

Jack Zenert, CFP

Financial Advisor

ATB Securities Inc.

jzenert@atb.com

403-350-9352

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Remember the "law of clarity"

People don't know what they don't know... because people don't know what they don't know!

Referrals

As you know, I am always open to finding new great clients like yourself. So if you know of anyone whom could benefit from working with a Financial Advisor please let me know who they are.

THANKS!

"Try not to become a man of success but rather to become a man of value"

Albert Einstein

Welcome to another edition to my Financial Report. I feel this is an excellent way to keep in contact with the clients and also the people that I meet from day to day that may be looking for financial advice. What you will find is some information that I hope is relevant to your situation. You will also get an update on what is happening in my life, and what is new with ATB Investor Services. I am open to your comments and opinions, so if you have something you want to let me know, please feel free to contact me.

Retirement Misconceptions

Do you dream of the perfect retirement. Retirement for most people has been something they have looked forward to for a long time. Whether you are presently retired, or you are soon to be, there are some misconceptions that you should be aware of.

Misconception #1: Retirement is an end to work.

Many people treat retirement as if it were the finish line to a long work career rather than the beginning of a new life. You are retiring *to* something, not *from* something. Have a clear goal for the future and think about how you are going to live your day-to-day life. Of course think of the fun things you always wanted to do, but bring it back to reality. What will a week in retirement look like now and five years into retirement. You won't spend every day of retirement sitting on the beach – there will be the odd rainy day to plan for.

Misconception #2: Financial comfort is the key to a successful retirement.

When you are preparing for retirement money is a major focus. But all the money in the world will not guarantee happiness. Your health, wellness and good relationships are what provide long-term enjoyment. Financial comfort is important, but not top on the list. Think of retirement holistically. Take into account how being financially prepared will reward you in more than material assets, but also in freedom, options and time. Without your health, all the money in the world is useless.

Misconception #3: Retirement means not working.

Retirement today is very different from years past. The options facing you are immense. And there are opportunities as the shortage in labour is creating conditions that did not exist a few short years ago. You may decide to continue working in a number of ways, from part time to consulting to self-employment. Whatever is right for you.

And making money may not be the reason for staying active in the work force. It may be a way to socialize, to stave off boredom, or just to continue doing what you love.

Retirement is a phase in your life that should mean more freedom, more flexibility in doing what you want to do. But it also takes planning, it cannot be all spontaneous. With a little careful fore-thought you can have the retirement of your dreams.

Financial Planning* means more than Investments

When speaking with new people, the focus always seems to be on investments. What's best, what are the returns, etc. I have always firmly believed that the true value of a Financial Planner* is in the advice not the returns. I can offer you advice on a wide range of areas from tax planning, estate planning, to business succession planning. Even looking at ways to unlocking the equity in your land, your house, your business, and using that towards retirement goals. I have helped many clients through the various stages of retirement, through transferring family farms, through selling their business. Of course we work hand in hand with your accountant and lawyer, and bring in our own specialists where needed. The advice of a Certified Financial Planner is invaluable in all these situations.

What's Happening with Jack!

Hi There!

Well fall is well underway now. I was hoping to get the boat back in the lake once more to take the boys tubing. Jackson and Logan are just starting to get to the age to enjoy water sports. But the way the weather has turned, I don't expect it will happen. We did enjoy a couple great days at Glennifer lake in early September.

Hockey has started now, with evaluations running at the arena. Jackson has been skating almost every night for the last 5 days. Logan has a couple more skates on the weekend, and then the teams will all be picked for the year. As usual, I signed up to coach, and will know in a week or so what team needs help.

Harvest – back in Saskatchewan – went excellent this year. We finished off 500 acres over the Labour day weekend. I will go back on Thanksgiving to finish up any fall work, and put the last of the equipment back in the Quonset. The boys are looking forward to going back, as now that the crop is off, they will have lots of room to ride their motorbikes that they got in the spring.

I wish you all the best this fall!

Jack Zenert

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* Financial Planning is a service that I (Jack Zenert, CFP) offer to my clients as a Certified Financial Planner. It is not a service that ATB Securities offers directly.