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Why does Life Insurance have to be so complicated?



It's not complicated, it's specific to the individual. There is no one-size-fits-all solution as no two of us are the same.

The simplest way to think about it is that it **replaces the economic value of the individual to the family**. So, if the insured person becomes disabled, unable to work or dies, there are clearly financial implications to the surviving family.

The value of this is based on their income, debt levels, (mortgage and other debt), the desired lifestyle of the surviving family members and any future events that it was intended would be paid for by the insured e.g. university education.

Each family's circumstances may be

different. Some have very large mortgages, some are debt free, some have five children while others have none. While some are nuclear families (married mum and dad with children), some are solo parents, some are same-sex couples and others blended families.

On this note, things change! From the 2013 census, the number of solo parents was determined to be over 200,000* and the number is growing.

Change is inevitable and constant. Kids leave home, one partner decides to leave work to be with the children, some get made redundant and accept a lower paying job, you may divorce, or perhaps you buy a new home with a bigger mortgage. Others have older family members move in, while some are supporting their grandchildren.

Constant change is why you need to review your insurance annually. This ensures that you have the right types and levels of cover. Not too much, not too little and types appropriate to your circumstances. And of course, as you age, premiums can rise, and health issues develop. There is a lot to consider, but it's not complicated, its logical and specific to you.

*archive.stats.govt.nz/Census/2013-census/profile-and-summary-report



Greetings for 2018! What I like about the lead article is it emphasizes the importance, and the value, of getting good advice when you are considering how to manage personal and business risk.

Important questions like: is this the right benefit for me, is this the right level of cover for me, is this the right insurer for me, what am I missing out on, are just some of the things good advice should cover.

And just like anything else, often the better product is not necessarily the most expensive one. Let me know if I can help in any way. All the best for 2018!

Make money from home



If you are at home for reasons such as young children, then you can still earn. These are how others make money:

Editor: Lots of people are writing books and reports, and all need a good editor.

Social media support: This is BIG! All businesses should have an active social media campaign that is added to daily.

Grant applicant writer: Charities and

events require someone to apply for grants. Fees of a few thousand dollars are regularly being paid for this service.

Basic bookkeeping and bill paying service: Most small business owners hate doing this themselves.

Virtual assistant: This service is growing like crazy... manage a business owner's calls, appointments, diary and quotes.

The problems of FOMO



FOMO is the 'Fear Of Missing Out'. Another way to think of it is good old jealousy. "My friend Amanda posted pictures on Facebook of her trip to Santorini. She is only 24, how on earth could she afford that?"

That's a comment from another 24-year-old, Sally, who has yet to leave the country. Seeing Amanda on her trip caused tremendous jealousy, so Sally splurged out on expensive concert tickets to prove that she was cool too.

Sound stupid? Yes of course it is. We often try to live the lives we think our friends do.

'FOMO' is a real thing that results in a lot of unnecessary debt and bad financial decisions. To avoid it and give yourself a happier financial life, here are some simple tips.

First, set financial milestones. Like saving the cash for a trip overseas in June 2019, or paying off your credit cards by December, or saving to have your house painted in August or other key milestones. If you focus on your own goals, it helps you to ignore the apparent lifestyles of others.

Second, park your credit card. It's worth it. The interest is massive.

Third, when you look at your friends and their apparent amazing lifestyle, tell yourself that its nearly all funded by debt. Is that a good idea?

And number four... I can help you review your financial milestones. It can pay to have an independent person to run things by.

You pay the \$5 and keep the \$20.
Jack would be happy to lose the bet, give
means you pay 96% of the price. (2) No,
means 99% of the original price. 20%/20%
Brain fitness answers... 1) 10%/10% means

A BIG financial mistake: Defining wealth in terms of income, not time



If you were to lose your job today, how long could you afford to live at your current standard of living? If it's 3 months, then you are '3 months wealthy.' Your income becomes largely irrelevant.

It's easy to live to your income, most people do. But despite the economy doing well, redundancies are just as prevalent as before.

So, it pays to work out the minimum you can live on each month, paying all bills, with no luxuries. Let's assume that it will take three months to get a similar paying job to the one you have right now.

Start putting away a little each pay day to build up to three months of all living costs. Then to be on the safe side, add another month.

Not only is this an extremely sensible thing to do, but you will sleep better knowing it's there if disaster on the job front does happen – you are covered!

1. You are buying an item and the salesperson offers you a 10% discount, then adds a 10% fee. Or you could take a 20% discount, followed by a 20% fee added. Which is best price for you?
2. Jack says, 'I will bet you for \$5, that if you give me \$20, I will give you \$50 back in exchange.' Would you accept this bet?

SPAM!



Sick of spam in your inbox? Around 14.5 billion spam messages are sent each day*. This makes up about half of all emails. The three most common types are advertising, adult related and about money.

Spam is genuinely random, so don't feel picked on. It's purely a numbers game for the spammers. They use software to find addresses and even names from websites.

What can you do about it? Very little. Outlook and other mail clients have spam filters, but spammers are getting better at avoiding them. The general rules to follow are:

1. NEVER open an attachment from an unknown emailer. Most contain Malware or Trojans.
2. Carefully check the email address. It might look like it's from your bank, but the email might be fake.
3. NEVER click a link that asks for your login details. Its fake.

These might sound obvious, but sadly, many people do click them, or spam wouldn't exist.

*spamlaws.com/spam-stats.html



I am delighted to say that most of my new clients are referrals from happy existing clients. Please pass my name and number on to friends, work colleagues and family whom you believe may benefit from my services.