



February 16, 2023

<<First Name>>,

Total money market fund assets are \$4.81 trillion, the Investment Company Institute reported last week. That's \$4,810,000,000,000.00! Tons of money on the sidelines, sheesh.

I personally know some people who are sitting on millions and tens of millions in their bank accounts. And yes, I've told them already it's not smart. But the bank sure loves them! Pays them some low measly interest rate and then lends that money out at 6% - 8% or more!

Inflation is still running at 40-year highs, so idle money is really losing its value quickly. To help business owner clients with idle cash, we've opened many business accounts at Schwab and moved their bank money over to earn decent yields of 3% to 5.5%. When the deposits are large, that interest earned can be meaningful.

Quick analogy: I'd never hire a bunch of employees and then ask them to sit on the couch not start working...or tell them to sit there doing nothing until I feel better about asking them to do some actual work. Yet that's exactly what you're doing when you let a ton of money sit idle in your bank account, earning next to nothing.

Markets are down from last year. But even if you aren't able to take "market risk," there are plenty of better options to earn some cash flow on that money and make it work for you.

Our PACIFIC CAPITAL team would be happy to have a conversation with you about different options. I know this for sure: you won't reach your goals and you won't beat inflation by letting your money get dusty in a bank account.

When the government is borrowing/printing/spending, you can't simply "SAVE" money. You must be an investor. We know liquidity is important to you. There are plenty of great opportunities that offer liquidity. You worked hard for your money; make it work hard for you! If you want to talk about it and you already are a client or believe you may qualify to become a client, CLICK HERE and let's talk.

If you didn't yet read my article for Entrepreneur Magazine called "Why the Hustle Culture is a BIG LIE", click here to read it!

Hope you have a great weekend ahead!

Sincerely,

PERSONALLY ADVISING 8 AND 9 FIGURE ENTREPRENEURS at the top of their game. CHAD WILLARDSON CFF®, CRPC® | PRESIDENT, FOUNDER. PACIFIC CAPITAL 844-777-8777 | WWW.PACIFICCAPITAL.COM

J JDL ★★★★★

"The team at Pacific Capital is really fantastic. They have a great team approach to our quarterly reviews and are able to explain the details of our financial situation in a clear and understandable way. We highly recommend their services."



Schedule a Call

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