



PACIFIC CAPITAL



April 16, 2020

Does it feel like the movie "Groundhog Day" to anyone else besides me? Today is #34 out of 150 days without our five children going to school. We are adapting, extra thankful for the simple things: food, good health, a home, and a job.

22 million Americans filed for unemployment recently and there's no telling how quickly things will get back to "normal." If you weren't engaged in your financial life before March, maybe this is a wake up call. Not surprisingly, recent conversations with clients and friends ages 55 to 75 mention how "security" and "protecting their assets" are a higher priority today than before.

What does that exactly mean? Financial security = feeling peace of mind and confidence knowing your passive income exceeds your expenses and you have enough money set aside for emergencies. If you do it right, your investments (financial assets, real estate assets, etc.) can create a stable, predictable standard of living regardless of what's happening with your business or the markets. Remember, all successful investing is goal-focused and planning-driven.

Be smart and diversify your sources of income. One major real estate investor we spoke with this week is going to be receiving less than 35% of expected rent for the foreseeable future because of unemployment from COVID-19.

We can help you create multiple sources of income from different assets in your financial life so you can enjoy life by removing your stress about money. When your financial life is in order, you don't feel the stress and the panic that comes from being unprepared.



*If you'd like a copy of our "10 Key Principles for Investment Success" guide, please reply to this email and write "Investment Success" in the subject or body of the email.

As always, we are here for you when you need us.



WEALTH ADVISOR FOR ENTREPRENEURS

***If you aren't yet a Pacific Capital client, we are still happy to speak with you. You may schedule a free 20-30 minute Goals Conversation® with us by visiting www.goalsconversation.com today - no cost or obligation involved. You may also click [HERE](#) for our google reviews.**

