



The Senior Focus Newsletter

June 2009

Legacy Consultants All Stars
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Covered in this issue:

Irrational Investors- Blame it on the Media

Zero Interest for I Bonds

30 Dead Banks so Far

Your 'Safe Money' Isn't so Safe

Upcoming Seminars

Lifelock Identity Theft Protection

Famous Quotes

“The real measure of your wealth is how much you'd be worth if you lost all your money.” ~Author Unknown

“Two things you can't get back in life: time and people”-Bill Thurman

“I'd like to live as a poor man with lots of money.” ~Pablo Picasso

"Your money, or your life." We know what to do when a burglar makes this demand of us, but not when God does. ~Mignon McLaughlin, *The Second Neurotic's Notebook*, 1966

“It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things that money can't buy.” ~George Horace Lorimer

“Waste your money and you're only out of money, but waste your time and you've lost a part of your life.” ~Michael Leboeuf

Irrational Investors-Blame it on the Media

A February study blames the media, at least in part, for causing bubbles in good times and a crisis mentality in bad. The study concludes that individuals strongly rely on media guidance for investment purposes. They say that it seems plausible that the media prints stories to attract the guest audience and what this means is the media says what has been happening yesterday and today will continue to happen tomorrow, with little justification for doing so. The study ends by saying “this calls for a close inspection of media behavior in financial crisis's and bull markets.”

-Brandes, L.K. Rost. How Media Make People Buy Stocks: Market Homogeneity and Bubbles. Working Paper No. 98. February 2009.

Zero Interest for I Bonds

I Savings Bond rates are a combination of a fixed rate and changes in the Consumer Price Index. For the last period the index declined at an annualized loss of 5.56%, more than offsetting the fixed rate credited. The good news is you can't lose interest so the worst that happens is you earn zero, and that's what you will earn until they recalculate the inflation rate next November. The traditional EE Bond pays 0.7% and it won't go up for 20 years.

30 Dead Banks so Far

As of 1 May thirty banks had been taken over by FDIC; more banks than failed from 2004 thru 2008 combined. The complete list is included on [http://www.indexannuity .org/index compendium.htm](http://www.indexannuity.org/index%20compendium.htm).

Upcoming Seminars in June!

Golden Corral
1740 N. Bechtle Ave.
Springfield, OH 45504

Tuesday
June 23rd
6:00 P.M.

Thursday
June 25th
6:00 P.M.

Guarantee your reservations by calling
1-800-848-3916



Bill Thurman was born and raised in Ohio. He and his wife, Cheryl, have five children. Bill built his wealth preservation practice over the last 20 years. Early in his career, Bill made the decision to specialize in working with seniors. He is a national speaker, conducting workshops and seminars for seniors. His workshops address the special areas of concern faced by those in their "golden years" such as Medicaid planning, reverse mortgages, and not outliving your money. Bill is currently the Lead Consultant for Legacy Consultants, LLC.

Bill enjoys a number of activities and hobbies such as golf, spending time with his family, coaching youth football, and running the non profit foundation he started 15 years ago, The Making a Difference Foundation. He and his wife of 17 years live in Xenia, Ohio.

Your 'safe' money isn't so safe

Did you abandon the rolling stock market for the security of a money market fund? Gulp – the mortgage mess has probably put your investments there at risk, too.

By: Jon Markman

Investors are fleeing the volatility of the stock market at the year-end, according to industry data, and stashing the proceeds in supposedly nice, safe money market funds at the scorching rate of \$18 billion per week.

Yet investors might only be exiting one danger zone and entering another, as a close look at money market funds at major U.S. brokerages reveals that most are invested in the same sort of dubious paper that has rocked the financial world in the past six months.

Although many money market funds have the word "cash" in their names – leading investors to think that they are no more risky than a handful of paper money – many are thinly veiled bets on the deteriorating mortgage market, a bet that has gone very bad for Wall Street, to the tune of hundreds of billions of dollars. The question now is how bad could it get for these supposedly safe funds.

Worried About Identity Theft?

LifeLock® is a leader in proactive identity theft protection. And we back our clients with a \$1 million total service guarantee. All for just \$10 a month or \$110 annually. **(Save 10% OFF THE RETAIL COST)** by using the promo codes **Senior** (single).

How LifeLock Works:

When you enroll in LifeLock, we place fraud alerts, in your name, with the three major credit bureaus and we update them every 90 days. If anyone attempts to change your address, apply for a new line of credit or otherwise do anything requiring a credit check, the merchant is requested to contact you by phone and verify your identity. We also remove your name from junk mail lists and pre-approved credit card lists, which further protects you from ID thieves.

What LifeLock provides:

- Requests credit fraud alerts on your behalf
- Requests free annual credit reports on your behalf
- Reduced junk mail and reduced pre-approved credit card offers
- Proactive identity theft protection
- \$1 million total service guarantee

How to Enroll:

1. Simply visit **LIFELOCK.COM** and click "Enroll Now" or call **800-LIFELOCK (543-3562)**
2. Use promotional code **Senior** (single) included in your packet in order to save 10% off the retail cost.

 **LifeLock™**
Guarantee Your Good Name

