



RAYMOND JAMES®

Spring 2018

Meet Sheila



The biggest surprise we've taken away from joining Raymond James is the addition of Sheila Gargala to our staff! Sheila is our Client Service Associate meaning that she heads up our business processing and assists with customer service. All this is invaluable to us, but probably not very interesting to you. With this in mind (and Sheila's permission of course) we thought we would share some of what makes Sheila, well Sheila.



What's your favorite food? Tapas

Where is your favorite vacation spot? ANYWHERE! Travel is the only thing you buy that makes you richer! It's about the experience.

What's your favorite book? No favorites. I enjoy reading because it's something Jason, my husband, and I do together. We read to each other, then talk about it.

Do you have any Hobbies? Travel, cooking, decorating.

Describe your perfect weekend. Sleeping in, going to an obscure coffee shop and free floating for the day with Jason - there is always something we find to do.

What's something no one knows about you? I am a certified plant based, vegan chef.

What did you want to be when you were younger? Cosmetologist, and I was for many years!

What do you like most about your job? The team that I work with!

If you could have dinner with anyone who would you choose? Jesus Christ

What are you most afraid of (if it's not spiders then you might be a robot)? SPIDERS.... even teeny tiny ones! :)

And finally, what do you want to do when you retire? Travel and spend time with our grandkids.

Now that you know a little more about Sheila be sure to say hello the next time you call or stop by!



Gregg Turns 40!!

Gregg turned 40 on March 5 and although 40 years old, Gregg remains young at heart and still regularly plays ice hockey! We find it interesting to look back and see how prices have changed over the past 40 years...

In 1978...



Average cost of a new home was \$54,800



Average cost of a gallon of gas was \$0.63



A dozen eggs cost \$0.48

In 2018 its, well a lot more. If you have the opportunity, wish old man Gregg a happy birthday!

What's Your Money Script?

Money is power. A fool and his money are soon parted. A penny saved is a penny earned. Money is the root of all evil. Do any of these expressions ring true for you?

As it turns out, the money beliefs our families espoused while we were growing up may have a profound effect on how we behave financially today — and may even influence our financial success.

Beliefs drive behaviors

In 2011, The Journal of Financial Therapy published a study by financial psychologist Brad Klontz et al., that gauged the reactions of 422 individuals to 72 money-related statements.¹

Examples of such statements include:

- There is virtue in living with less money
- Things will get better if I have more money
- Poor people are lazy
- It is not polite to talk about money

Based on the findings, Klontz was able to identify four "money belief patterns," also known as "money scripts," that influence how people view money. Klontz has described these scripts as "typically unconscious, trans-generational beliefs about money" that are "developed in childhood and drive adult financial behaviors."² The four categories are:

1. Money avoidance: People who fall into this category believe that money is bad and is often a source of anxiety or disgust. This may result in a hostile attitude toward the wealthy. Paradoxically, these people might also feel that all their problems would be solved if they only had more money. For this reason, they may unconsciously sabotage their own financial efforts while working extra hours just to make ends meet.
2. Money worship: Money worshippers believe that money is the route to true happiness, and one can never

have enough. They feel that they will never be able to afford everything they want. These people may shop compulsively, hoard their belongings, and put work ahead of relationships in the ongoing quest for wealth.

3. Money status: Similar to money worshippers, these people equate net worth with self-worth, believing that money is the key to both happiness and power. They may live lavishly in an attempt to keep up with or even beat the Joneses, incurring heavy debt in the process. They are also more likely than those in other categories to be compulsive gamblers or to lie to their spouses about money.
4. Money vigilance: Money vigilants are cautious and sometimes overly anxious about money, but they also live within their means, pay off their credit cards every month, and save for the future. However, they risk carrying a level of anxiety so high that they cannot enjoy the fruits of their labor or ever feel a sense of financial security.

Awareness is the first step

According to Klontz's research, the first three money scripts typically lead to destructive financial behaviors, while the fourth is the one to which most people would want to aspire. If you believe you may fit in one of the self-limiting money script categories, consider how experiences in your childhood or the beliefs of your parents or grandparents may have influenced this thinking. Then do some reality-checking about the positive ways to build and manage wealth. As in other areas of behavioral finance and psychology in general, awareness is often the first step toward addressing the problem.

¹"Money Beliefs and Financial Behaviors," *The Journal of Financial Therapy*, Volume 2, Issue 1

²Financial Planning Association, accessed October 24, 2017

How can I protect myself from digital deception?

Imagine that you receive an email with an urgent message asking you to verify your banking information by clicking on a link. Or maybe you get an enticing text message claiming that you've won a free vacation to the destination of your choice — all you have to do is click on the link you were sent. In both scenarios, clicking on the link causes you to play right into the hands of a cybercriminal seeking your sensitive information. Just like that, you're at risk for identity theft because you were tricked by a social engineering scam.



Social engineering attacks are a form of digital deception in which cybercriminals psychologically manipulate victims into divulging sensitive information. Cybercriminals "engineer" believable scenarios designed to evoke an emotional response (curiosity, fear, empathy, or excitement) from their targets. As a result, people often react without

thinking first due to curiosity or concern over the message that was sent. Since social engineering attacks appear in many forms and appeal to a variety of emotions, they can be especially difficult to identify.

Take steps to protect yourself from a social engineering scam. If you receive a message conveying a sense of urgency, slow down and read it carefully before reacting. Don't click on suspicious or unfamiliar links in emails, text messages, and instant messaging services. Hover your cursor over a link before clicking on it to see if it will bring you to a real URL. Don't forget to check the spelling of URLs — any mistakes indicate a scam website. Also be sure to look for the secure lock symbol and the letters https: in the address bar of your Internet browser. These are signs that you're navigating to a legitimate website.

Never download email attachments unless you can verify that the sender is legitimate. Similarly, don't send money to charities or organizations that request help unless you can follow up directly with the charitable group.

Be wary of unsolicited messages. If you get an email or a text that asks you for financial information or passwords, do not reply — delete it. Remember that social engineering scams can also be used over the phone. Use healthy skepticism when you receive calls that demand money or request sensitive information. Always be vigilant and think before acting.

What Your Advisor is Doing . . .



Shane Ailes, AIF, RICP

First Vice President, Investments

College visits with the twins – twice as much fun! Going to Colorado where the whole family will be together for Spring break!



Clint Myers, CASL

Financial Advisor

Traveling to Israel for a tour of the Holy Land!



Gregg Mulder

Financial Advisor

Recently became involved with a local non-profit, Wings of Mercy! To read more about the mission of Wings of Mercy see their website at: <http://wingsofmercy.org/>

RAYMOND JAMES®

99 E. 8th Street | Holland, MI 49423

616.395.4150 | www.raymondjames.com/lakeshoreholland



We're growing and you're the reason why!

We want to thank you for referring your friends and family. A referral is the highest compliment we can receive! Have someone you would like to refer and not sure how? Simply pass along one of the enclosed business cards or call us at 616-395-4150!

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