



## Young People...Where Are They Headed Financially?

What is just as valuable as your own financial security? What, eventually, could be even more beneficial to you than your own retirement financial well-being? Answer: the financial well-being of your children!

In my May blog I talked about financial stabilization for high school and college graduates. Specifically, I mentioned transitioning to financial independence. Imagine if those graduates had already learned how important it is to save for the future and had a strategy and practice to do so. That would give them a headstart as they either entered college or the real world of having a career. And it is never too early to start teaching our children, grandchildren, nieces and nephews how to be financially responsible. Getting them started early on the road to healthy money management will better prepare them for the road ahead.

## The Struggles of Youth in America

Youth today are growing up in a time of contradiction. Although these should be the most exciting years of their lives filled with freedom, discovery, and opportunity, many feel less freedom and more pressure. This is caused by economic uncertainty, emotional stress, and the fear that no matter how hard they work, stability may remain out of reach.

Add to that the pressure of financial insecurity. This is one of the biggest struggles facing youth today. The cost of living continues to rise, while wages for entry-level jobs often fail to keep up. College tuition, rent, transportation, healthcare, and even groceries can feel overwhelming for young adults trying to establish themselves.

## Help Provide a Solution As Early as Possible

Encourage the youth you know to be entrepreneurial. There are many services they can provide for a fee that requires little experience, such as, grass cutting, snow removal, baby sitting and dog walking. One young man was artistic and decorated a pair of old sneakers. They were such a hit he started charging his friends to do theirs. Teaching them financial responsibility with the money they earn will be a valuable lesson that will benefit them for years to come. And this is where we can help so give us a call.

In my next blog, I will talk more about partnering with us and specific products and services that can help.

