



# Investment Insights

Kevin Kennedy

Many people think my role as an investment planner is to “make my clients rich”. In fact, I have had people comment to me that they haven’t invested because they “don’t need to be rich”. I actually have a very different view of managing and investing money, the inspiration of “financial freedom”.

One of the first things I talk about with a new client is their goals. Not necessarily their financial goals, but, more importantly, their life goals. Ask yourself, what do you see your life looking like five, 10, 20 years from now? What are your hopes and aspirations? What do you really love? Where do you want to live, how do you want to spend your time? These are your life goals; the things that you strive to achieve every day.

Your goal is probably not to “be rich”, it is probably to retire with enough money to be comfortable, fund your grandchild’s college education, care for a sick spouse or parent, or some other very personal goal. Sound financial management, saving and investing, and budgeting can help you to achieve these goals. It isn’t necessarily about being rich, but living the life you aspire to. It’s about achieving financial freedom.

Sound financial management can facilitate your ability to realize your goals and achieve financial freedom. For example, I have a client who enjoys music, and has a goal to stop working and play in a band when he turns 50. We developed a detailed financial plan two years ago; outlining the steps he needed to take to achieve his dream. He saves and invests not to get rich, but to give him the option to realize his dream of playing music for fun whenever he wants to. Similarly, I have a client who loves to volunteer for non-profit organizations and share his expertise to better the community. If he sticks to the investment plan we outlined when we met five years ago, he will probably be able to realize his dream in the near future.

Here’s a fun exercise: think about what you would do if you won the lottery tomorrow. What changes would you make in your life? What careers, hobbies, goals would you pursue if you had instant financial freedom?

These goals may not be as far-fetched as you think. Although you have no control over winning the lottery, you do have within your reach the tools to set your own course to financial freedom. Simple budgeting programs like Intuit’s Quicken, excellent savings vehicles like retirement plans and mutual funds, and solid financial advice from a

financial planner who knows your goals can all move you along the path to financial freedom.

The sooner you embark on an investment plan to achieve financial freedom, the more likely you are to reach that goal. It is never too late to start, but it is also never too early. Take a few minutes today to think about your goals, and make some decisions about how you will pursue these goals.

*Kevin Kennedy is president of Kevin Kennedy, LLC, a registered investment advisor firm in Alameda. Reach him at 510-748-1898 or [Kevin@KevinKennedyLLC.com](mailto:Kevin@KevinKennedyLLC.com). Stocks, bonds, and mutual funds involve risk, including loss of principal. Past performance is no guarantee of future results.*