

FINANCIAL BLOOMING

WINTER 2022 MAGAZINE



WINTERING 101: YOUR GUIDE TO SEASONAL LIVING

Your ideal seasonal home, rental property,
or RV are only a few pages away.



GRATITUDE

Our parents may have insisted we say thank you. We taught it to our children. But experts say expressing gratitude is more than a courtesy. It benefits your health, your wealth, and it makes you wise.

SHOPPING FOR BIG- TICKET ITEMS ONLINE

Would you buy a dishwasher on your phone? Tips for your next big purchase.

TELL YOUR STORY: HOW TO FINALLY WRITE THAT NOVEL

Turn your literary dreams into a literal reality.

WELCOME

DEAR CLIENTS AND FRIENDS,

“Raindrops on roses, and whiskers on kittens...bright copper kettles and warm woolen mittens.” Winter is the perfect time to remember all of our favorite things and to share tidings of comfort and joy to those around us.

If you're ready to trade snowy winters for sunny skies, we'll show you how in “Wintering 101: Your Guide to Seasonal Living.” We'll also discuss how to make the most of your online shopping experiences in “Shopping for Big-Ticket Items Online.”

Passing along your financial knowledge is an invaluable gift to give. In “Gratitude,” we'll look at ways practicing gratitude can improve your health, wealth and wisdom. We'll also share tips on how to utilize technology to monitor your retirement and more. And finally, we'll look at how you can make this winter the time when you finally write your novel.

We wish you a safe and happy season filled with wonder, hope, and renewal that stays with you all year long.

WARM REGARDS,

Cheri Blair Financial Services

Cheri Blair Financial Services



Details to
follow

Cheri Blair Financial Services

presents

Dare to Dream 2022

PLANNING FOR THE YEAR AHEAD AND
BEYOND!

SATURDAY, JANUARY 29, 2022, 1-4PM

ENCINITAS, CA 92024

(LIGHT AFTERNOON MEAL BY CHEF MIKE PROVIDED)

A CBFS ANNUAL
WORKSHOP EVENT

Save the Date!



Securities services offered through Brokers International Financial Services, LLC. Member SIPC. Brokers International Financial Services, LLC is not an affiliated company. CA Insurance License #0B42369.

• LET US HELP
YOU GET •



• TO GROW
YOUR FINANCIAL
FUTURE •

Have questions about your financial plan for 2022? Give us a call today!

Office: (858) 935-7808 Cell: (619) 997-0416

WINTERING 1❄️1

YOUR GUIDE TO SEASONAL LIVING

Every year, millions of retirees flock to other climates in search of balmy weather and seasonal entertainment. Regions like the coast or the Sun Belt welcome well over 50 million visitors between January and March, but they are just the tip of the iceberg when it comes to seasonal travel. There's even a colorful name for such intrepid visitors: "snowbirds."

What Is a Snowbird?

Snowbirds are typically people who are retired or close to retirement and have decided to spend the winter months in a location other than where they usually live. In the past, this term applied to those who traveled south in the winter to escape the cold. Today, it can apply to retirees and others who travel seasonally to spend time outdoors and enjoy their favorite activities.¹

If this is a lifestyle you're considering, you can stretch your fledgling snowbird wings in a number of ways. You may start pricing a second home or look for a rental property you can return to annually. Or, you may opt to chase good weather by traveling in an RV.²



Getting Started

Set a goal

In most things in life, it's helpful to settle on a goal before you begin. Start with the basics, such as deciding on your destination, length of stay, and, of course, budget.

Renting vs. buying

Depending on where you decide to travel, renting on a seasonal basis can cost thousands over the length of your stay. However, the funds you spend on renting could also be used to pay for some of the living expenses while you enjoy your second home. Sure, buying a home is a significant commitment, but it also may open up rental opportunities and give you the freedom to visit your second home whenever you please.^{3,4}

Pros & Cons

Sounds great, right? However, before you begin searching for your perfect winter home, there are a few items to consider. After all, wintering in more temperate locations can often mean more than enjoying the sunshine at your back and warm sand beneath your feet.

Owning a recreational vehicle (RV)

The allure of the open road and nearly limitless freedom appeal to many retirees looking to spend their winters elsewhere. However, sometimes the reality of RV life can differ from your perceptions. Here are some items to keep in mind before you start your journey:

- **Comfort behind the wheel** – Depending on the size of your vehicle, you may need a commercial driver’s license (CDL), even if your RV is a non-commercial vehicle (which most are). For recreational vehicles with a Gross Vehicle Weight Rating (GVWR) over 26,000 pounds, including a towed unit with a GVWR over 10,000 pounds, a CDL is required in the United States per federal and state law.
- **Try before you buy** – If you aren’t sure which direction to go with the size and type of RV, rent a unit similar to what you are considering. You’ll soon know if life on the road is for you.
- **Ask a (financial) pro** – A candid conversation with your financial professional may be a wise move before making any permanent decisions. After all, your RV will most likely lose value over time, and there may be resources that can help you better understand the issue.⁵



Owning a second home

If you prefer something more permanent, a second home may be right for you. A second home can allow for longer trips and more opportunities for entertainment and socialization. But as with any real estate purchase, there are some considerations to keep in mind.

- **Location, location, location (and price)** – The ultimate price for your new home will depend heavily on the location you choose. Even if you have experience in the real estate market, it can be helpful to enlist the aid of a real estate agent in your search.
- **Televised inspiration** – If you’ve ever watched a real estate show, you’ve already started your search. These shows aren’t just entertaining – they can also be invaluable learning tools.
- **Enlist a friend** – Anyone who has shopped for a home knows how difficult it can be to remain objective. Sometimes we see a home and love it so much that its shortcomings fall by the wayside. Try asking an impartial friend to weigh in on your top choices. It may be a little painful, but what they notice can save you from headaches in the future.⁶



Owning a rental property

Many of the considerations of second ownership apply here as well. The significant differences arise when you decide to rent your property while you're not using it. After you've purchased your property, here are some potential ideas to help make it a success as a rental:

- **Management** – A reputable property management company can be enormously helpful for private rental property owners. For a fee, these companies will maintain the property, handle tenant issues, and make sure your investment is well-tended. When you start the search, try asking your real estate agent for some guidance to get the ball rolling.
- **Fractional ownership** – Purchasing a rental property is a significant investment. If you're not quite ready to take

the plunge, consider fractional ownership. By splitting the investment among multiple owners, you may be able to manage the cost and potential risk of your rental property.

- **Research is a must** – For this, the internet is your best friend. Spend some time reading through message boards and posts from other rental property owners. Often, you can find helpful, actionable tips or ways to avoid mistakes others have made during their searches.⁷

Whether you consider yourself a snowbird, a seasonal dweller, or just someone in pursuit of the good life, there are many ways to create a lifestyle that works like a dream.

1. USNews.com, March 11, 2020
2. CNN.com, March 11, 2020
3. Investopedia.com, March 23, 2020
4. Investopedia.com, April 9, 2020
5. CNN.com, April 23, 2019
6. Yardeni Research, Inc., March 23, 2020

Gratitude

Does It Make You Healthy, Wealthy, and Wise?

We are something other than what we imagine, something greater. We heed that mysterious calling—to connect ourselves with others. That's the voice of gratitude. That's why we say thank you.

Gratitude is not so much a moral obligation. It is a yearning to step beyond ourselves.

Gratitude links us to that raw precept expressed in President Lincoln's sweeping, majestic prose in his first inaugural address: "...when again touched, as surely they will be, by the better angels of our nature."¹

We have the capacity to let gratitude rise from our hearts. Or not. We are, at once, hellions and saints.

It is, in essence, what establishes our nobility: our ability to convey gratitude.

But, in the real world, gratitude holds a small amount of irony: Gratitude is good for us.



Does it make you healthier?

Does it make you wealthier?

Does it make you wise?

Healthier?

Yes, definitely. Scientists say gratitude has a direct impact on your health. And you feel better at the same time.²

Research has demonstrated an array of health benefits that come from the practice of gratitude: from increasing happiness to reducing bodily inflammation.

Researchers say expressions of gratitude (the giving of thanks) improve your health by:³

- Improving physical health.
- Improving sleep.
- Reducing fatigue.
- Easing depression.
- Providing happiness.
- Increasing pro-social behavior.
- Increasing life satisfaction.

Wealthier?

Yes, indeed. In fact, gratitude kind of rewires your brain or, at least, alters your outlook. It makes you “feel” wealthy.

Many of us, without realizing it, have adopted a “mindset of scarcity.” Rather than focusing on the things we do have, we focus on what we lack: a larger house, a nicer car, a fancy new gadget.⁴

With a mindset of scarcity, we often look to fill that void by spending money on things we don't really need.

Practicing gratitude can help us appreciate what we already have, and may make it more likely that we spend less on superfluous items..

Wise?

Yes, but first we must define wisdom.

Psychologists say wisdom has to do with the process of decision-making and incorporates the more elusive operations of knowledge, experience, and understanding.⁵

What does that mean?

According to psychologists, wisdom involves understanding, tolerating and putting into perspective life's uncertainties and unexpected changes. Wisdom chooses to wear the rose-colored glasses.

Wisdom requires awareness and optimism about life's challenges—and that every problem has a solution.

Gratitude fits perfectly into wisdom. In fact, the two are inseparable.

Yes, gratitude does produce wisdom. And wisdom compels us to define the difference between being thankful and being grateful.

Gratitude is shaped by action. Thankfulness is a state of mind. Thankfulness is the first step in the discipline of acquiring gratitude as a lifestyle. So, how do you become grateful?

How to be Grateful⁸

Here's how to get started:

1. Get a daily journal.
2. Plan to write in the journal every day early in the morning when you wake or before you go to bed.
3. Before you write, think about three things you are thankful for. And be specific.
4. Write whatever comes to mind in your journal. Doing it every day helps build it into a habit.
5. Tell someone—your spouse, a partner, a friend, a coworker, even an acquaintance, if possible—how much you appreciate that person. Make this specific also. Don't just say: “Thank you for being you.” Communicating gratitude strengthens relationships.
6. As you're brushing your teeth or washing your face in the morning, look at yourself in the mirror and identify something you've done recently or something you like about yourself. You can even thank yourself.
7. Look for the good in bad situations. Rephrase how you express opinions about others or about circumstances in your life. Putting a positive spin or finding the gold nugget makes life a little brighter. Repetition builds it into a habit. And habits shape your personality.

Thank You Very Much

Your positive attitude developed by expressions of gratitude help shape the world into a happier place.

1. GoodReads.com, 2021

2. PositivePsychology.com, June 22, 2021

3. PositivePsychology.com, February 27, 2021

4. TheCollegeInvestor.com, June 7, 2021

5. PsychologyToday.com, 2021

How to Use

Technology to Monitor Your Retirement Savings

SOURCES

1. Investopedia.com, April 19, 2021
2. Google.com, 2021
3. Office.com, 2021
4. Investopedia.com, August 28, 2020
5. InvestmentNews.com, April 13, 2021
6. Investopedia.com, August 20, 2021
7. Investopedia.com, August 20, 2021
8. USNews.com, June 2, 2021



Your parents probably had to call their financial advisor (which could have been your uncle Ted) or their banker to get advice or information on their retirement savings.

They may even have had to drive to the bank or write letters with formal requests to get financial updates. Of course, they may have also just waited, sometimes impatiently, until they received their statements in the mail to learn how their investments or savings were doing.

HURRY UP AND WAIT

While the idea of waiting for news on your finances may seem harrowing in today's bustling, fast-paced market, few other options were available back in the days.

For the anxious investor, the inability to get immediate or current updates on stocks or the market may have been nerve wracking. However, the lack of immediate access may have provided a layer of insulation from the apparent unpredictability of the financial realm.

NORMALLY VOLATILE

The market has swung sometimes wildly up and down for more than a hundred years. Although the trajectory has moved mostly upward, recently reaching record highs, it has taken some dramatic dips at times, occasionally stirring fear and trembling in the casual investor.¹

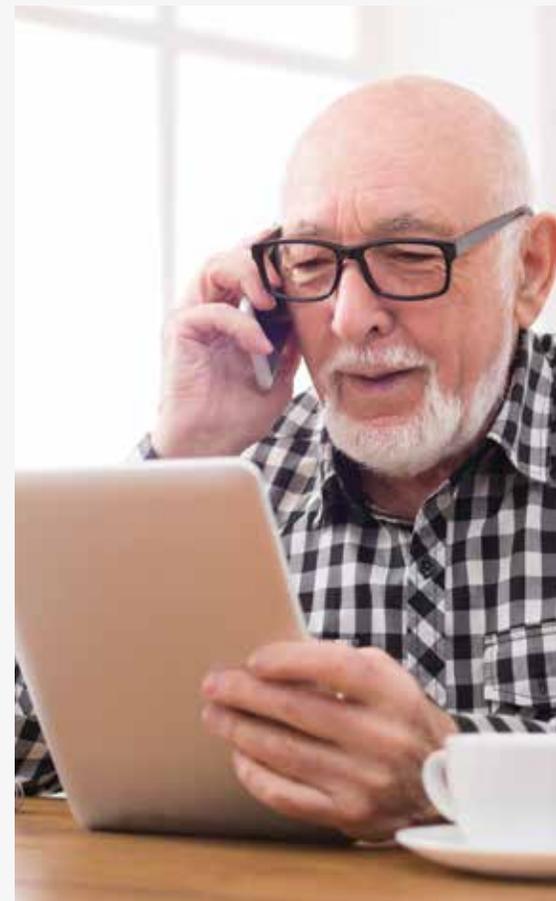
Some investment professionals may recommend certain individual investors take a more restrained approach to monitoring their portfolios to avoid making emotional "knee-jerk decisions."

This avoids the bad habit of investing with your emotions. Connecting with financial professionals is an excellent way of maintaining your perspective and gaining a more informed view of the markets.

RETIREMENT REQUIREMENTS

But once you retire, you need to know exactly what your retirement savings are doing and how they're performing. You're at an age where you understand the more rambunctious investment approaches may not be the wisest and, in fact, may be quite risky.

"While the idea of waiting for news on your finances may seem harrowing in today's bustling, fast-paced market, few other options were available back in the days."



shopping for **BIG-TICKET ITEMS** online

Your phone dings: the groceries have arrived. You open your front door and see the bags neatly arranged. Alongside them is a box from an online retailer: a new pair of shoes. You slip on the shoes (great fit, not too snug) and start putting away the groceries when you hear a knock on the door. It's your daughter's lunch, prepared just as she likes it: a double cheeseburger, no onions, extra pickle. You remind her not to spoil her appetite since you're cooking dinner tonight. But when it's time to preheat the oven, you realize it won't turn on. No, it's not a blown fuse. Your old range has finally gone to the big kitchen in the sky. Dreading the hassle of finding a new one, you wonder if you could order an oven online like you order everything else.

Websites and phone apps allow the entire retail experience to live at our literal fingertips. A recent study found that 60 percent of consumers planned to increase their online shopping. Groceries and sundries are one thing, but what about big-ticket items you don't buy every day? Would you be comfortable buying a refrigerator featured in a virtual video tour? What about a dishwasher that has never seen a showroom floor?¹



Do Your Homework

If all goes as planned, you'll love what you order online. But what happens if you don't? Before buying something as complex as a home appliance, find out exactly what you can expect

should you need to return the item. Locate the return policy on the app or website and familiarize yourself with it.

Online retailers are eager to make returns as easy as possible, even on something as unwieldy as a washing machine. It's good for return business, and of course, great for your peace of mind.



Comparison Shopping and Price-Matching

Looking at your options is a breeze online. Rather than spending an entire afternoon trudging from store to store to compare prices and brands, you can simply flit between several retail apps or open tabs on an internet browser.

It's also possible that a retailer may be willing to match prices. If you see a great price from one retailer, ask if your favorite store will match it. There are many advantages to this: your preferred retailer may offer a branded credit card for future purchases, or you may accrue loyalty points, adding up to potential savings on major purchases. The app or website may have a chat support function that can help you price-match simply by copying and pasting the competitor's page.



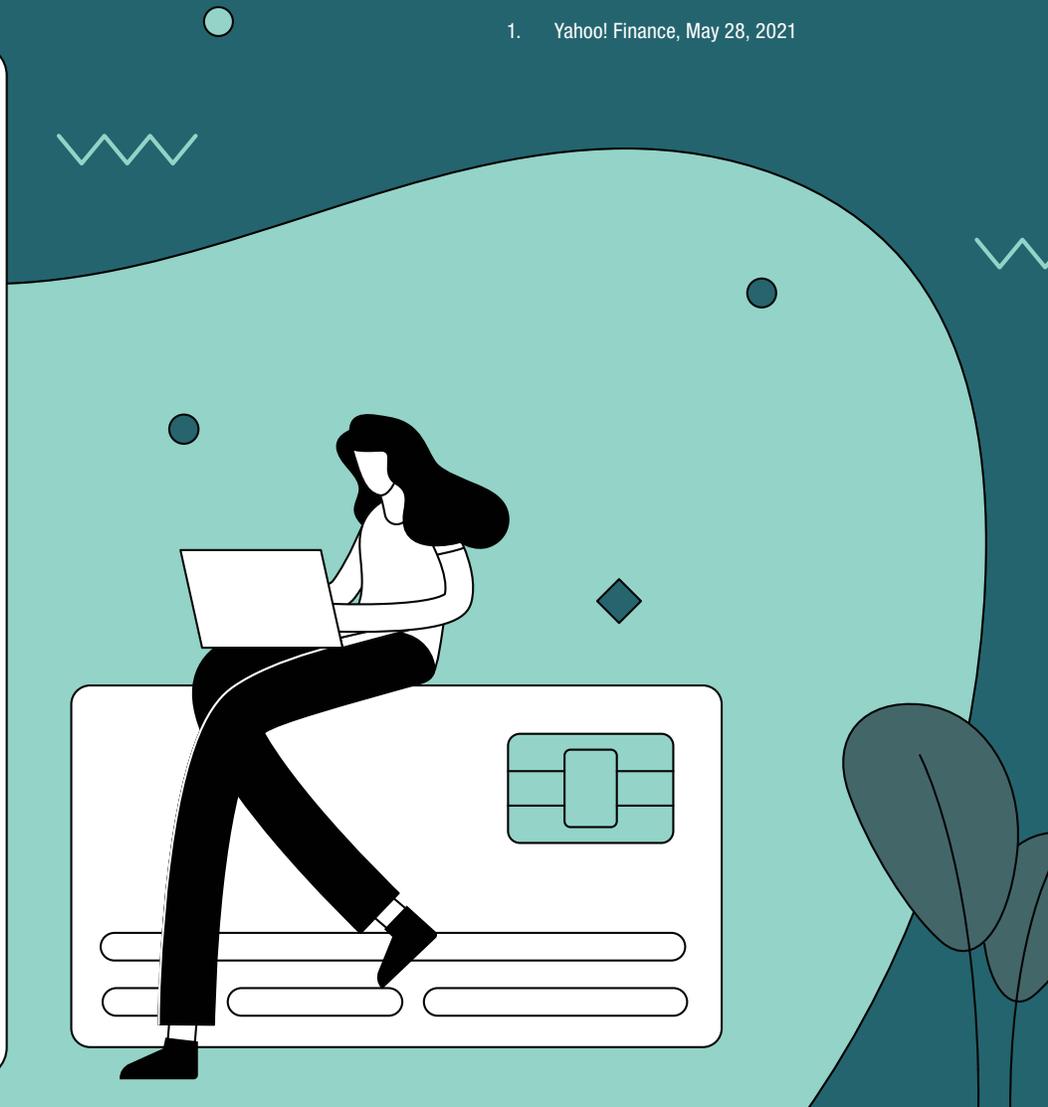
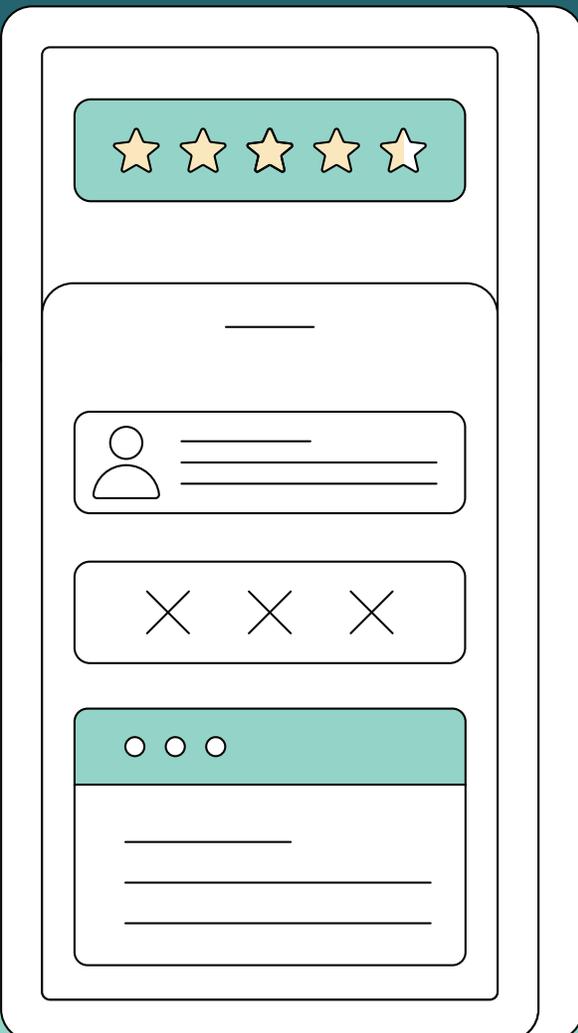
Many Options, Many Reviews

Major retailers will have an online presence, but you might be able to find a better deal going to the brand's website. Many retailers and brands have their own financing options available. If you're not planning to pay for your item outright, you might find that some terms are more favorable to you than others, so be on the lookout for those differences.

Also, keep an eye on reviews that other consumers have left. You never know when they might have noticed something that becomes an important factor or influence in your purchase. When people have a great experience, they are often effusive. When an item is faulty or doesn't work out, they're just as clear.

It's possible that online shopping won't connect you with everything you want to buy, and there's still plenty to be said for seeing the item in person before you make a big purchase. Still, not every major retailer maintains a big box store or showroom, and lower overhead may let them offer you the same product at a lower price. However you choose to shop, good luck and happy hunting!

1. Yahoo! Finance, May 28, 2021



TELL YOUR STORY

How to Finally Write That Novel

For some, retirement is a time to indulge their wanderlust. For others, it's about giving back to their community. And for a certain set of brave souls, retirement can be a time to finally put the sum of their life stories, dreams, and creative inclinations to paper.

The Power of Community

If you've always dreamed of writing a novel or memoir, it's never too early or too late to get started. Maybe you want to record your story for your children and grandchildren. Or, maybe a fiction story has been percolating in your head for years. Regardless of what type of book you'd like to create, writing can be a rewarding activity during a season of life when the intense time commitments of work and childrearing are behind you.

One of the best ways to hone your craft and stay motivated is to find a local or online writing group. A solid community gives you support and guidance to get started and the push to keep going if your story feels like it's stagnating. Connecting with other writers is a great way to help you

improve, stay accountable, and maintain the gumption to keep writing.

50,000 Words in 30 Days

You might have heard of the organization NaNoWriMo. NaNoWriMo stands for National Novel Writing Month, a time when amateur writers of all skill levels commit to writing a book in 30 days. This annual writing challenge began in 1999 with a simple premise: Could you write a novel—or 50,000 words—in 30 days? Since then, the organization has expanded into a creative movement with hundreds of thousands of writers participating in challenges throughout the year.¹

If the idea of writing your book in a month sounds



Late-in-Life Writers

Just because you didn't spend your teens and twenties writing like F. Scott Fitzgerald doesn't mean that your writing dreams can't come true. Plenty of successful writers didn't get started writing until later in life.

For example:

- **Bram Stoker:** The writer of the classic novel *Dracula* didn't publish until he was 50, while he was helping run the Lyceum Theatre in London. He wrote novels and reviews on the side after leaving civil service.²
- **Laura Ingalls Wilder:** The author of the beloved *Little House on the Prairie* series didn't start writing until her mid-sixties at the encouragement of her daughter.³
- **Millard Kaufman:** His first novel, *Bowl of Cherries*, was published when he turned 90, proving it's never too late to pursue your dreams.⁴
- **Babette Hughes:** She wrote her first novel in her late 80s and branched out from writing her memoirs to complicated spy thrillers at 98 years of age.⁵

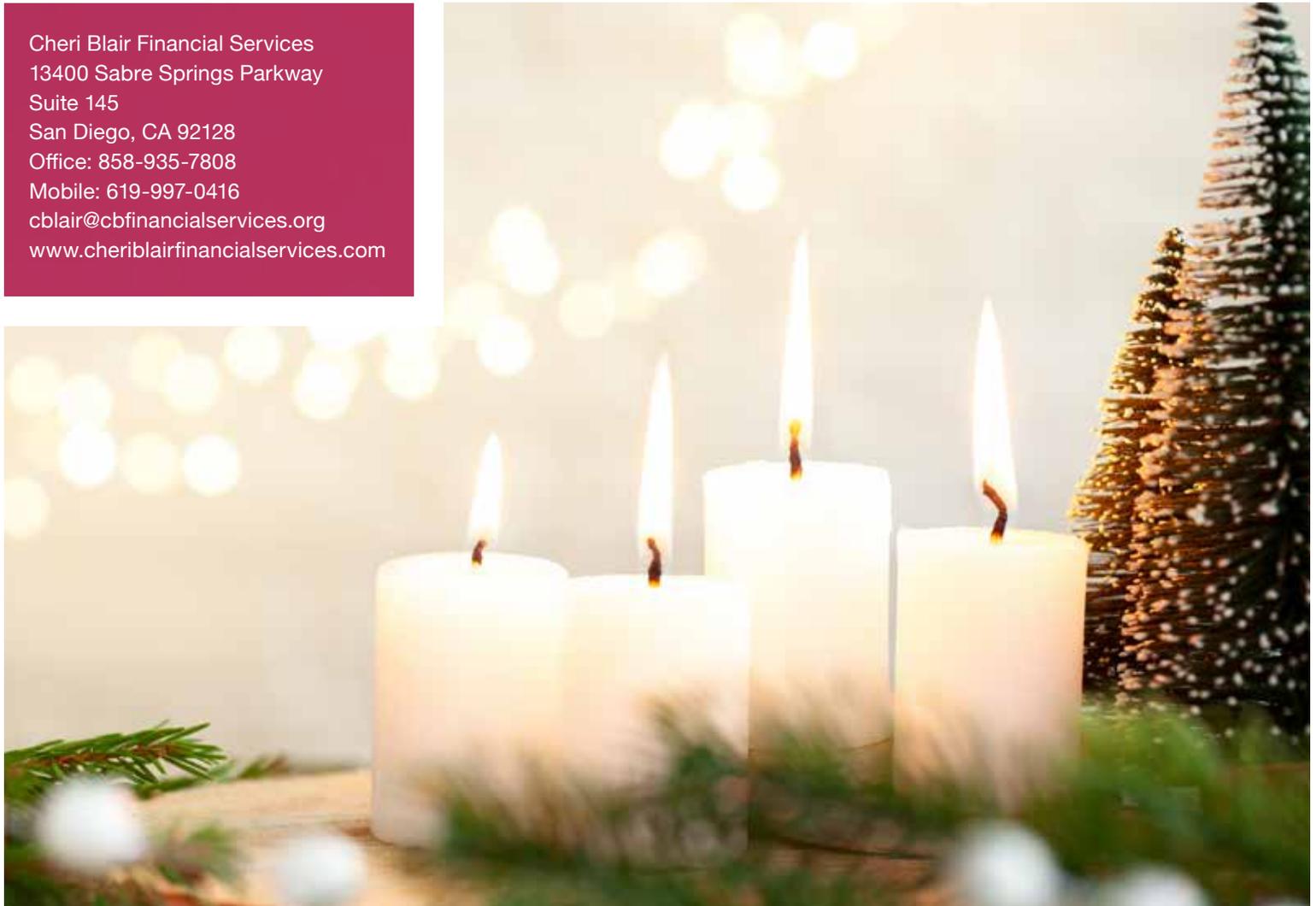
daunting, remember that anything over 50,000 words is considered a novel. When you break it down into a daily word count, 50,000 words becomes about 1,667 words a day, or roughly 4–5 typed pages. The secret is committing to spend a couple of hours a day to focus and get words onto the page (you will come back later to refine your draft).¹

If you like the idea of joining a digital community, you can learn more by searching for National Novel Writing Month. There, you can track your progress with their word count tracker, write notes about your novel, and connect with other writers for encouragement.¹

Regardless of whether you're writing for others or just for yourself, dedicating intentional time to your literary ambitions can be deeply rewarding. Good luck and happy writing!

-
1. [NaNoWriMo.org](https://www.nanowrimo.org/), 2021
 2. [IrishPost.com](https://www.irishtimes.com/), May 26, 2021
 3. [BusinessInsider.com](https://www.businessinsider.com/), April 22, 2020
 4. [GroveAtlantic.com](https://www.groveatlantic.com/), 2021
 5. [MarketWatch.com](https://www.marketwatch.com/), June 5, 2021

Cheri Blair Financial Services
13400 Sabre Springs Parkway
Suite 145
San Diego, CA 92128
Office: 858-935-7808
Mobile: 619-997-0416
cblair@cbfinancialservices.org
www.cheriblairfinancialservices.com



Securities services offered through Brokers International Financial Services, LLC. Member SIPC. Brokers International Financial Services, LLC is not an affiliated company. CA Insurance License #0B42369.

The content is developed from sources believed to be providing accurate information. The information in this material is not intended as tax or legal advice. Please consult legal or tax professionals for specific information regarding your individual situation. This material was developed and produced by FMG Suite to provide information on a topic that may be of interest. FMG Suite, LLC, is not affiliated with the named representative, broker-dealer, or state- or SEC-registered investment advisory firm. The opinions expressed and material provided are for general information and should not be considered a solicitation for the purchase or sale of any security.

Please consult your financial professional for additional information.

Copyright 2022 FMG Suite.

FINANCIAL BLOOMING

WINTER 2022 MAGAZINE

 **Cheri Blair**
FINANCIAL SERVICES™
Empowering Women To Grow Beautiful Financial Futures