

# A Husband's Point Of View



## A.M.H. Financial Services



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I would like to wish all the mothers out there a very Happy Mother's Day! With the pandemic right now it is going to be very difficult for mom's to spend time with their children and their families and it is my sincere hope that you will be able to use social media and other forms of technology to make contact with them. Having lost my own mother several years ago I truly understand the importance of being together whenever and however we can.

The COVID-19 outbreak has created unprecedented disruptions across the globe. It is clear that even more challenges lie ahead as we confront the impact that this pandemic will have on our lives and our community.

For many of us, the financial demands of daily life have become more difficult to meet as a result of lost wages due to COVID-19. We will all feel the effects of the oncoming recession that experts predict is inevitable.

I have said to many of my clients when setting up a financial plan for them: "always have a reserve fund as you never know what can happen. Always pay yourself first."

It became very evident very quickly during this pandemic that many Canadians did not do this and when they lost their jobs they were left in a very serious predicament.

As a Financial Advisor I would like to speak about the money the Government of Canada is giving out right now to help those that are in dire straights. While this a good thing, and very much needed, something that all Canadians need to really keep in mind is that our government gets their revenue from Canadian citizens via our taxes. Right now they are borrowing from financial institutions in order to be able to give this money to those who need it, but at some point they (the government) will have to pay it back. This means that taxes will go up exponentially and that it will take many generations to pay it back. We don't know how long this pandemic will last but the one thing that we do know is that we are going to feel the effects of it for many years to come.

To all the frontline workers out there, the doctors, nurses, various hospital staff, the retail workers, the lab workers and others Thank You! for all that you are doing at this time to help us. You are putting your own lives and the lives of your families at risk and we are so grateful for all that you are doing for us. Without you we would be in real trouble right now.

To those of you who are staying home and washing your hands and taking all the steps necessary to keep the virus from spreading, I want to say a very heartfelt Thank You! Having a compromised immune system due to a kidney transplant, it means a great deal to me that you are doing this. I am very vulnerable right now and I truly appreciate what you are doing.

To all of you stay healthy and stay safe!



### On the Lighter Side

I once worked for a soft-drink-can crusher. It was soda pressing.

What do you get when you cross a pig and a giraffe?  
Bacon and Legs.

How do you make fruit punch? Give it boxing lessons.

Is chicken soup good for your health? Not if you're the chicken.

She was only a poor whiskey maker, but he loved her still.

## Your Finances During the Pandemic

Here are some of the things you should be thinking about now and for the future as you think about your finances and investments:



***The ultimate measure of a man is not where he stands in moments of comfort and convenience but where he stands in times of challenge and controversy.***

Martin Luther King Jr.

### HAVE AN EMERGENCY FUND

Financial experts advise that you should set aside enough cash to cover your day-to-day expenses for at least 3-6 months. It's in precisely times like this that a cash hoard like this one comes in handy. With shutdowns all over the place, you may need to stock up on staples and other necessities while you hunker down. Without extra cash to spend, it may mean opting to use your credit card and/or taking out a loan. If you were caught off-guard and are having difficulties paying your bills or mortgage, reach out to the company (e.g. lender) and let them know about your situation. Various accommodations are currently in place to provide relief for some situations.

### DON'T SELL IN A PANIC

Whatever you do, don't go panic-selling all your stocks and ETFs while they are deep in the red...if you can stay afloat otherwise. If it helps, stop looking at your portfolio i.e. practice "portfolio-distancing." Remember that you haven't actually taken any losses until you sell! Historical market data over the last century tell us that the markets will eventually come roaring back. The financial crisis of 2008-2009 was pretty bad, however, it was closely followed by the longest bull market run in history.

### DEVELOP A LONG-TERM MENTALITY

It may have sounded cliché talking about long-term investing as being the only way to succeed in the markets. However, current events bear witness to the importance of this investment philosophy. Markets rise and wane. This is the nature of the beast. A long-term approach to your investments will help you weather the storm.

### CUT YOUR EXPENSES

No better time to tighten the purse strings. Do away with non-essential spending and look for ways to reduce your spending since nobody knows how long we are in this for.

### WATCH OUT FOR FRAUD

The unscrupulous ones among us do not take a break, even in times of crisis. Scammers have been trying to exploit people's fears during the coronavirus pandemic.

Here are some steps to take in order to keep scammers at bay:

- Do not click on links in emails and texts from unknown sources.
- Get your updates from reliable government sources.
- Do not jump at offers to make a quick buck and generate high returns.
- Avoid fake news and products that promise to detect, treat or cure the coronavirus.
- Do not give anyone your SIN or credit card information unless you are confident they are legit.
- Be wary of charity scams.
- Watch out for deceptive adverts online.

For those who are retired or close to retirement, the future may feel bleak right now when you see the decline in the value of your RRSP, TFSA and non-registered assets. My advice is: hang in there for the long haul and refrain from checking your investment account. You have seen this happen before circa 2008.

Overall, try to stay calm and be as rational as you can. Governments around the world are throwing the "kitchen sink" at this crisis, so, hopefully, all will be well soon.

Stay healthy and stay safe!



## 10 Ways to Plan Your Financial Future

Making sure your financial future is secure doesn't need to be an overwhelming task. Simply follow these 10 tips and you'll be well on your way to protecting yourself and your family.

### 1. Embrace the 3 P's:

#### Talk to a Professional

A professional advisor will sort through the options and provide a plan to help you achieve your short-term, and long-term financial goals.

#### Be Prepared

It may sound impossible, but you can plan for the unexpected. A strong financial plan, that includes life insurance, will help you prepare for any emergency and give you peace of mind.

#### Stop Procrastinating

The financial plan you put in place today will be the foundation for the financial security you, and your family, enjoy tomorrow.

### 2. Plan your route:

As the saying goes, if you don't know where you are, how can you know where you're going? The first step in planning for your financial future is to take an honest look at where all your finances are today.

### 3. Make a list...check it often:

Emergency situations can leave you scrambling for documents and information. To best prepare yourself for an emergency, prepare in advance when you are calm and thinking clearly. Consider creating an emergency financial plan and update it regularly.

### 4. Insure your family's future:

If something were to happen to you, would your family's future be financially secure? One of the best ways to ensure this is to have the right type and amount of insurance protection. Over time your insurance protection needs will change. That's why you should review your protection needs with an advisor every 10 years, or whenever a major life event occurs, such as the birth of a child.

### 5. Take care of what WILL happen after you're gone:

If you don't have a valid will it's time to stop procrastinating! If you die without a will, the laws of your residing province will determine the division of your property and assets without considering your wishes, or the wishes of your family members.

### 6. Debt today...gone tomorrow?

The fastest way to feel more financially secure is to reduce, or eliminate, your debt. Because this isn't realistic for many Canadians, aim instead to manage it as best you can. For example, try switching from a credit card to a debit card for a few months. With a debit card, you can't spend what you don't have!

### 7. Pay yourself first:

Review your monthly budget to see how much money you can realistically save and start transferring that amount into a separate bank account. To avoid "cheating", you can arrange with your bank to automatically transfer funds from one account into the other. Then, with the help of an advisor, use this money for long-term investing.

### 8. Allocate your assets:

Ever heard the saying, "Don't put all of your eggs in one basket"? This is the thinking behind a strategy called asset allocation. This strategy involves investing in a combination of assets that will provide the highest expected rate of return possible at your desired level of risk.

### 9. Take it slow...win the race:

When it comes to investing, it's often best to think long-term and avoid reacting to the latest headlines. In fact, investors who switch to the best-performing asset class of the previous year are often worse off than investors who maintain their investments in a balanced portfolio.

### 10. Get ready for retirement:

There are three main sources for retirement income:

- 1) Employer-sponsored pension plans: either fully funded or a matched contributions program
- 2) Public pensions: Canada/Quebec Pension Plan (CPP/QPP), Old Age Security (OAS)
- 3) Personal retirement savings: RRSP and TFSA

Individually, each of these three sources may not provide enough to fund your retirement years, so it is important to start as early as possible and put away as much as possible.

Financial Advisor  
Since 1976



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Take a look at our website!

[www.amhfinancial.ca](http://www.amhfinancial.ca)

AMH Financial Services is a full-service firm. We offer services to help you examine your financial goals and select the options that will best suit your needs, timeframe and investment style. We believe in helping you create a comprehensive financial plan for your family that includes planning, insurance and portfolio management.

**MY COMMITMENT AS A FINANCIAL ADVISOR IS TO HELP PEOPLE TO REACH THEIR FINANCIAL GOALS. IF YOU HAVE A FAMILY MEMBER, FRIEND OR COLLEAGUE WHO YOU FEEL COULD BENEFIT FROM A CONVERSATION WITH ME, I WOULD BE PLEASED TO SPEAK WITH THEM WITHOUT OBLIGATION.**

I believe that every individual has an unalienable right to make the best and most effective use of hard-earned income, to have easy access to up-to-date and informed advice, and to be able to provide for short and long-term requirements.

I am committed to serving the individual customer with investment and financial portfolios which will meet current needs and provide for future requirements and situations.



My mission is to help you to make an educated decision that you are comfortable with!

***Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less.***

Marie Curie

***Want to feel more confident about reaching your financial goals?  
We can help you with that!***



I want to get ready for my financial future



I want to plan for my retirement



We want to get ready for our life together



I want my children to get ready for a better financial future

With so much conflicting advice in the news, online, even from friends and family, making sound financial choices is difficult. Eliminate the confusion and make informed financial decisions with help from a professional.

**Call us today (780) 425-4058**