

BRIAN D. STOCKMAN

Brian has lived in the Ajijic area since 2001. He has been this area's Client Services Representative for Efficient Wealth Management Inc. since 2003.

Efficient Wealth Management Inc. (EWM) develops cost effective financial plans for managing the wealth of both American and Canadian Investors. EWM, unlike most financial planning firms, does not sell any "Products" and instead provides Professional Financial Planning Services on a fee-only basis. EWM does not receive any remuneration from financial product developers or institutions, allowing us to provide independent, objective financial plans based solely on our customers' needs. Sales commissions, if any, from financial institutions are credited back to the client.

Prior to his current role with Efficient Wealth Management Inc., Brian had over 30 years experience in the analysis and development of computer and financial systems. Before relocating to the Lakeside area, Brian enjoyed a varied career of over 25 years with The Canada Trust Company, a major Canadian financial institution, rising to the position of Assistant Vice-President Brokerage Services. Brian completed his career in Canada as the Executive responsible for Technology Management with IBM Canada's Information Systems Management Corp.

Brian can be reached here in Ajijic at 766-2230 or from USA/Canada at 647-477-2521 to provide a free evaluation and financial plan to assist you in meeting your future financial goals.

1. TAKE CONTROL OF YOUR FINANCIAL FUTURE

NO MATTER HOW GOOD YOUR MAP IS, YOU CAN'T PLAN A TRIP IF YOU DON'T KNOW YOUR STARTING POINT!!

2. TAKING CONTROL

- Take a financial inventory
- Understand your income and expenses
- Determine your financial goals
- Assess your risks
- Develop a plan
- Do it or seek professional help
- Monitor and adjust your plan

3. FINANCIAL INVENTORY

1. List all of your liquid assets – e.g. Stocks, bonds, bank accts, IRA, mutual funds, etc
 2. List all of your non-liquid assets – e.g. Real estate, cars, etc.
 3. List all of your Debts – e.g. Mortgages, loans, credit card, etc.
- = Calculate your Net Worth (1+2-3)

4. INCOME and EXPENSE

- List ALL of your yearly sources of income – e.g. Social Security, pensions, investments, etc
- List ALL of your yearly expenses – e.g. Rent, maintenance, car, food, etc.
- Calculate Your Annual Cash Flow – Income minus expenses

5. SET GOALS

- You need to understand what your goals are for now, the rest of your life, and after you are gone:
 - To maintain or change your current lifestyle
 - To leave large amount to your family
 - To share it with your family now
 - To never run out of money
 - To travel the world
 - etc.

6. ASSESS YOUR RISKS

- Your overall risk is that you outlive your income
- Your single largest risk is medical expenses
 - **if you don't have any medical insurance, what are you thinking?!**
- Your next largest risk is that you have all of your assets in a single investment that goes bad – **e.g. stocks, real estate, etc.**

7. PLAN TO GET THERE FROM HERE

- If your debts are more than your assets, you will need to reduce your debts
- If your expenses are more than your income, you will need to budget (boo!!)
- Reduce your risks or your plan is likely to fail (e.g. IMSS, diversification)
- Adjust your investments to meet your income needs, short & long term

8. GETTING HELP TO PLAN

- Professionals get paid. If they tell you that it will not cost you anything, then leave before they tell you any other lies.
- Most professionals sell products and get paid by someone else with your money.
- If it sounds too good to be true, it probably is.

9. MONITOR AND ADJUST

- Things really do change - both goals and performance – review at least annually.
- Avoid panic and greed – most people buy high to get in on the party and then sell low when the party is over!
- Common wisdom isn't! – Lakeside rumor mill is usually wrong

10. ABOUT EFFICIENT WEALTH MANAGEMENT INC.

- Canadian company that works with both Canadians and American to develop efficient personal financial plans
- Sells NO products and returns to customer any commissions received from other parties (e.g. Mutual funds)
- Charges customer direct fees for service based on investment portfolio