

Location, Location, Location

When the words location, location, location are used or heard, most people think of real estate, as many times the value of the real estate or property is all about its location. The same can be said regarding your money. Money can be much more valuable and worth so much more if it is being saved and invested in the right location for its specific objective.

As you can imagine, there are many different places and ways to save and invest money. The ultimate value of these savings and investments at some point in time can be completely different depending on the location of where it is being saved and invested. The location aspect of saving and investing money comes down to two main considerations, how and where.

First, you need to know how the money will be used in the future. Will it be used to provide a lifetime income in retirement? Will it be used to pass on to your beneficiaries? Will it be used as a retirement supplement account for needs as they arise? Again, what is the objective for that specific money?

Once you know how it is going to be used, then you can start determining where that money should be placed. In other words, where is the proper location for that savings and investment to benefit you the most in the future per the specific objective of that money? What type of account should be used, pre-tax, after-tax or tax free? Should it be invested in an actively managed account, a target date fund, or a non-risk account? There are many other considerations here.

We all know it's important to save for retirement. But exactly where and how you save and invest that money may be just as important. Join me this weekend on the *It's Your Money Show* as we will be discussing the important aspects of location for your money and where specifically is the best place for different objectives. The show airs on WMEQ (880 AM) on Thursday morning at 7:30 and Saturday morning at 9:00, as well as on WWIB (103.7 FM) on Wednesday evening at 7:30 and Saturday evening at 5:30. You can also find me at **www.KeyStoneCV.com** and obtain this information, and independent and unbiased advice for your specific situation, by contacting me at KeyStone Financial at **(715) 835-6022** or **info@KeyStoneCV.com**.

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