



▶ Are You Noble in Investing?..... 1

▶ The Most Sought After Real Estate..... 2



# YAMAN Coach

EMPOWERING YOU

## Are You Noble in Investing?

by PFA

It is already August and -ber months are just around the corner. Pretty soon, December will roll in, the month when more couples tie the knot and make eternal vows to each other. Let’s read one such vow made by a groom many years ago.

“They say that nothing is forever. But how can something so beautiful and profound be fleeting?

It seems that every turn in my life has led me to this point, this place, this very minute. In a while, I’ll be saying, “I do” to forever. I will be saying “I do” with great joy knowing that you will be saying it too.

In a while, you will be the second most important reason for my being next to the good Lord. A lifetime of waking up with you beside me would simply be too short. I cannot wait to get started on sharing brush strokes with you as we paint the picture of our home, our children, our vacations, our retirement, and our life together.

In a while, I will be committing to being beside, behind, and in front of you in challenging times. I will hurt when you hurt.

I will shed a tear when you do. I will feel hollow when you feel sorrow. All these I will do to ensure that you are never alone when you need a holding hand.

In a while, I will be your one-man cheering squad. I will be ecstatic when you are happy. I will be proud when you humbly achieve. I will listen quietly and intently while you relate stories of how your day went. I will support you even though I may not always agree with your thoughts.

There is a story of how a couple, who were married for a very long time, stayed together even up to their last breath. As the story goes, the couple figured in a major car accident. They were both wheeled into the emergency room holding hands. The husband expired first. Yet, they were detecting a pulse from the man. Later, hospital personnel realized that the faint heartbeats they were detecting from the man were those of his wife as they were still holding hands. A little while later, the wife also expired.

In a while, I will promise to share my very last heartbeat with you.

In a while, I will be giving you my heart...forever. And while they say that there is no more husband and wife when you get to heaven, I will ask the good Lord to at least allow me to keep running into you in heaven for eternity.

In a while, you will be my forever.”

Investing in the stock market is not just about earning the maximum return. The stock market is just a tool and not your goal. And just like our groom, your goal should be your noble life-long dreams, which when quantified and compared to what funds you have now and what you can add to those funds, will translate to the return you need to earn. Your noble goals will also help temper your appetite for risk so that you will exercise prudence in where you will invest your money (e.g. stocks, bonds, money market, currencies). These noble goals are part and parcel of the ABCs of investing.

Knowing first the ABCs of investing will then help you avoid the FGHI, which are fear, greed, hope and ignorance.

Be noble in investing.

Soon, not much longer, you will see weddings officiated in packed churches with long lists of people in the wedding entourage. On the heels of these ceremonies are the well-attended receptions full of smiles, laughter, hugging and “beso-beso.”

Pretty soon, malls will be filled to the brim with social distancing relegated to the history books. People will again storm sale offerings, for better or for worse. Mall sales will compound the already heavy traffic in the surrounding streets. People will once again fight over scarce parking slots.

Not much longer, hospitals will be occupied more by people going for elective surgeries, treatments for the elderly and those with non-virus triggered illnesses. Widespread ICU isolation will give way to “I see you” visitation. There will be long queues outside doctors’ clinics, testing the patience of patients once more.

Soon, night spots will be filled by the night owls. Bars and restaurants will have wait lists as people restore their demand for inebriation and savor the latest in gastronomic delights. Oh, the stories and gossips to swap during these nighttime get togethers. Concerts and plays will once again be a great reason for going out with friends and family, whether or not there is a special occasion to celebrate.

Perhaps just around the proverbial corner, demand for video streaming will be reduced by a return to watching on the giant screen in a cold, dark room with popcorn in one hand and a cool drink in the other. And there will be no need to worry about cleaning up after.

The release of all this pent up demand will lead companies to hire again. Those who would have lost their jobs during the pandemic will be bewildered

## The Most Sought After Real Estate

by PFA

by the myriad of options for employment. This will be true not only for local employment but also for jobs abroad.

Things will go back to the old normal simply because people are social animals, they need to interact. Whatever technology and practices were relied on during the lockdown may still be leveraged on. But remember that technology is only created for people and not the other way around.

Use the wait time during the pandemic as a great opportunity for a reset. Value more what you were deprived of during the lockdown and study how to integrate further into your life the things you needed to rely on to weather the limits to your mobility.

There will be a mad scramble by marketers to get into your head and persuade you to buy their products and services in an effort to recoup lost sales during the pandemic. This is why your brain is the most sought after real estate in the world. Be aware then of which offer is true and which is but a gimmick (e.g. 0% interest, buy one / take one, sale, etc.). And mind you, not all online prices are cheaper than in store prices, especially if you pay in cash.

In a short while, you will again see faces up close and personal, without the blurring of a transparent shield, and the infectious virus giving way to the infectious smile.

Have patience. Keep the faith and spread it.

Stay safe and healthy.

## Editor’s Note

Efren L. Cruz, RFP®  
Editor-in-Chief

### Life Insurance Trusts

Some people are control freaks. But when it comes to passing on inheritance, it would be advisable to set up parameters by which the monetary part of the estate will be spent down so that it lasts a long time. Some people create Trusts where a Trustee manages and distributes the assets under the trust for the beneficiaries following the instructions laid down by trustor. Such instructions will be followed for as long the trust exists.

However, you will need millions to set up a Trust account. Plus there will be donor’s tax to pay once assets are placed in an (irrevocable) trust.

On the other hand, life insurance presents one of the most cost efficient and effective ways of leaving inheritance. Small premiums will give huge payouts and exempt from estate tax at that (for policies with irrevocable beneficiaries).

To take advantage of both worlds, the best vehicle would be to create a life insurance trust or LIT. The asset of the LIT will be the life insurance policies of the Trustor that designate the LIT as the irrevocable beneficiary. The LIT will, for its part, have the compulsory heirs of the Trustor as beneficiaries.

The Trustor pays a minimal annual maintenance fee for the LIT while the proceeds of the life insurance policies have not yet been paid out to the latter. But once they are paid out, management of the proceeds take over according to the wishes of the Trustor. A management fee based on the size of assets under management is then applied in place of the annual maintenance fee.

LITs are offered by banks and Trust corporations.

PFA Tools-based training in personal finance

### Masterclass in Financial Planning

Global Webinar

leads to global AFP certification

Registration details:  
masterclass@personalfinance.ph  
+63917 505 0709  
+632 7218 0141

Promo Code: PFAMC

NEXT RUN FOR 2021  
September 6 to 9, 2021  
2 to 5 pm daily

Memo to All Financial Planners, Advisors and Advisers

### Witness a compelling presentation to get your clients to say YES!

Global Webinar Fee: Absolutely FREE! Limited slots only.

August 13, 2021 5 to 6 pm, via ZOOM  
Register by emailing “Compelling” to yaman@personalfinance.ph.

YAMAN Coach



[www.personalfinance.ph](http://www.personalfinance.ph)

To know more about becoming a **YAMAN Coach**, contact us at:

[yaman@personalfinance.ph](mailto:yaman@personalfinance.ph)

+63917 505-0709 • +632 7218-0141