



Regent Financial Services

February 2018

What's Your Money Script?



Money is power. A fool and his money are soon parted. A penny saved is a penny earned. Money is the root of all evil.

Do any of these expressions ring true for you?

As it turns out, the money beliefs our families espoused while we were growing up may have a profound effect on how we behave financially today — and may even influence our financial success.

Beliefs drive behaviors

In 2011, *The Journal of Financial Therapy* published a study by financial psychologist Brad Klontz et al., that gauged the reactions of 422 individuals to 72 money-related statements.¹ Examples of such statements include:

- There is virtue in living with less money
- Things will get better if I have more money
- Poor people are lazy
- It is not polite to talk about money

Based on the findings, Klontz was able to identify four "money belief patterns," also known as "money scripts," that influence how people view money. Klontz has described these scripts as "typically unconscious, trans-generational beliefs about money" that are "developed in childhood and drive adult financial behaviors."² The four categories are:

1. Money avoidance: People who fall into this category believe that money is bad and is often a source of anxiety or disgust. This may result in a hostile attitude toward the wealthy. Paradoxically, these people might also feel that all their problems would be solved if they only had more money. For this reason, they may unconsciously sabotage their own financial efforts while working extra hours just to make ends meet.

2. Money worship: Money worshippers believe that money is the route to true happiness, and one can never have enough. They feel that they will never be able to afford everything they want. These people may shop compulsively, hoard their belongings, and put work ahead of relationships in the ongoing quest for wealth.

3. Money status: Similar to money worshippers, these people equate net worth with self-worth, believing that money is the key to both happiness and power. They may live lavishly in an attempt to keep up with or even beat the Joneses, incurring heavy debt in the process. They are also more likely than those in other categories to be compulsive gamblers or to lie to their spouses about money.

4. Money vigilance: Money vigilants are cautious and sometimes overly anxious about money, but they also live within their means, pay off their credit cards every month, and save for the future. However, they risk carrying a level of anxiety so high that they cannot enjoy the fruits of their labor or ever feel a sense of financial security.

Awareness is the first step

According to Klontz's research, the first three money scripts typically lead to destructive financial behaviors, while the fourth is the one to which most people would want to aspire. If you believe you may fit in one of the self-limiting money script categories, consider how experiences in your childhood or the beliefs of your parents or grandparents may have influenced this thinking. Then do some reality-checking about the positive ways to build and manage wealth. As in other areas of behavioral finance and psychology in general, awareness is often the first step toward addressing the problem.

¹ "Money Beliefs and Financial Behaviors," *The Journal of Financial Therapy*, Volume 2, Issue 1

² Financial Planning Association, accessed October 24, 2017



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by Stacey Kendrick

5 Easy Ways to Keep Your Heart Healthy

Cooking at home is a good first step, but there are other ways to help keep your heart healthy.

It doesn't have to be New Year's to resolve to live a healthier, heart-smarter lifestyle. The choices we make today will impact our health now and in the future. Commit to a few small changes and love your heart in five easy ways.

1. Eat more fruits and vegetables.

Eating more fruits and vegetables is one of the best ways to improve heart health naturally. You can easily boost your fruit and vegetable intake by simply eating a fruit or veggie with every meal. Have sliced banana on your cereal, carrots with your sandwich, a spinach salad with your pasta dinner and berries with your late-night frozen yogurt snack.

2. Use healthful home-cooking techniques to help you get to or maintain a healthy weight.

Whenever you choose to cook meals at home rather than eat out, you will have better control over how healthy your foods will be. Instead of frying, try stir-frying, sautéing, roasting or grilling. Experiment with flavoring foods with herbs, mustard, spices and citrus instead of added fat and salt.

3. Aim for 10-10-10.

It is recommended that we get 150 minutes of moderate intensity aerobic activity each week, or 30 minutes a day. But committing that time is a challenge for many busy people. Why not aim for three 10-minute bouts of activity each day, which is proven to be just as effective. Take a brisk walk before work or during a lunch break, walk in the mall or take the stairs to a meeting. Pace around your office during a conference call. It all adds up.

4. Know your numbers.

Be sure that your blood pressure, glucose, cholesterol and body mass index numbers are in check. Take the time to know your numbers and what the current recommendations are for keeping your risk as low as possible. If you don't do it for yourself, do it for those who love you.

5. Shop smarter.

Commit to be a savvier consumer by checking Nutrition Facts Labels for saturated fat, sodium and sugar. Look for the American Heart Association's Heart-Check mark on food packaging in your favorite grocery store to identify foods that meet the criteria for being heart healthy.

Enjoy your new healthier path!

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H f]d `Y 7 \ c Wc `U hY **Cake Balls** **...and they are healthy!**



**You know what happens when you run out of sugar?
You mash an avocado and mix it with chocolate!**

prep time: 15 min cook time: 25 min total time: 3 hours servings: 24-30 balls

Ingredients:

1 cup all-purpose flour	1 cup semi-sweet chocolate chips
1/3 cup whole-wheat flour	for the balls
1/3 cup unsweetened cocoa powder	4 ounces light cream cheese
1 teaspoon baking powder	1/2 cup semi-sweet chocolate chis
1/4 teaspoon baking soda	12 ounces dark chocolate
1/2 teaspoon salt	
1/2 cup packed light brown sugar	
2 large eggs	
1/2 cup plain greek yogurt	
1/2 cup vegetable oil	
1 teaspoon vanilla extract	
1/2 cup avocados mashed very well, about 1 1/2 avocados	

Instructions:

1. Make the cake: Preheat the oven to 350 degrees F. Grease an 8 inch pyrex pan. Mash or puree the avocado's. You do not want any clumps, none!
2. Whisk the all-purpose flour, whole-wheat flour, cocoa powder, baking powder, baking soda and salt in a large bowl. In another bowl, whisk the avocado puree, brown sugar, eggs, greek yogurt, vegetable oil and vanilla. Fold the wet ingredients into the dry ingredients until just combined (it's fine if there are a few lumps).
3. Pour into the prepared dish and bake for 20 to 30 minutes. You want to remove this on the earlier side. When the cake is cooked, but on the underdone side. Let cool 10 minutes.
4. Using a spoon scoop the cake into a large bowl and crumble into pieces. You want to do this well the cake is still pretty hot. Then add the cream cheese. Mix until the cream cheese is combined and there is no white streaks. The cake will be moist and packable. Add the 1/2 cup semi-sweet chocolate chips and stir until just combined.
5. Line two baking pans with wax paper. Roll the cake into 1 1/2-inch balls. Cover with plastic wrap and chill for several hours in the refrigerator, or place in the freezer for about 20 minutes. You want the balls to be firm but not frozen.
6. In a microwave safe bowl microwave the dark chocolate in 30 second intervals stirring each time until melted.
7. Remove the balls from the fridge. Place one ball at a time in the dark chocolate. Using a fork coat the balls in chocolate and then lift out and shake off any excess chocolate. Place back on the waxed lined baking sheet. Repeat with remaining balls.
8. Place back in the fridge for 10 to 20 minutes to help the chocolate harden faster.
9. Store these in the fridge or in a cool dark place.





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We hope you will join us for this educational series:

Retirement Readiness Three Easy Steps

Please join Denise A. Lant, CFP®, and Jason F. Sauer, for this helpful three part series discussing Social Security, Medicare, and Retirement Planning.

Location: Jenks High School - Central Campus
205 East B Street, Jenks, OK 74037
High School Bldg 6, Room 119

Dates: Tuesday, 2/20, 2/27 & 3/6

Times: 6:30pm - 8:00pm

This three-part series will cover ways to maximize your Social Security income including the best time to apply for your benefits and tax issues. You will also learn about Medicare, with tips on how to integrate it with your existing health coverage and how to manage health care in retirement. The final class will integrate what you have already learned and help you develop a coordinated retirement plan.

For more details visit:

www.RegentFS.com/Events or 918-493-4190

To register for this series:

**www.JenksCommunityEd.com or
call the Jenks Community Education office: 918-298-0340**

