

## These 12 Little-Known Wealth Myths Can Rob YOU of Your Hard-Earned Retirement Dollars...

Have you asked yourself (more than once) lately...

*“What in the world is going on in the world? Am I doing the **right things** to protect myself, my family and my wealth? Am I doing enough to preserve my lifestyle in retirement?”*

**If so, YOU are not alone.**

I can't help you with the first question, but I can help you with the second.

It's critical to answer that second question NOW.

There are NEW forces at work in the economy and financial markets unlike any we've seen historically.

If you are like me... it's important to separate fact from fiction.

And, if you're like me... to call a spade a spade and not whitewash facts just to feel better.

Let's begin by defining what we mean by “wealth” and “retirement.”

Then we'll look at the Wealth Myths that can unknowingly sabotage your desire to “protect yourself, your family and your wealth and preserve your lifestyle in retirement.”

### **What Does It Mean To Retire?**

Here's what I believe: Don't simply retire from work! I believe that you should retire FROM your “old way” of life... TO a NEW way of life!

- Retire from worry, fear, and stress... to peace of mind, security and confidence!
- Retire from “have to do's”... to “want to do's”!
- Retire from other people's agenda... to living YOUR agenda every day!
- Retire from being controlled... to being in FULL CONTROL!

I call it **Retire Abundantly**®.

Where you are becoming the person you want to be, doing the things you want to do, being with the people you want to be with, and making the difference you want to make!

Does that make sense?

*One more thing...*

You, your wealth and your family need to be insulated from life's uncertainties and protected from wealth predators (which I'll be outlining in future letters).

Your money is here to serve YOU! Not the other way around.

### **What is Wealth?**

Wealth is more than money. Of course.

- Wealth is what is valuable to YOU!
- Wealth is what is worth fighting to protect!
- Wealth is what is worth passing on!

Wealth is Three Dimensional:

- Financial Dimension (your money; your assets/liabilities; and your income);
- Personal Dimension (your health and peace; your wisdom, values, and life experiences; and the people important to you);
- Social Dimension (your impact on people, causes and institutions you care about deeply).

Certainly, money does not buy happiness. However...

- It's nearly impossible to have CONTROL in your life without Financial Wealth.
- And, it's nearly impossible to PROTECT yourself and your other "wealth" without Financial Wealth.
- And, it's nearly impossible to HELP family and friends, and support the people, causes, and institutions you care about without Financial Wealth.

Wealth creates FREEDOM! Or, it should!

Before we talk about how to stay wealthy (and we will) – how to insulate yourself from life's uncertainties and protect your wealth from wealth predators – let's identify what can put your retirement security at risk.

### **The 12 Wealth Myths.**

Wealth Myths are little-known myths that threaten your financial security and freedom.

Wealth Myths can come from many places. They can come from parents, family members, friends, business colleagues and even well-meaning, ill-informed advisors.

Today, the Super Spreader of Wealth Myths is the Media (when I say media, I include the internet).

These unchallenged Wealth Myths can lead to unknown and costly Wealth Mistakes.

*Mistakes that can cost you...*

... hundreds of thousands of dollars... millions... and even tens of millions... as you will see in the life of a well-known businessman.

Worse than the money loss... these mistakes can lead to a lifetime of never retiring from worry, fear, and stress.

### **Myth #1: The What Got You Here Myth**

Life has 3 Wealth Phases (and each has 3 sub-phases):

1. Wealth Loading – building your wealth.
2. Wealth Living – enjoying your wealth.
3. Wealth Leaving – passing your wealth on to people and causes.

Each phase has a different set of priorities, a different purpose and a different set of Success Keys.

The Success Keys during the Wealth Loading Phase are very different from the Success Keys in the Wealth Living Phase, as well as in the Wealth Legacy Phase.

*Therefore, “what got you here won’t get you there.”*

We specialize in helping people in Phase 2 and Phase 3. Many people come to us having stepped into the Living Phase without fully updating their Wealth Plan.

### **Wealth Myth #2: The Tax Code Is NOT Your Friend Myth**

Most people who come to me (and their advisors) are afraid of the Tax Code.

Understandably so. It’s complex, for sure.

In 1955, the tax code had around 400,000 words.

Today, the tax code and IRS regulations total more than 4 million words.<sup>1</sup>

It’s full of landmines that can trip up taxpayers who are uninformed with advisors untrained in tax reduction.

The TRUTH is the Tax Code is a ROADMAP to TAX REDUCTION and TAX ELIMINATION.

“There are currently more than 215 tax expenditures, also known as *tax breaks*, which can take the form of exemptions, deductions, credits, and preferential rates written into the U.S. Tax Code.”

— Peter G. Peterson Foundation<sup>2</sup>

It's full of goldmines for those with advisors trained specifically to take advantage of every tax saving opportunity.

The Tax Code is also the RECIPE to TAX ELIMINATION and REDUCTION

It tells you EXACTLY what needs to be done to legally reduce and eliminate taxes; and receive the tax benefits that are rightfully yours!

*If you follow the recipe, you are able to create 3 powerful (and desirable) outcomes...*

YOU want to:

- 1) Eliminate taxes, where possible;
- 2) Reduce taxes; where possible;
- 3) Create Assets that will never be taxed.

It is NOT patriotic to pay more in taxes.

Are YOU taking FULL advantage of every tax savings option available to you?

*"Anyone may arrange his affairs so that his taxes shall be as low as possible; he is not bound to choose that pattern which best pays the treasury. There is not even a patriotic duty to increase one's taxes." — Chief Judge Learned Hand, U.S. Court of Appeals<sup>3</sup>*

### **Myth #3: The Good Advice/Bad Advice Myth**

Most people believe advice comes in 2 varieties: good and bad.

The costliest advice is bad advice.

The second costliest advice is average advice (which cost Joe Robbie \$43 million in taxes and family disunity).

Average (and even bad) advice can come packaged in a "well-meaning" wrapper from family, friends, and business colleagues. Well-meaning folks who only retire once and are more than happy to give you advice about your retirement. Happy to give you specific advice without knowing your full details. And, without having fully (and diagnostically) assessed your existing plan.

Average advice can also come from existing advisors. Check out this true story...

#### **Phenomenal Success and Tragic Loss...**

Joseph "Joe" Robbie, the second of five, grew up in Sisseton, South Dakota. His father was a Lebanese immigrant and restaurant manager; his mother was a baker and the daughter of Irish immigrants.

In 1930, at 14 years old, Robbie became the sportswriter for his local newspaper. Four years later, during the Great Depression,

when things got tough for the family, Robbie dropped out of high school to work as a lumberjack, sending \$25 of his \$30 monthly earnings home.

After completing his high school education in 1936, Robbie enrolled at Northern State Teachers College, then transferred to the University of South Dakota, where he met his future wife, Elizabeth. They would marry two years later.

Robbie enlisted in the Navy on the day after the Japanese attack on Pearl Harbor. Robbie saw substantial action in the Pacific theater and was awarded a Bronze Star for his service. After his discharge, he used the G.I. Bill to return to the University of South Dakota as a law student.

After law school...

... Robbie practiced law and was involved in politics. In March 1965, Joe Foss, the commissioner of the American Football League met with Robbie about an expansion franchise. Foss recommended Miami. Robbie formed a partnership with comedian Danny Thomas, a fellow Lebanese-American, and raised the \$7.5 million expansion fee.

In 1987, Robbie built the Dolphins a stadium... *with his own money.*

In a *South Florida Sun Sentinel* article, they write, "If I hadn't been told it was impossible I never would have started,' Robbie says. 'When they said, 'If Joe Robbie wants a new stadium, let him go build it himself,' I guess that challenged my Irish disposition.' And so while most people don't get to see their dreams come true, their monuments built, Joe Robbie, at 71 years old, will be sitting tonight in a skybox in his own \$102-million monument, Joe Robbie Stadium."<sup>4</sup>

Tough. Tenacious. Determined.

Yet after his death, due to poor planning, the team and stadium had to be sold for \$109 million (below fair market value) to pay the \$43 million estate tax bill, which could have been avoided with proper planning.<sup>5</sup>

Fifteen years later, the team and stadium were sold for \$1.0 BILLION!

**Worse than losing \$43 million unnecessarily...**

**... the plan created family conflict and bitterness that lasted way beyond his death.**

In the *Business Week* article, *The Dolphins Never Played This Rough*, they reported, “The structure of the trust and the rest of the estate made conflict all but inevitable... We were put in a difficult situation by our father,’ says Dan Robbie...”<sup>6</sup>

### **Where were Joe Robbie’s advisors?**

Joe Robbie’s problem wasn’t that he didn’t have a plan. It’s that his advisors didn’t upgrade his plan as he became wealthier. The tax and family conflict could have been avoided with comprehensive, integrated planning and disciplined execution!

What’s the costliest advice? Bad advice.

What’s the second costliest advice? Average advice.

### **Myth #4: The Financial Super Star Myth**

This myth is an unspoken myth that has sprung out of Wealth Myth #6 (stay tuned).

This myth implies that you should be a super star in your core career ... AND ... you should be a super star wealth advisor.

Does that make sense? That you should (or even could) be a super star in two careers?

What a heavy burden this lays on your shoulders.

How many athletes were super stars at two sports? How many are even good at two sports?

I can only think of one who succeeded.

In 1989 and 1990, Bo Jackson accomplished the seemingly impossible. He doubled as one of Major League Baseball's best outfielders and one of the National Football League's best running backs. In the 1989 MLB All-Star Game, he crushed a lead-off home run and won MVP honors. A year later, Jackson was selected to the NFL's Pro Bowl.

*And one who didn't fare so well...*

Michael Jordan (called “The greatest basketball player of all time.” by the National Basketball Association and many, many others) tried to parley his superior athleticism and experience into a second career in baseball.

He failed.

To get in the game is one hurdle. To perform at the top of your game is another.

Only 1.6% of college players become professionals in the NFL. Of the 1,696 active players, only 106 players, a mere 6.2%, will be selected to the Pro Bowl each year.<sup>7</sup>

Even “Pro Bowl” CFO’s, accountants and attorneys are not trained in the specific skills necessary to succeed during the Wealth Living and Wealth Leaving Phases.

Even if you could become a “Pro Bowl” wealth advisor, do you really want to?

### ***THINK about this...***

Did you work your entire career or build your business, sacrificing to put in the extra time and effort needed to sharpen your skills and experience so that you could be the best and be paid what you’re worth...

... only to walk out the door into retirement so you could spend your retirement...

... sacrificing to put in the extra time and effort needed to sharpen your skills and experience so that you could be a Pro Bowl Wealth Advisor?

### **Wealth Myth #5: The DIY or Semi-DIY Myth**

Some people show up at one of my Private Briefings or come in for our 22-Point Strategic Wealth Assessment who are acting as their own wealth counsel.

I usually start by asking them, “Is this what you promised yourself during your decades of working... that when you retired, you wanted a second career in designing, implementing and enhancing a comprehensive, integrated wealth plan for success during the Wealth Living and Wealth Leaving Phases of your life?”

Some respond with, “I like it and it doesn’t take that much time.”

“Oh really,” I’ll say. “That’s not my experience or the experience of my team, who are dedicated to delivering ‘Pro Bowl’ advice and experience.”

Then, I’ll ask them another question: “Would a 1 percenter hire you?”

“What do you mean?”

“Would someone with \$5 million dollars see you as their best option to preserve, protect and pass on their hard-earned wealth... someone at the top of their game... someone willing to dedicate the time and effort necessary to develop and sharpen their skills? Would they hire you to give ‘Pro Bowl’ advice on tax elimination, lifestyle enhancement, cash flow enrichment, risk defense, investment choreographing, health care protection, and legacy creation?”

Pause. “Probably not.”

“Then why are you trusting in yourself for that advice? What’s it costing you?” I’ll ask.

Then, “Do you have the courage to find out? If so, let me run your plan through our 22-Point Strategic Wealth Assessment and detail your options to decrease taxes, increase your lifestyle, reduce your risk so you can retire with greater peace and freedom.”

If they have enough courage, they take me up on my offer.

### **Wealth Myth #6: The Dear Occupant Goals Myth**

The large financial product companies (you know many of them) that dominate the retirement planning landscape create one-size-fits-all products. As you know, with \$1 million or more in investable monies, you are in the top 5% of wealth holders in the U.S.<sup>8</sup>

In 1956, Earl Nightingale (see his story next time), shared that at age 65: 1 is rich; 4 are independent; 5 are still working; 36 are dead and 54 are dead broke.<sup>9</sup>

*Some things never change.*

The large financial product manufacturers create their products for the 95%. Assembly-line, mass marketed products for one-size-fits-all retirements and “dear occupant” goals.

You know those personalized letters you get addressed to: *Dear Occupant*,

They hire large numbers of product salespeople, and they call them: “financial planners” or “retirement advisors.” They are trained employees paid to be “product-first.”

It’s a fine approach (I guess) until you reach \$1 million or more, when you deserve (and need) a fully custom, comprehensive, integrated wealth plan.

### **86% Promised But Not Receiving Comprehensive, Integrated Wealth Planning**

*In a recent J.D. Power Survey...*

According to J.D. Power, “Of those clients “promised” comprehensive wealth planning by the giant wealth managers, 86% are NOT receiving comprehensive financial advice.”<sup>10</sup>

Here’s the reality: If your present wealth plan is Off-The-Shelf, or Semi-Custom, it means that you may be missing out on significant tax reducing and lifestyle enhancing options.

I believe YOU deserve a fully customized, integrated, comprehensive wealth plan.



An Wealth Plan that includes tax elimination, lifestyle enhancement, cash flow enrichment, risk defense, investment choreographing, health care protection, and legacy creation.

An Wealth Plan for success in the Wealth Living AND Wealth Leaving Phase.

Those are the first 6 Wealth Myths. Hope that's helpful.

Next time, the next 6, including The 401(k) Binge Myth, The 80% Reduced Lifestyle Myth, and The Lower Tax Bracket Later Myth.

In the meantime, if you have any questions or comments, feel free to give me a call.

Warmly.

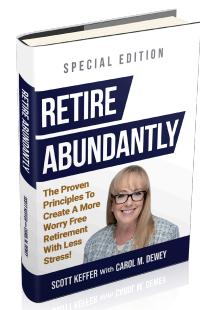
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**Carol M. Dewey is a nationally recognized Financial Educator, Author, Speaker and Retirement Planner, whom you may have seen in NBC, ABC, CBS, and FOX network affiliates and Yahoo Finance, CNN, Reuters, The Huffington Post, USA Today, The Daytona Beach News Journal and others.** As the Founder/President of

Perpetual Wealth Financial, Inc., Dewey has been showing business owners, executives, medical professionals, and independent women how to avoid the biggest retirement mistakes and fully enjoy a secure retirement since 2008. Carol's proprietary approach creates a custom roadmap so that her clients can enjoy more income for life and a greater legacy to their loved ones.



P.S. Over the last 40 years of helping business owners, executives and independent women preserve, protect and pass on their wealth, I've discovered a shocking truth about the top 5% who come to me for help.

A truth about them... which allows them to operate under an entirely different life playbook... enjoying what they love most without any financial anxiety holding them back... and avoiding the huge mistakes that trap your hard-earned money, suffocate your income, and keep your financial goals seemingly forever out of arm's reach.

They are OPEN-MINDED.

- Open-Minded people say, *"There is no monopoly on new solutions!"*
- Open-Minded people say, **"There could be a safer, easier way!"**

- Open-Minded people say, *“It’s smart and prudent to test and validate!”*

P.P.S. If you’re interested in going deeper, we have a fast-paced, top-rated presentation, **Income Tax Reduction and Estate Tax Elimination**, that hundreds of thousands across the U.S. have profited from.

It details HOW to create **substantial income tax deductions; avoid double taxation on your “IRS-targeted” retirement accounts; legally bypass capital gains taxes on stocks, bonds and real estate; reduce (and even eliminate) income taxes on your IRA and 401(k); and convert unused assets into a tax-free income you can’t outlive.**

If at any point, you are interested in going deeper, simply give my office a call at (386) 314-1663 or email us at Carol@perpetualwealthfinancial.com.

If at any point, you’d prefer to not hear from me again, same thing. Give us a call or email.

I want to be a welcome, valuable guest, not a pest.

Let me leave you with a question... and a smile.

A Question: *What are the things worth FIGHTING to protect for you?*

And a Smile:

*“I’m proud to pay taxes in America. The thing is, I could feel just as proud at half the price.”*

- Arthur Godfrey<sup>11</sup>

#### Endnotes

1 <https://taxfoundation.org/how-many-words-are-tax-code>

2 <https://www.pgpf.org/blog/2023/03/eight-of-the-largest-tax-breaks-explained>

3 <https://www.nytimes.com/2012/09/14/business/a-private-equity-tax-tactic-may-not-be-legal-high-low-finance.html>

4

<https://www.sun-sentinel.com/1987/08/16/a-dream-fulfilled-joe-robby-was-told-by-many-people-that-there-was-no-way-he-would-be-able-to-build-a-stadium-for-his-professional-football-team-joe-robby-stadium-opens-tonight/>

5 <https://trustcounsel.com/2020/02/we-still-call-it-the-joe-robby-stadium/>

6 <https://www.bloomberg.com/news/articles/1991-10-27/the-dolphins-never-played-this-rough#xj4y7vzkg>

7 <https://www.sportskeeda.com/nfl/what-percentage-college-football-players-make-nfl>

8 Market Insights, 2022, Spectrem Group

9 “The Strangest Secret”, Earl Nightingale

10 Barrons.com/advisor/articles/investor-satisfaction-ranking-jd-power

11 [https://www.brainyquote.com/quotes/arthur\\_godfrey\\_108007](https://www.brainyquote.com/quotes/arthur_godfrey_108007)

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