



How Long Will Your Enjoyment Last?

Pursestrings

By Jim Pursley
President and CIO, Gaia Capital Management, Inc.
www.gaiacapital.com
8/7/17



Dear {{First Names}},

Personal money management starts with two simple questions: “How long will the purchase I am considering give me pleasure?” and “How much joy will I receive by having it?” Asking these questions each time you consider using your money for experiences, things or investment will surely diminish the chances that you will have buyer’s remorse. Enjoyment from savings and investments will increase over time as they grow like the proverbial beanstalk. Experiences, especially those of just a few days, stay in the memory for long periods of time. “Stuff” is not usually very long lasting and probably should be considered consumables – they will lose value over time.

The bottom line: multiply your happiness by balancing consumables with durables even as you progress toward the day when your savings will be your paycheck.

The opinions contained in this report represent the author’s current knowledge and are based on sources known to him at the time of writing. Such opinions are subject to change at any time and are presented for educational value. Any other use, such as investment solicitation, is inappropriate and absolutely unintended by the author. Readers should keep in mind that past performance does not guarantee or predict future results and must evaluate information herein presented.