



EVERYDAY CENTS®

LIFE, LAUGHTER, AND PERSONAL FINANCE

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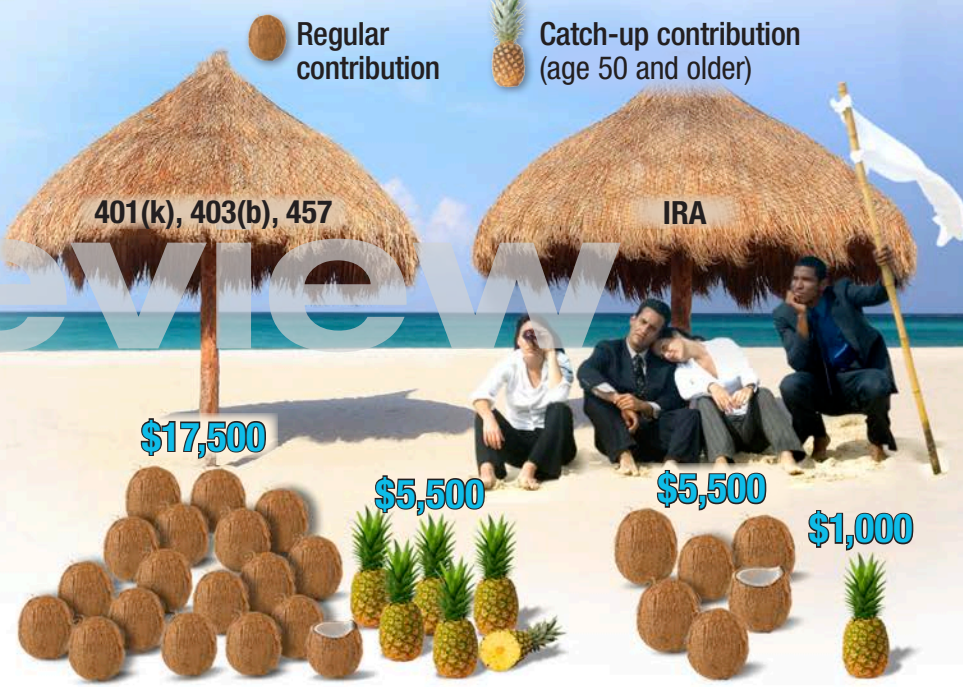
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2014 maximum contribution limits



Source: Internal Revenue Service, 2013

PRACTICAL INSIGHTS FOR YOUR FINANCIAL GOALS

Many Women Lack Life Insurance

The work that women perform — outside and inside the home — has a clear economic value that is often underestimated. In fact, a majority of households now rely on two incomes, and four in 10 households with children under 18 have a mother who is the sole or primary family earner.

Despite growing contributions to their families' financial well-being, roughly 43% of women have no life insurance. Moreover, the average insured woman carries only about one-fourth of the coverage (\$129,800) that her beneficiaries would most likely need to maintain the family's current lifestyle.

For women who have a spouse, young children, or even parents who depend on them financially, sufficient life insurance could help replace their incomes and provide essential financial support for survivors. And for stay-at-home moms, the proceeds of a policy could be used to help cover the high cost of child care and other domestic services in their absence.

The cost and availability of life insurance depend on factors such as age, health, and the type and amount of insurance purchased. Before implementing a strategy involving life insurance, it would be prudent to make sure that you are insurable.

As with most financial decisions, there are expenses associated with the purchase of life insurance. Policies commonly have mortality and expense charges. If a policy is surrendered prematurely, there may be surrender charges and income tax implications.

Sources: LifeHealthPro, March 22, 2013; LIMRA, 2013; Insurance Information Institute, 2013



Weak Recovery Still Feels Like Recession

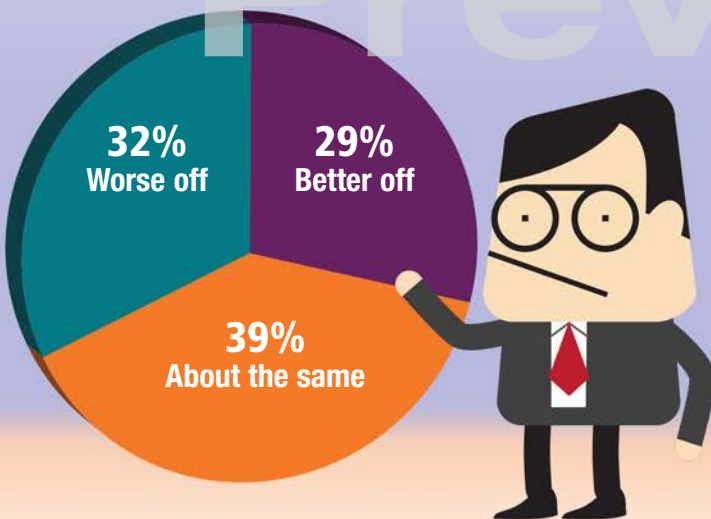
A majority of Americans (54%) surveyed in 2013 thought the nation's economy was in a recession, despite the fact that the United States was more than four years into a slow recovery.

A recession is generally defined as at least two consecutive quarters of economic contraction, or negative gross domestic product (GDP) growth. The National Bureau of Economic Research determined that the Great Recession lasted for 18 months — from December 2007 through June 2009 — the longest period of decline since World War II.

Economists at the Federal Reserve projected that real GDP would increase at a moderate annual rate of 2.0% to 2.3% in 2013. Apparently, GDP may need to expand at a faster pace and provide a bigger boost to the employment situation before many Americans will feel positive about their own financial prospects.

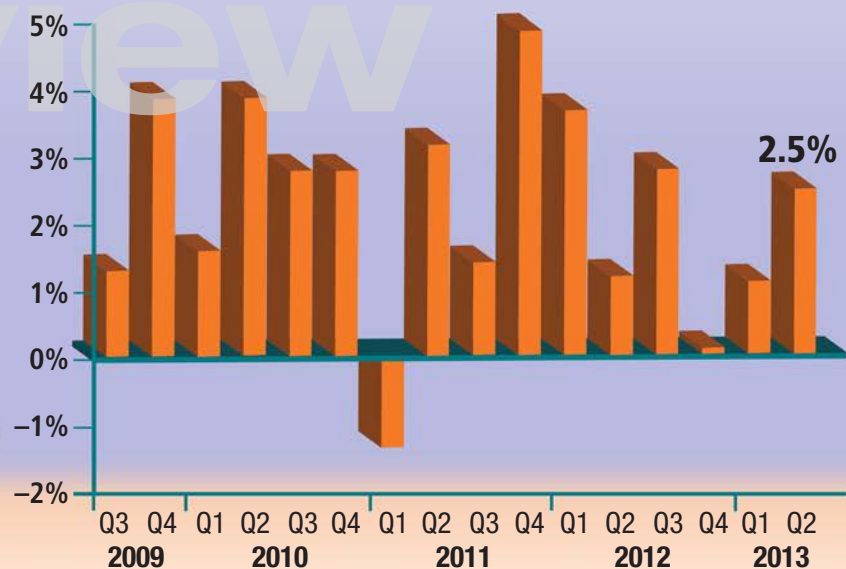
Sources: *The Wall Street Journal*, July 23, 2013; Federal Reserve, 2013

How Americans believe they will fare economically in the coming year



Source: McClatchy-Marist Poll, July 2013

Change in real GDP (seasonally adjusted annual rate)



Source: Federal Reserve, 2013

Lifestyle Changes Could Save Millions from Heart Disease

Complications from cardiovascular disease are still the leading cause of death in the United States, despite a nearly 30% drop in preventable deaths between 2001 and 2010.

In a new report from the Centers for Disease Control and Prevention (CDC), scientists estimated that one-fourth of heart-related deaths (roughly 200,000 each year) can be blamed on controllable lifestyle choices. Unfortunately, more than half of the avoidable deaths occurred in people younger than 65.

Hopefully, more people will find inspiration in the CDC's findings, which suggest that the following positive habits could help reduce the risk of a fatal heart attack or stroke.

- Regular exercise
- Not smoking
- Eating a heart-healthy diet (low sodium, limited trans-fats, plenty of fruits and vegetables)
- Keeping weight, cholesterol counts, and blood pressure below guidelines established by their physicians

Source: Centers for Disease Control and Prevention, 2013



80%

of American adults do not get the weekly 2.5 hours of moderate-intensity aerobic exercise or 75 minutes of vigorous activity recommended for heart health.

Source: TIME.com, September 4, 2013



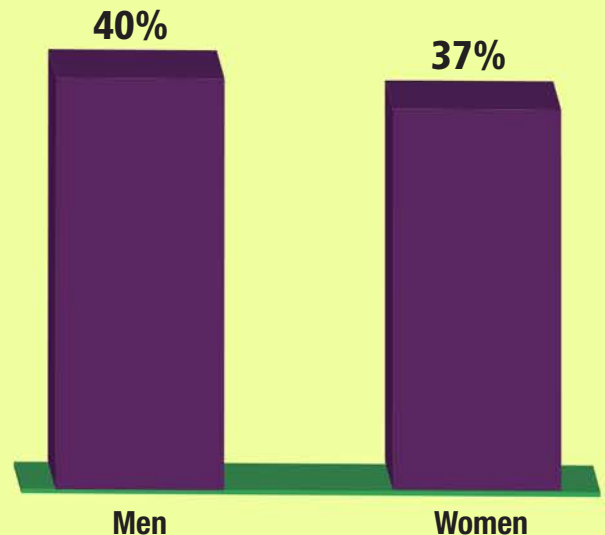
Flextime Matters to Modern Families

Flexible work schedules were first used in the late 1980s to help recruit and retain talented women. Fast-forward 25 years and a recent survey suggests that flextime now ranks among the perks that people of both sexes value most. In fact, about one-third of managers and employees say they wouldn't work somewhere that doesn't offer it.

Flexibility seems to be most important to Gen-X households (adults aged 33 to 48) who must often juggle the scheduling demands associated with two professional careers and/or the extracurricular activities of one or more children.

Sign of the Times

Gen-X employees who say a flexible work schedule is nonnegotiable



Source: CNNMoney, September 3, 2013

Tracking Your Household Budget

Creating a monthly household budget involves allocating an amount to spend on such items as housing, food, transportation, and entertainment — and some to save for the future. A good first step is to keep a detailed record of all spending. Every expense should be labeled, categorized, and subcategorized for tracking purposes. After a month or two, you may notice that you spent more than you thought on some types of items or activities.

Budgeting may seem like a daunting task, but today's technology can make it less tedious. Instead of writing down each expense, you could use more engaging computer software, online financial tools, or mobile apps. Regardless of the method you prefer, sticking to the process for at least 30 days could help you curtail overspending on non-essentials.

Fortunately, a budget doesn't have to be boring and overly restrictive to make a difference, as long as it provides realistic spending guidelines that reflect your earnings and lifestyle.

Percentage of Americans who

Spend less than they earn **41%**

Break even (earnings/spending) **36%**

Spend more than they earn **19%**

Source: FINRA Investor Education Foundation, 2013



How the Wing Craze Skewed Chicken Prices

Once considered the least desirable part of the chicken, the tiny wing has turned into a rather hot seller.

Many bars started serving spicy chicken wings as appetizers in the 1980s, generally because they were cheap and could help make customers thirsty. Now more than 20 chains and thousands of restaurants nationwide feature chicken wings as standalone meals. In fact, chicken wing franchises have been one of the fastest-growing categories of the U.S. fast-food industry since 2008.

High demand and supply shortages often cause wing prices to surge and peak around the Super Bowl. Americans ate about 1.2 billion chicken wings during Super Bowl weekend in 2013, when wings became the priciest chicken part (by the pound) for the first time.

Chicken prices per pound, January monthly average

2000 vs. 2013 prices

Part	2000 Price	2013 Price
Breasts	\$1.32	\$1.37
Wings	\$0.82	\$2.06
Legs	\$0.31	\$0.67

Source: CNNMoney, August 2, 2013

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