



## Smart is the New Rich

*Steve Jurich*

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Smart Is The New Rich is the indispensable retirement guide to winning financially in the "New Normal." All-time low interest rates mixed with all-time high stock markets have put retired investors and those near retirement into the cross hairs of history. Experts agree: The markets can rise, but something has to give at some point. Where will you be when the music stops? In retirement, there are no "do overs." Smart Is The New Rich reveals your risks, considers the alternatives, and helps zero in on practical solutions. The first step is re-defining "rich." Does it mean owning big piles of money? Or having multiple streams of reliable income? As author Steve Jurich says. "In the future, "rich" may not be about how much money you have, but how much money you have coming in--and the certainty of that income. Contractual incomes allows you to pursue ambitions, rather than just covering obligations. While many people may bristle at the thought of annuities, research at major institutions such as the Wharton School of Business, point to annuities as a dynamic solutions for the modern day retiree. Steve Jurich is an experienced advisor with nearly two decades of assisting families and business owners with their financial and estate plans. His comments have appeared on TheStreet.com, CNBC.com, MarketWatch, and in Forbes. His advice: Leave stock picking to younger investors when markets are no longer cheap (they aren't.) There are now effective and simple ways to secure sustainable lifetime income, with less fuss. You can be rewarded during good markets, without being punished during down markets. Most of all, you can choose to avoid another 2008 with your precious retirement money. There was a time when retirement planning was fairly easy. Retirees received pensions, had very little debt, and bank accounts paid 5% to 6%. Those days are long gone. Today, your money needs to last three to four decades. Are you convinced you have the road map to get you there? Re-think your retirement income strategy. Read Smart Is The New Rich.

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