



JULY
2021

FINANCIAL

INSIGHTS

by

AMA | Austen Morris
Associates

AMIA



Austen Morris Associates



www.austenmorris.com

CONTENTS

Money Planning 101: What is a Financial Plan and How Can I Create One?	3
Stock Market Investment: Could it Be Right For Me?	7
One of Us	11
Investment and Technology – Are They, Friends or Enemies?	13
What Do You Need to Consider When Choosing a College /University?	17
Grow Financially with AMA	21
Celebrating Success	22



MONEY PLANNING 101: WHAT IS A FINANCIAL PLAN AND HOW CAN I CREATE ONE?

“

Here's how I think of my money - as soldiers - I send them out to war everyday. I want them to take prisoners and come home, so there's more of them. ”

KEVIN O'LEARY

AMA | Austen Morris Associates

To create an effective plan of action of any kind, we must first pause to observe where we are currently before considering where we would like to go next. Great planning needs honest reflection. Navigating finances can be daunting if you have not been used to dealing with them as and when change occurs. Reactive financial management is rarely successful. It does not allow for space for the kind of ingenuity that leads to both short and long term success.

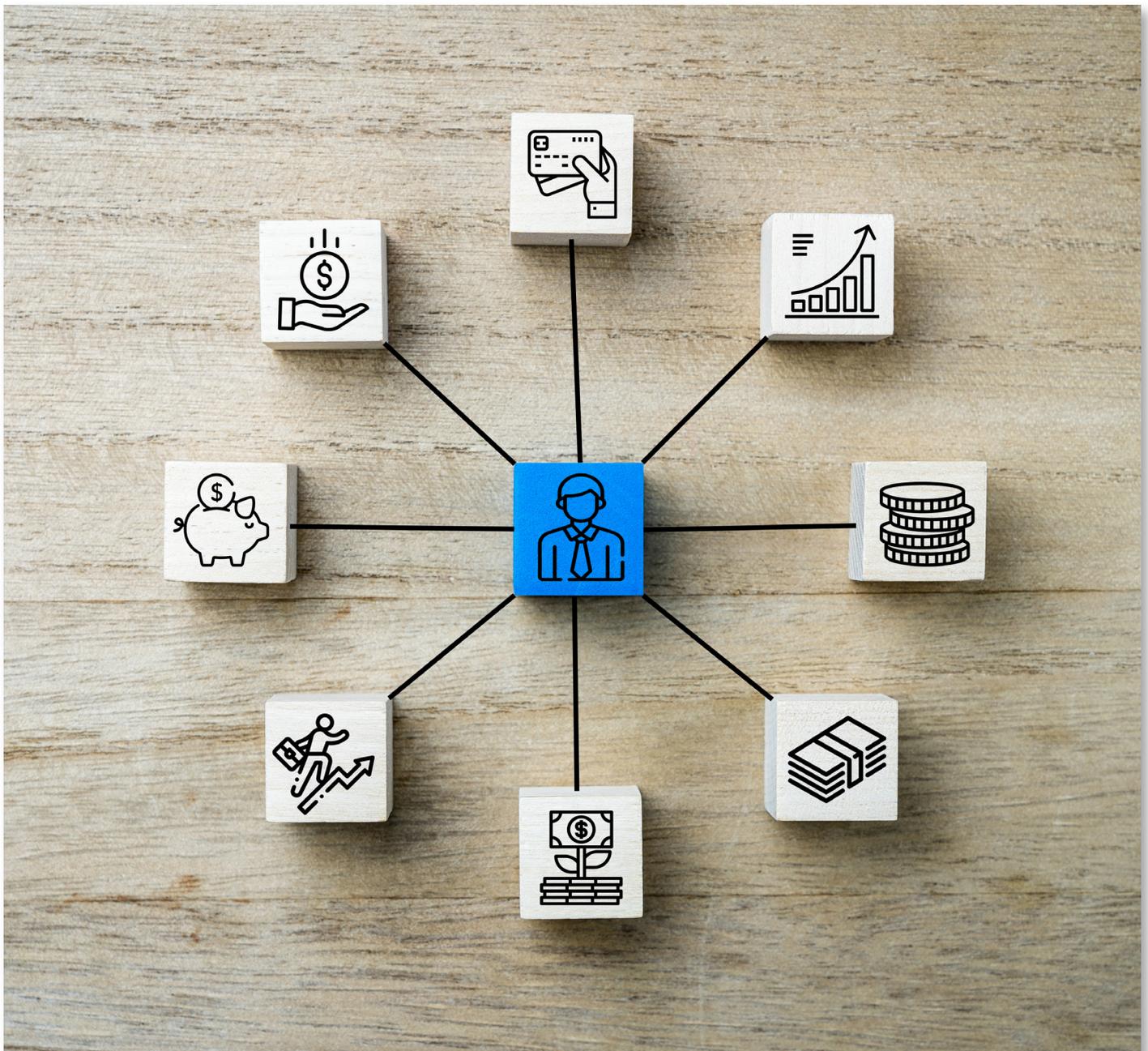
Financial planning can powerfully transform them in positive ways no matter what state of health your banking affairs are currently in. However, even if you are presently economically comfortable, this does not mean that you can not evolve your situation. Further to this, none of us can know for sure when a financial crisis might occur. Therefore, having a solid plan in place can save you from a significant amount of stress, anxiety and heartache later down the line.

WHAT DOES A FINANCIAL PLAN LOOK LIKE?

Tailored, accurate financial plans aim to incorporate every influential factor within the specific situation it relates to. A financial plan is essentially a roadmap with every turn and street name labelled clearly to ensure more effective navigation. It is a fully comprehensive image of your current finances, economic goals and any strategies that you might have in mind at present. These are the building blocks of any financial plan.

Further details also include (although are not limited to) cash flow, savings amounts, current and past investments, liabilities, insurance, and specific details of any outstanding debts that remain. It can feel a little scary to look so bluntly at every area of your money situation. For those who have struggled with economic crisis or significant debt in the past, it might feel like a trigger of trauma somehow. However, you will soon find that it is an empowering experience to take the lead!

There are various apps and online tools that can help you to gather the details you need about your incomings, outgoings and other relevant information. You might find that some work better than others for you, so do not be afraid to experiment a little. Many of these tools are free of charge to download and utilise. For example, you might find that your bank now offers a web or app-based tool that can help you streamline your financial details also.



OKAY, THIS ALL SOUNDS GOOD— HOW DO I GO AHEAD AND GET STARTED?



1. Know where you're going. Visualise where you would like to arrive in the future. What are your goals? What do you plan to achieve for yourself or your family? Are there any upcoming expenditures (such as marital plans or launching a new business venture) that will require significant funds to support them? What about in 10 years—do you still plan to be working? If so, where will this be, and how much do you intend to be earning? These kinds of self-discovery questions will help you map out your roadmap.
2. Tidy up the holes in your financial affairs. There is no amount of inspirational motivation that can counterbalance a financial portfolio with gaps in it. For example, suppose you have not sensibly organised debt repayments. In that case, you might be throwing vital funds at unnecessary charges or payment plans that are not feasible for your situation. Tackling high-interest debt is essential to your economic success. Consider options such as a consolidation plan that could free you to achieve your goals more quickly.
3. Make your money grow. There are two ways to help your financial health to thrive. One is to utilise an excellent savings plan that will help you stack up cash quickly. It may take some sacrifices, but you will soon reap the worthy rewards of your efforts. The second is to help your money to multiply through smart investments. No matter how wealthy you might (or might not) be, there are options available to you. Despite the rumours, being an investor is not just a rich person's game but can provide vast returns when done right.
4. Build yourself a robust money moat. Throwing all of your hard-earned cash into one venture is not wise, no matter how attractive the opportunity might be. Great financial planning is all about expanding your chances of success and security. Furnishing an emergency fund and paying into a retirement plan are great examples of wise financial decision making. Investing in some great insurance is also a smart move to protect you from the loss dangers of medical emergencies or similar catastrophes.



I'M EXCITED TO GET STARTED—IS THERE ANYTHING ELSE I NEED TO KNOW?

One of the best investments you can make for the sake of your personal and financial health is to enlist the support services of a qualified expert. Trained advisors are skilled in creating financial plans that help you to achieve your ambitions and reach your money goals at the exact pace that is right for you. In addition, they can make insightful suggestions that you may not have considered while providing invaluable personal support as you gain confidence in your abilities to make your money grow.

Your financial plans can cover several years at a time or one month at a time. Create the kind of plans that excites and inspires you. Use the knowledge you already have in powerful combination with the recommendations of a financial expert to achieve the most efficiency in your future ventures. Your journey is unique, and you are free to take the paths that feel right for you and your finances. Creating a detailed financial plan (or several) will only take you higher!

STOCK MARKET INVESTMENT: COULD IT BE RIGHT FOR ME?

“

If you want to reap financial blessings, you have to sow financially. ”

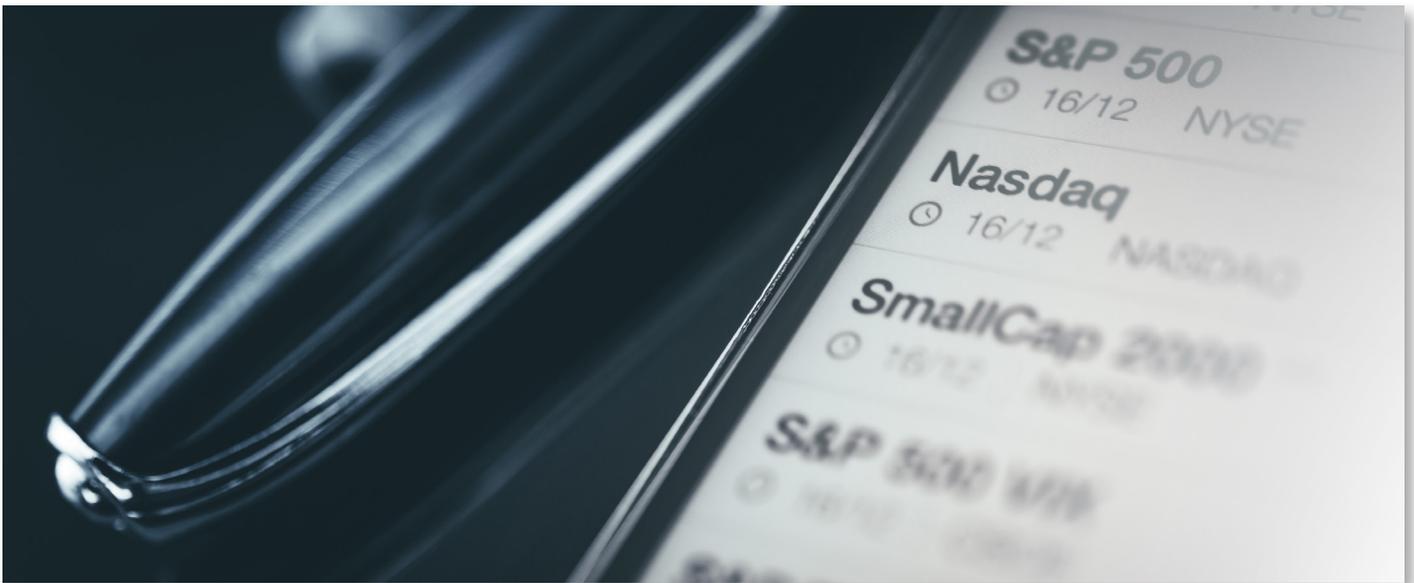
JOEL OSTEEN

AMA | Austen Morris
Associates

Invested Together, Always

As our title suggests, you are likely wondering whether the stock market might be a good fit for you. Perhaps you have previously felt stock investment was intimidating or irrelevant to your skillset. You might have looked into investing in the stock market in the past but backed away due to unfavourable stories you might have heard. It's time to dust away the cobwebs of those rumours to reveal the truth of what investing in the stock market involves—and what it doesn't.

“WHAT IS A STOCK MARKET, EXACTLY?”



Essentially, stock markets are where individual and organizational investors draw together to buy and sell company shares in one space. Each 'share' value is determined by demand and other contributing factors, such as the company's potential prospects. Historically these spaces were within public venues and conducted entirely in-person or over the telephone. Now, these exchanges exist primarily as electronic marketplaces.

Hollywood movies depict stock market investors as crazed packs of wolves on a hunt. Bright office lights and hysterical investors yelling into telephone sets while standing atop desks are the key stereotypical image. There might be some truth in this imagery in some corners of history. But it is simply not the reality for the most part. You should not feel intimidated—there is space at the investment table for you!

“I HAVE NO IDEA WHERE TO GET STARTED!”

If the thought of stepping into the financial area of stock investment fills you with fear, then you are not alone. For individuals with no prior experience, the stock market can appear to be an inaccessible option. Investment of any kind carries some potential risk, but this does not mean it is not a potentially fortuitous venture. It can be one of the most efficient ways to build personal wealth. Understanding the system is the first rung on the ladder to achieving success.

Hit the ground running by educating yourself about the mechanics of the stock market. Reading articles such as this one is a great place to start. Spend time talking to a trained and qualified financial adviser. Before a cent of your money leaves your account, ask about all of the options that might be open to you. Establish the kinds of risk that could be involved and discuss how comfortable (or economically able) you are before parting with your money. Great financial advisers are always worth the investment—the stock market cannot promise the same.



“I AM SERIOUSLY CONSIDERING INVESTING—WHAT ARE THE PROS AND CONS?”

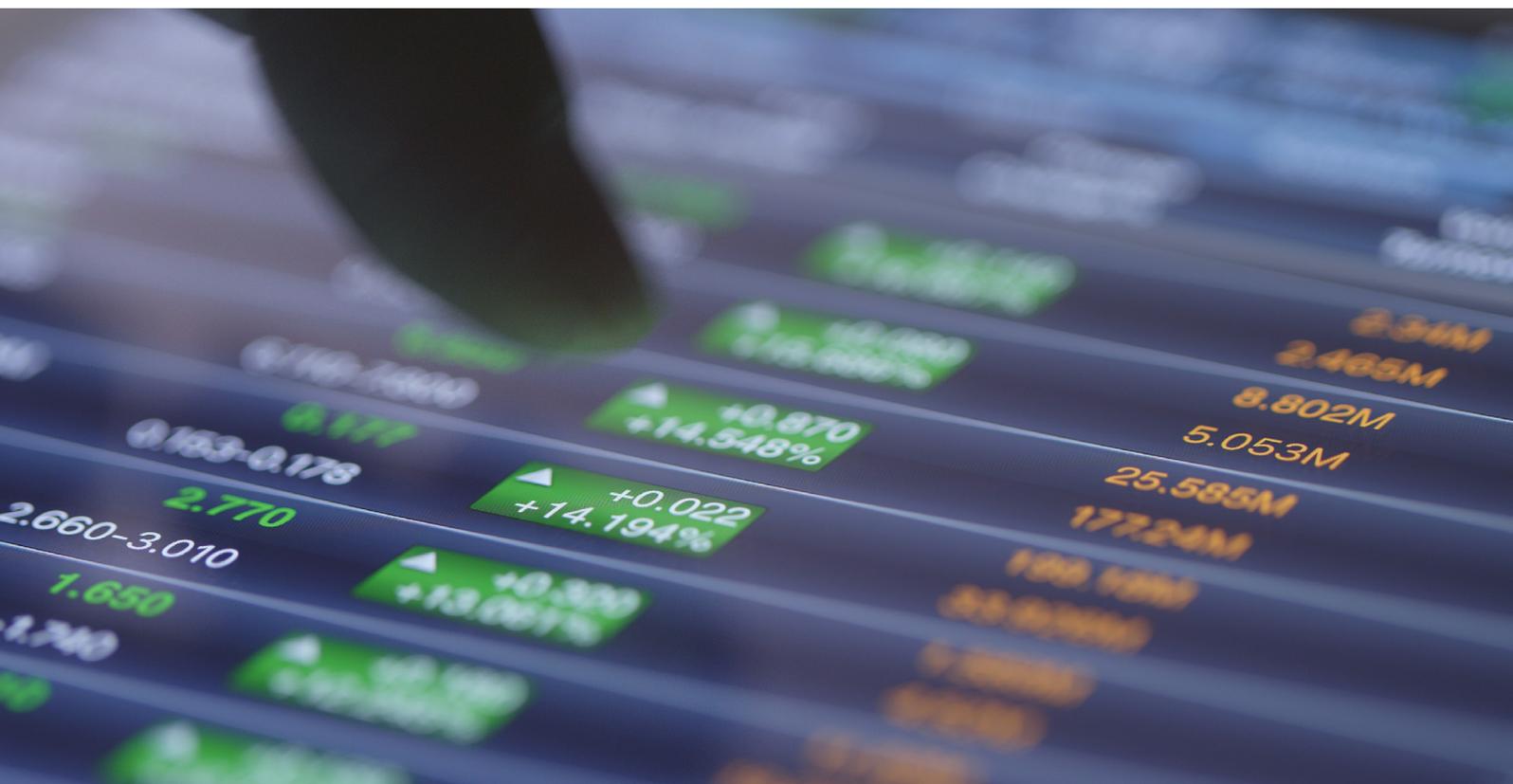
Here are the core essentials of stock market investment that you need to know about:

PROS

Easy to get started – Stocks can be easily (and instantly) bought through a broker or via an online platform. You can buy stocks as soon as you would like to. Please do not confuse being able to buy stocks with being ready to buy them. You need to ensure you have done your research. You can sell your stocks as soon as you wish to which can be reassuring for a beginner. You might get a significant return from a short ownership period. Or you may make back the money you invested. It all depends on the health of the market and the interest in the stocks you have to sell.

One step ahead: Historically, the value of stocks boast an annual return potential of over 10%, which supersedes that of inflation. In this way, you are one step ahead of the inflation rate while you are investing. Further to this, you can protect your original investment by holding on to stocks if the market were to drop and the value of what you own declines for a period of time. If you can afford to, keeping invested for longer can pay off later when the shares offer a greater yield.

Independence: Working for yourself and avoiding the usual office rat race is becoming an increasingly attractive option to modern professionals. Many of us would prefer to work to our timetable, and within the environment we choose. Suppose you become confident in your stock investment skills and abilities; in that case, you could remove the need for a typical office job. In fact, you could work from anywhere in the world that you desire.



CONS

Risk of loss: The stock market can be volatile. It can change rapidly and without warning. Returns of any measure are never guaranteed. You might carefully research a particular investment option. Still, then unforeseen circumstances transform the market, which causes you to lose the capital you pledged. This is a genuine risk and not one that can be proven against. However, great financial advice from the right professionals can help to reduce potential risk significantly.

Emotional tax: For some, knowing where your money is coming from and when is a reassurance worth more than the dollars it represents. Suppose you are risk-averse and prefer to live a more reliable and secure lifestyle. In that case, a stock investment might not be the best option for you at this point in your life. Mental health is paramount. Our emotional balance cannot be bought out or replaced. Do what's right for you.

Research time: Impulsive investment in the stock market rarely pays off. Diversifying your investment portfolio can help to reduce the risk of a total wipeout loss of investment. Once again, this is where a professional financial advisor can be a fantastic decision-making asset.

The best way to know if the stock market is a good fit for you? Speak to someone who can impartially and expertly guide you. Financial advisers are the asset you need to thrive.





ONE OF US

In 'One of Us', we share intimate conversations with colleagues, thought leaders, and financial experts to educate, enlighten, and entertain you.

This month we caught up with our Head of Wealth Management Services - April Eusebio.

Q: Thank you so much, April, for taking the time to do this interview. Can we start by letting our audience know a bit about your background and your role in AMA?

A: After I graduated from Centro Escolar University in the Philippines taking up Bachelor of Science in Commerce Major in Management, I decided to go to Shanghai, China in July 2006 to explore opportunities. I have been with AMA since Feb 2007 Starting in the Austen Morris Associates Shanghai front office, I then soon took up the position as Client Services Manager. During this time, I manage and send clients their monthly statement and handle their queries first hand. I actively offered her assistance to various Associates and gained insight and exposure to the business working under Phil Morris, the Executive Director.

By the year 2009, I became Head of Wealth Management Services. I manage client expectations of the Wealth Management Service platform and communicate with stakeholders to maintain successful relationships and service delivery in technical and non technical issues. I also manage clients' online accounts as well as their quarterly investments recommendations.

Q: What was your dream job when you were a kid?

A: When I was a kid I always dreamt of having my own business and that was also the reason why I took up Business Administration when I was in the university.

Q: What do you enjoy the most in your daily work?

A: I enjoy learning new things from colleagues and clients as well. Handling queries makes me more determined on my work in finding out solutions on how to troubleshoot each and every colleague's or client's system/policy issue.

Q: “I make sure clients are happy by not missing any of their queries to ensure the highest standards of client services.” That’s a direct quote from you on your AMA website profile. How do you stay on top of all clients’ queries with the increasing number of AMA’s clients?

A: I stay on top of all queries by making sure I respond to client calls and emails in a timely manner. I manage my time everyday to make sure I don't miss any queries from both my colleagues and all AMA clients across the globe.

Q: What’s the biggest challenge you have met professionally?

A: The biggest challenge was when I had to move back to the Philippines. My AMA family is very supportive and understanding to let me continue to work with the company. My colleagues never fail to assist and look out for me in any way they can.

Q: We know that you joined AMA in 2007. What changed in those 14 years of working with AMA?

A: I started working for AMA when I was 21 years old, I was a fresh graduate and I did not know many things about investments and financial planning. Now, I am confident and proud to say that AMA taught me many things about the business and now I am able to communicate with clients better and know my way around our systems because of the trainings I got while working with the finest members of the AMA Team. Today, I also have my own little family who are, like myself, very much grateful for the support and trust that AMA has given me over the years.

Q: What are the things that you have spent money on and later felt was a total waste?

A: I can't think of anything really. I have to be wise on spending my earnings as a breadwinner and I always make sure to spend it on things that matter.

Q: What do you do to unwind from what seems to be a very busy work schedule?

A: Every once in a while, me and my family got out to eat and just hang out. We also spend time with relatives and friends in the weekend if we have time.

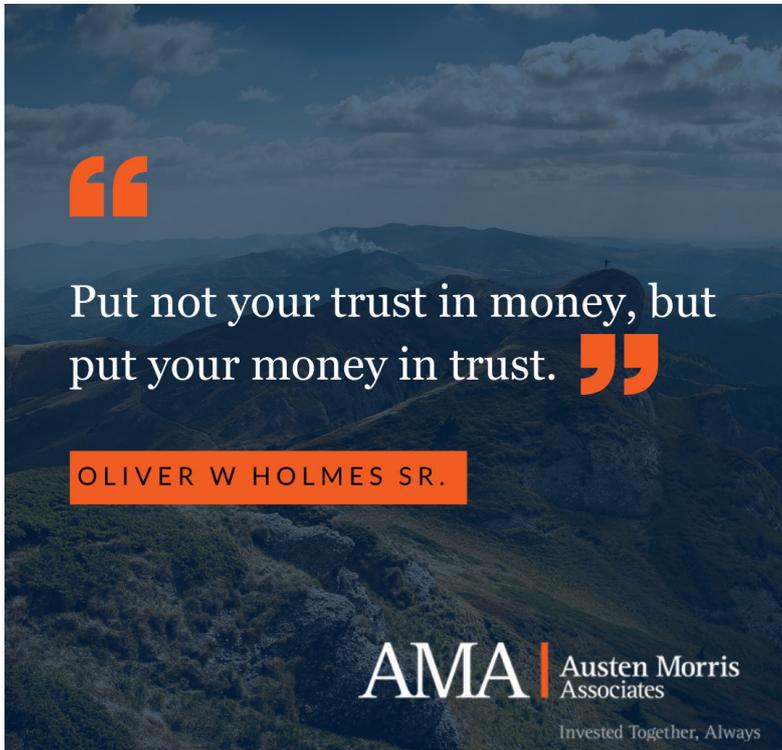
Q: What’s life been like over the last 18 months, what’s been the most challenging thing for you during this time?

A: The most challenging is when the pandemic happened. Everyone is affected so we really had to adjust and be more careful on how to handle our finances.

Q: Tell us a bit about Manila and what you like most about your city?

A: I live in the province of Bulacan just beside Manila. What I like most about this place is that it is not crowded and the traffic is not that bad. Here it is peaceful and quiet and I am close to where my mother lives which is also a reason why I chose to reside on this area.

INVESTMENT AND TECHNOLOGY – ARE THEY, FRIENDS OR ENEMIES?



With every day that passes, we are becoming increasingly digitally reliant. From the apps we use to meet friends to the website's tools we use to track our banking affairs, we rely on the technology that has become a natural part of our lives and existences. In an increasingly digitalised world, we are becoming less reliant on human opinion and even personal interaction. In fact, you are currently reading these words on a screen of some form right now!

But can this specific shift in culture be defined as evolution...or regression?

There is currently a great debate regarding whether technology is a friend or foe for investors and their ventures within the financial industries.

There are scores of investors now turning to robotically reliant apps for recommendations regarding their best options based on data stored within the smart systems they operate from. Many investors use such tools exclusively rather than speaking with a financial advisor as they might have done previously.

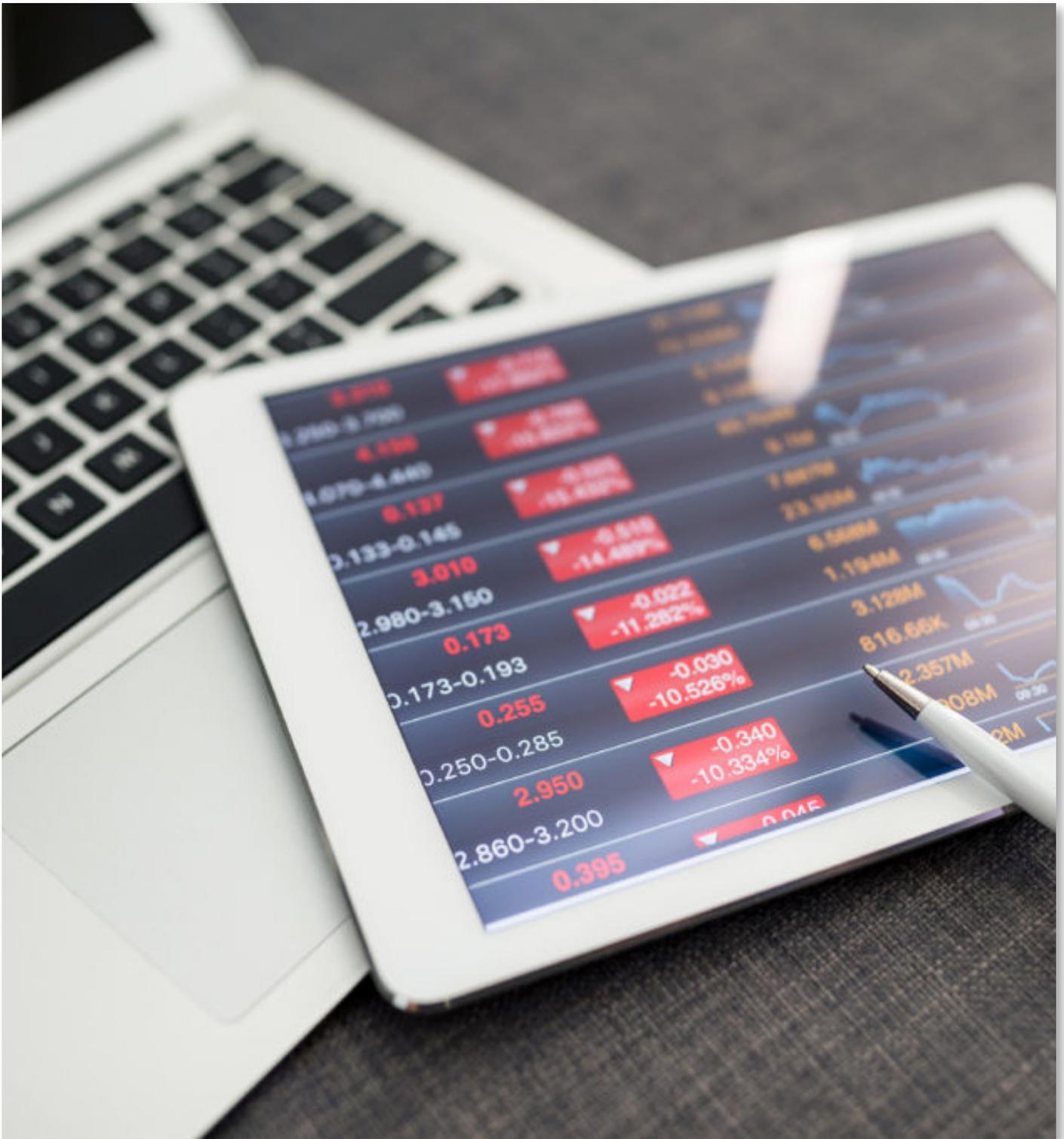
So—is digitalisation a friend or an enemy to our financial situations? Let's dive in!

THE BENEFITS

SPEED: Apps can provide the information you need when you want it is useful. There is no waiting around on helplines or delays as you wait for someone to get data ready for you to read. Instead, digitalisation makes your portfolio available whenever you're ready for it. Want to check your cash flow while you're sitting in a taxi? Go ahead. Need to check in on your investment portfolio while you are out of the office? Sure, no problem. No wonder it's such a popular option!

EFFICIENCY: Platforms and money-management tools that rely on expertly created databases can offer significant efficiency. Automatically systemised platforms and money management tools can provide reassuring consistency and impartiality also. Plus, they are on hand at all times. Having your data accessible on a 24/7 basis means you can streamline your valuable time and organisational resources in the way that works for you.

REDUCE THE RISK OF HUMAN ERROR: Removing human intervention can lessen the potential for mistakes and mishandling. Robotic systems can provide reassurance of consistency, and you don't need to be concerned about personality clashes with banking staff or similar. If you need accurate information at any time of day, just ask 'staff members' Alexa or Siri—they'll be happy to help!



EASE OF ACCESS: Had an idea for a financial move in the middle of the night? No need to wait until the banks open. With a few taps of a screen, you can access a range of options without even leaving the room you sleep in. For busy professionals on the go, accessibility is an absolute priority and often a necessity also. As an investor, being able to access the market when you want to can open up opportunities that might otherwise have passed you by.

THE DRAWBACKS

Lack of ingenuity: Computer programs cannot hope to match the human mind. An app cannot be creative—it can only collate information and return it to you. Professional finance experts have years of experience to offer tailored ideas and guidance. The force of technology is incredible, but without human support, much potential success could be missed out on in the short and long term. Robotic apps or platforms cannot replace the role of a financial expert.

Impersonality: It can feel like you are alone in your ventures when you spend all of your time interacting solely with apps and digital platforms. For those character types who thrive in an environment of personal interaction, the neutral (or even disconnected) nature of each venture might be off-putting. For beginner investors, they may want or need human guidance to help their financial experiences to flourish.

Less holistic view: Digital tools and resources are a fantastic aide. Still, they cannot hope to provide an all-encompassing view of your financial situation and prospects. Apps can let you know what you spend and advise where you could cut back, but they cannot personally identify your needs and values. Empathy and intuition are both elements that cannot be replicated within a digital system or programmed tool.



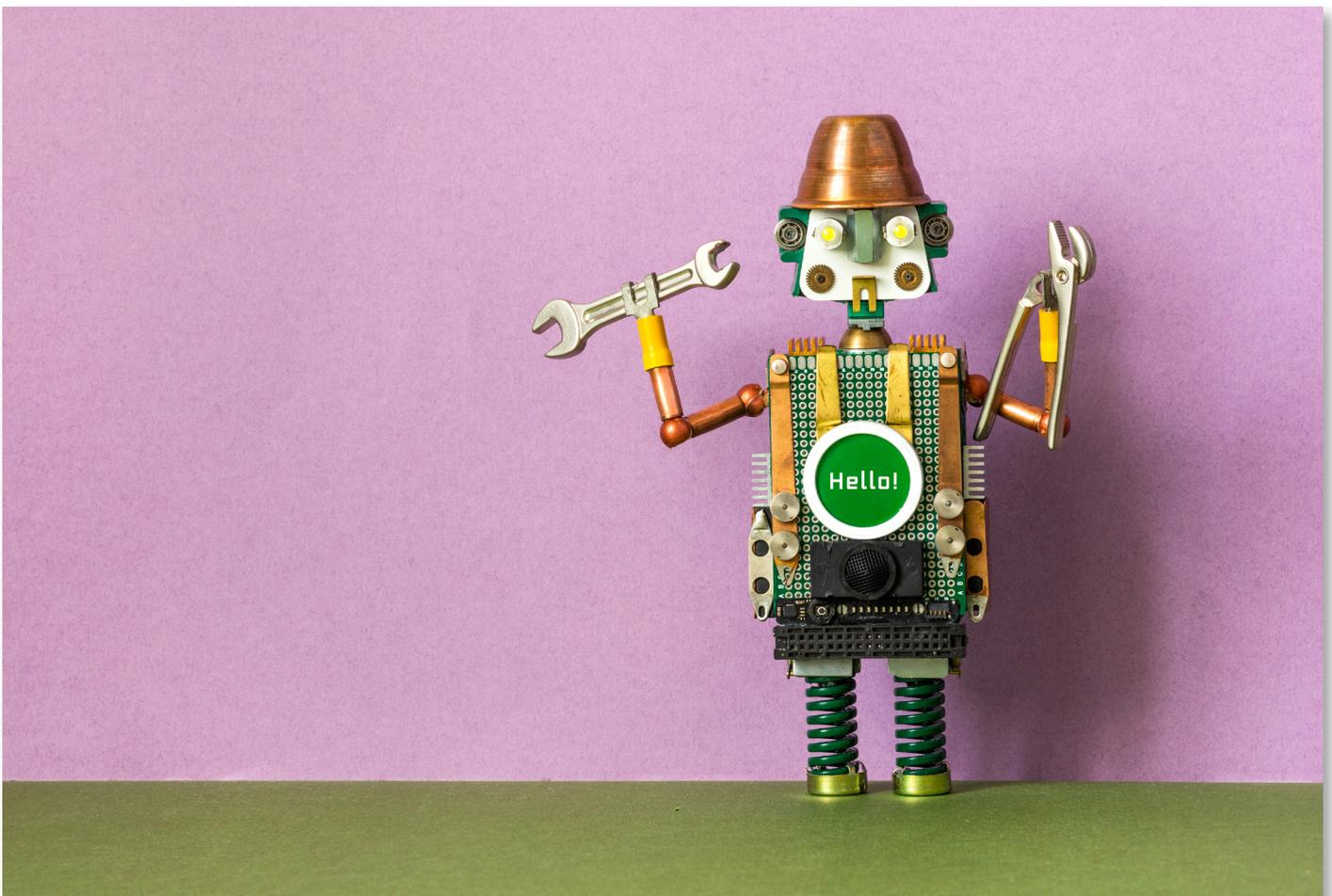
THE REALITY

Fundamentally, technology has a significant impact on how we make financial decisions within modern culture. Never before have so many people relied on their smartphones and desktops to manage their financial affairs and investment pursuits successfully. The power of AI is undeniable, and it continues to transform our social culture in ways we might never have foreseen.

However—with the avalanche of tech and digitalisation that has occurred, many people are now actively seeking personal interaction with experts who can go beyond the services of an app or platform. Likewise, investment firms realise that genuine empathy and authentic recommendations are what professional clients want most. As a result, the companies that do not seek to replace their staff with technology but instead support their team with its benefits are the ones that thrive.

Regardless of its current shape or size, your money portfolio deserves efficient handling and the best possible care. Digital tools and resources can make financial management more straightforward and more universally accessible. But it cannot hope to replace the role of high-quality recommendations and professional guidance from a trained and qualified adviser.

Follow your instincts—in a brilliantly human manner—to achieve the financial management results you hope for. Allow technology to take its suitable place in your life and schedule. Yet allow yourself to respond to any thoughts that imply you might need further support that goes beyond pixelated advice and digital automation. Find the right balance between the two, and you'll be set for success in the future!



WHAT DO YOU NEED TO CONSIDER WHEN CHOOSING A COLLEGE /UNIVERSITY?

“

When I was young I thought that money was the most important thing in life; now that I am old I know that it is. ”

OSCAR WILDE

AMA | Austen Morris Associates

Invested Together, Always

When it comes to choosing a higher education course, it can be a complex space to navigate. We want to make moral choices regarding universities and college options. We hope that our choices will lead to increased opportunities in the short and long term future. Yet, with so many different options available, making a final decision can be a challenge.

Parents will always want the very best for their kids—no matter what age they reach! They want to know that their kids will be able to thrive (and survive) in supportive environments. Beyond the basics of getting a good education, they also want to know that they are getting good value for money. College certainly doesn't come cheap, after all.

SO—WHAT DO PARENTS NEED TO CONSIDER REGARDING COLLEGE AND UNIVERSITY CHOICES?



The ultimate purpose of a university or college education goes beyond essential academics. The quality of an educational course is important, of course. But there are opportunities for personal growth and development that reach beyond auditoriums, classrooms and seminar spaces. There need to be opportunities for young people to evolve in every area of their lives.

When viewing a new college or university, try asking yourself the following questions:

"Will this academic organization recognize the skills/interests of my child during their time here?"

"How many hours of study does this course currently offer—and is this good value for money?"

"Are there opportunities for the students of this course to undergo work experience?"

"How much personal support does this university/college offer their students regularly?"

"What are the potential benefits of this course beyond the standard accolade or qualification?"

"How much mental health support is available throughout the duration of the course?"

These are the kinds of questions that can open up a more holistic perspective of what a college or university might be able to offer. You might want to put these questions forward to staff members within the academic department you are considering.

Do not feel afraid to ask your college tour guide or any of the teaching staff for very similar lines of enquiry. After all, this is a significant commitment of both time and money. The right school will never have a problem offering the correct information to potential future students and their parents.

WHAT ABOUT LIVING COSTS AND LIFESTYLE CONSIDERATIONS?

Every country has a slightly different system regarding tuition fees. For example, the United Kingdom has a standard charge for full and part-time study. This remains the same regardless of the institution. In other countries, such as the United States, the course fees will vary depending on the academic school and the prices they individually choose to set.

Beyond academic fees, there are also other costs to consider. These include:



Travel and transport. How will your child get to college each day? Further to this, are there flight costs to consider if they plan to study elsewhere than their home country? These expenses all need to be factored in before study commences.

Course materials. Some courses may require their students to purchase several (often expensive) textbooks and other relevant study materials. Check with each school and look into second-hand options that could cut costs significantly.

Food and drink. From basic weekly groceries to social events involving ordering food and drinks, how much do you predict your child will need based on their dietary requirements, interests, and social habits? Every expenditure needs to be considered.

Insurance. You may want to take out medical insurance (especially for studies abroad or in the USA specifically) and any other cover that might affect the student's life. Car insurance is also a factor if a student plans to take their vehicle with them to college.

Accommodation. This is one of the most significant spends for students. They may choose to board within a university-provided room. Or they may seek out privately rented accommodation for themselves. Check what's included within both options to ensure the best possible deal.

International Fees. If your child is planning to study in a different country to their home country, they may face higher fees. This will vary from institution to institution, so it's worth checking in with the schools you have an interest in.

OKAY, LET'S TALK STUDENT BUDGETING—HOW CAN PARENTS HELP?

The help that parents can offer their children when they head off to college is not limited to finances alone. You may want to encourage your child to be as independent as possible. Or you might not be in a financial position that allows for significant economic support. One of the most helpful ways you can help your aspirational offspring is to teach them how to stick to a budget.

Learning how to design a financial plan and stick to it is essential for adulthood. When we take robust control of our financial situation, we can enhance our quality of living. We reduce the potential for stress that debt and messy finances can create. We also take empowering hold of our professional journey as we progress forwards.



HOW ELSE CAN PARENTS SUPPORT THEIR CHILDREN DURING THEIR COLLEGE YEARS?

It's a great idea to set up a basic finance tracker app on your child's smartphone before they head off for college. Teach them how to divide up their income and outgoings efficiently. Support them without judgement as they get to grips with their cash flow. Remind them also that you'll be there to guide if student life becomes overwhelming.

Hiring a financial adviser is a great way to get your child set up for success. Speak to a trained expert who can recommend the best bank accounts, financial management apps, and saving strategies for students. Access the resources that only a qualified professional can offer you and your family. Doing so could save you a great deal of both stress and money later down the line!

GROW FINANCIALLY

WITH
AMA



At Austen Morris Associates, we know how the right financial decisions can make all the difference to your long-term security, quality of life and the realisation of your dreams. We also understand the importance of working closely with you over the long-term to understand your unique needs and help to meet any challenges along the way.

Since 1994, we have been committed to the core values of trust, professionalism and partnership to the benefit of our International Clients around the world, resulting in the successful long-term relationships that are the foundation of Austen Morris Associates today. As Independent Financial Advisors, we provide unbiased advice and give you access to the world's top investment management groups.

Our Consultants offer a wealth of experience in providing a full spectrum of financial advice. Our commitment to ensuring your peace of mind reinforces our focus on trust and partnership. By focusing on your specific needs and situation, we tailor plans to reach your financial goals while maximising the benefits of international investing.

Austen Morris Associates is a truly international company with its global registered office in Seychelles and wholly-owned registered offices in China, South Africa, Hong Kong, Mauritius, the USA and the Philippines. To begin your journey towards total financial security, we invite you to meet with one of our Consultants to understand our financial planning approach and why our clients become loyal and long-term partners.

Get in touch with us today for a free no-obligation consultation.
<https://austenmorris.com/contact-us/>

CELEBRATING SUCCESS

14

YEAR WORK
ANNIVERSARY

Happy 14 Year Work Anniversary
Joy Zhang
Senior Administrator



AMA | Austen Morris
Associates

12

YEAR WORK
ANNIVERSARY

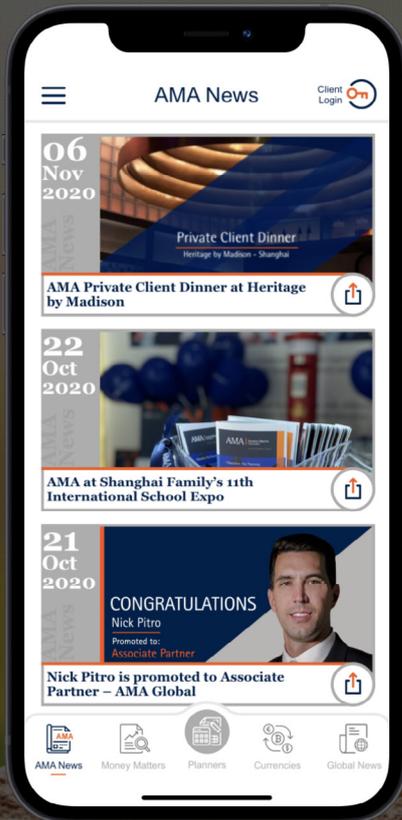
Happy 12 Year Work Anniversary
Kirk McArdle
Consultant



AMA | Austen Morris
Associates

Invested Together, Always

AMA | Austen Morris Associates



Get currency alerts and rates, global finance news, monitor your investments, and more

Download on the
App Store

GET IT ON
Google Play

Android
Direct Download

<https://austenmorris.com/mobile-app/>

www.austenmorris.com