

My incredible Shrinking Portfolio - What should I do?

By Mark Charnet

Merrill Lynch has been sold, Lehman is basically no more, Bear Sterns bit the dust, AIG is on the brink of demise, Fannie and Freddie Mac hold \$5 Trillion in mortgages, if 10% go bad, that's \$500 Billion for the US Government to bail out. On September 15th, the DJIA fell 504 points or 4.42% in a day, the S+P 500 fell by an even greater percentage. Unemployment is rising and the housing market is still falling. Gold jumped severely higher on the 15th and my phone was ringing with questions and curiosity of "what do we do now with our portfolios". These calls represented serious considerations, concerns and worries of what should be done with their IRA's, mutual funds, 401k's and personal portfolios? Some people are severely frightened; especially the folks that are taking withdrawals to live on and cannot stop taking them.

No one is unscathed from the retreat in stock prices; which spared no individual market sector or region of the world this year. Even global natural resources and oil and gas holdings, last year's favorites, have plummeted. Is there a strategy or formula that could have mitigated the effect of your personal losses? **Yes there is!** In fact, quite a few, but, motivation and action are necessary and it does-

n't happen by reading or learning about them; you need to be proactive and take the necessary steps to preserve, protect and perpetuate your wealth - keep reading, I will tell you more on this later in this article.

It is election season and the feedback I received commenting on my last column in Life and Leisure via email was excellent. In this week's space, I would like to remind you about a few politically based hot issues that must be addressed in the immediate future to make the latest Wall Street debacle look like a walk through the park. According to a Wall Street Journal article Feb. 1, 2008, there will be a Social Security and Medicare Shortfall of \$72.3 Trillion by 2080. You and I might not be here then, but our kids will be retired then, and what shall become of them?

Much closer to the present, the U.S. Government might lose its triple-A credit rating, a first since ratings began in 1917. The repercussions of this downgrade will be like an earthquake throughout America. The U.S. Department of Health and Human Services SSA Pub. #13-11871 stated the following: "51% of Americans must reduce their standard of living even though income is above the poverty level. 20% have an annual income below the pover-

ty level after age 65, and only 4% achieve financial independence." I hope my readers are counted among the top 4%!

These gloomy statistics motivate me, what about you? They should not be ignored, just don't count me amongst them, except the top 4%! It is my opinion that every senior citizen desires the same characteristics for their portfolio: Income for Life, Tax-advantages, Potential for Growth and Liquidity. "Would you agree?" "Great!" Are you effectively set up to derive these benefits from your portfolio? Regardless of your answer, perhaps you would like to see how we at APG do it? Here's an offer you can't afford to miss. I'll show you how to structure a retirement portfolio necessary to produce current monthly income, while simultaneously positioning your portfolio for growth for the future with liquidity and tax-benefits, even in a declining market. I make the assumption that quite a few local residents will take me up on this offer, especially, if I invite you to the National Headquarters of American Prosperity Group to demonstrate this. This will be your chance to see a Retirement and Estate Planning Specialist in action without obligation or expense and just around the corner from where you live. Leave your per-

sonal papers at home and your money too, you won't need them. What you will need is sincere desire to learn about proper retirement, estate and protection planning from a 27 year expert in his field and did I say, with no charge or fees to attend. The date will be Thursday October 2nd and you have a choice of either 1pm to 3pm or 7pm to 9pm to make it convenient for you. Definitely first come first serve since seating is limited to insure the maximum learning environment. We are located at 3 Sunny Knolls Court in Wayne.

Are you ready to take this step; to be proactive with your financial future? No cost, No obligation, No commitments, No kidding. If you crave the peace of mind that comes with a specifically crafted retirement, estate and protection plan for your capital, then we'll get a chance to shake hands at APG Headquarters on the 2nd of October! I'm looking forward to the opportunity to meet all of my financial column readers age 50 and above (as the info presented will best benefit people in this age range) over great refreshments too. You must register and the earlier the better. Please use the email address or phone number below to confirm your spot. See you then.



Mark E. Charnet is President and Founder of American Prosperity Group. APG is the Premier Retirement and Estate Planning Franchise in the United States. Mr. Charnet has over a quarter of a century of experience in the Retirement and Estate Planning fields. Mark encourages your inquiries and can be reached at: 800-929-3374 or 973-831-4424 or via email, markcharnet@1APG.com Check out our website: www.1APG.com Interested in a career in retirement and estate planning? Check out this website: www.APGFranchise.com Guarantees are based on the claims paying ability of the insurance company. Securities and Advisory Services offered through BCG Securities, Inc. Member FINRA, SIPC and a Registered Investment Advisor. APG & BCG are separate and unrelated companies. ©APG September, 2008