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## **Are You Average?**

In Lake Wobegon, all children are above average says its creator, Garrison Keillor. Many investments work differently. They are mass produced and treat everyone as equal. One of the fastest growing investment products is target date funds. Soon they will hit a trillion dollars. These funds assume that if all they know is your age, that's enough to know how to invest your money. Not your gender, where you live, your other assets, pension, Social Security, health, income, debts, children, plans, hopes and dreams. We believe that unless one understands a whole lot more than just your age, you can't do a good job of investing and planning for your future. In a complex world, everyone craves simple answers, safety and security. But you can't fit a square peg into a round hole without doing a lot of damage. We live in a complex, fast changing world. Good investing requires focus, patience, tax awareness and a balancing of risk and return. You can rely on luck and ignore reality, but the best chance of hitting your long term goals is doing it right. And if there really were a simple answer, wouldn't similar target date funds get the same results?

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### **About Larry Luxenberg**

Larry is a Chartered Financial Analyst with 28 years experience as an institutional investor and financial consultant. Larry specializes in retirement planning for Baby Boomers and strategies for maximizing benefits for Social Security. He has been widely quoted in newspapers and magazines and has appeared on CNBC and other television and radio programs