

*Propel*

**YOUR CHILD TOWARD BOUNDLESS OPPORTUNITIES:**

THREE  
STRATEGIES  
TO START  
**RIGHT NOW**





You want the best for your children: to help them learn and develop, and make their dreams come true. A college education is the foundation for a launch plan in the United States, and yet tuition costs—already astronomical—continue to rise. At the same time, many parents are saving for their own retirement and sometimes assisting their parents financially as well.

**YOU MAY BE ASKING YOURSELF** if there is a way to protect and promote your child's dreams with less stress.

This short guide is designed to show you how to make the optimal decisions to help your child realize their dreams later on, *while potentially helping minimize the financial impact on your own goals.*

Whether or not you've already begun to save for your child's college needs, you've come to the right place. *You may be asking questions such as:*

*How much do I need to set aside?*

*What types of investments should I be using?*

*How do I balance my retirement and my child's college savings?*

*Are there other opportunities I could leverage?*

*If these resonate with you, keep reading...*

Inside the pages of this special guide you'll find the **WHEN, HOW & WHY** of planning for your child's dreams, including the 3 strategies you can implement right away.





# WHEN TO START PLANNING FOR YOUR CHILD'S FUTURE

Some parents want to start setting up their education plans before the baby's even born. Others find that the demands of early childhood result in a later start for creating a savings plan. ***Does that mean you're doomed if you don't begin thinking about planning until your child is in school?***

According to an old proverb, *"The best time to plant a tree was 20 years ago. The second best time is now."*

**IF YOU HAVEN'T ALREADY BEGUN TO SET ASIDE FUNDS, THE BEST TIME TO START IS NOW.**

There is ample uncertainty in the world right now, and it's not clear what the future holds for any of us, including our children. However, you do have the power to affect their future. By moving the levers that you can control, you can help afford your child boundless opportunities.

## ARE YOU PREPARED TO START INVESTING IN YOUR CHILD'S DREAMS TODAY?

Critical planning questions to ask include:

*How much of my child's higher education do I want to fund completely?*

*Am I equipped to save for my child's future while investing for my own?*

*Does my plan take stock market volatility into account?*

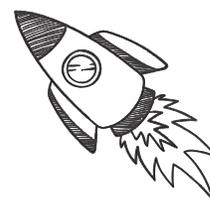
*What other opportunities are available to my family?*

*Are other members of my family, such as my in-laws or parents, able to contribute to my plan?*

***Have I talked with a financial professional about how potential strategies for my child's education will affect my own financial plans?***

## HOW TO INVEST IN YOUR CHILD'S PROSPECTS TO *Propel* THEM FORWARD

Launching your children successfully into an ever-changing world is always a challenge. ***However, there are time-tested techniques you can use to make it easier and less stressful.*** When you design a plan, you can set up automatic contributions that remove the burden of trying to remember an additional task. In addition, you may be able to enlist other family members in your plan to help your child achieve their dreams.



**STEP 1**  
**CREATE A PLAN**

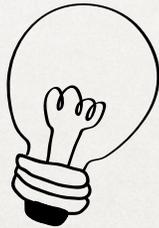
Whether or not you have a clear sense of your child's dreams, a plan will help give you direction in planning and saving. Your plan should also include some flexibility in case grants, scholarships, or other sources of support become available or your child needs support to achieve a dream other than university.

**Critical planning questions to ask include:**

*What dreams do I want to support for my child (education, starting a business, a gap year, etc.)?*

*How much time do I have to save?*

*Are there other important financial goals I need to balance?*



*Have I built flexibility into the plan?*

*Have I discussed college costs and my savings plan with a financial professional?*

**STEP 2**  
**MAKE SURE THE RIGHT ACCOUNTS ARE OWNED BY THE RIGHT PEOPLE**

Colleges undergo a complex calculation to determine how much money your family will be expected to contribute to your student's college tuition. Assets that belong to the student are weighted differently from assets that belong to the parents, as is income from different sources. **Understanding how to leverage the right accounts with the right ownership is critical to potentially helping maximize your child's future funding opportunities.**

**Critical planning questions to ask include:**

*Do I understand how different accounts are treated by colleges in aid calculations?*

*Am I confident that I have the accounts I'm using for my child's education set up correctly to help potentially minimize taxes and penalties?*

*Am I up-to-date on how rules have changed under recent legislation?*

*Do I understand how financial aid calculations will weight assets and income?*

*Have I discussed my account ownership strategy with a financial professional?*

**STEP 3**  
**HARNESS THE POWER OF FAMILY DREAMS & CONTRIBUTIONS**

Your child's dreams don't just belong to them. They belong to the whole family. Your loved ones may also want to lend support; giving them an easy, strategic way to do so can potentially help maximize their contributions.

**Critical planning questions to ask include:**

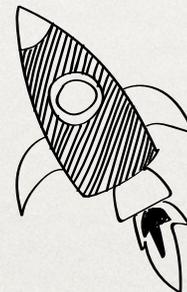
*Do I understand how to set up accounts for giving (and who should own them)?*

*Have I made it easy for friends & family to contribute?*

*Do I understand common concerns regarding how the funds will be collected and distributed?*

*Do I understand how these accounts may affect future aid calculations?*

*Have I discussed family contributions with a financial professional?*



# WHY GETTING PROFESSIONAL FINANCIAL ADVICE IS CRITICAL TO YOUR CHILD'S

# FUTURE

Once you have developed a plan for higher education and set up the accounts to begin saving, it's key to have the correct investments within those accounts. Saving for college is similar to saving for retirement, because both of these life events target a certain date by which you'll need to begin withdrawing the money.

Similar to retirement investing, the sooner you start, the less you need to invest because the power of compounding takes care of much of the work for you. *Starting your plan sooner rather than later is less stressful for you, because the amount you must set aside to cover costs is lower.*

Consulting with a professional can help you determine how much you need to set aside given your timeframe for planning, as well as how to best balance protecting the money with harnessing growth.

## Critical planning questions to ask include:

*What's a reasonable amount of money to aim for saving?*

*How aggressive should my investments be so that I can set aside less money, yet still fund my child's dreams?*

*How should I protect my investments so they're available to my child when they're needed?*

*Is my plan flexible enough to adapt to changing market and university conditions?*

*Have I discussed my investing plan with a financial professional?*



# Don't Allow the Unknown to Block the Launch of Your *Child's Future*

While it may not be clear what the world will look like by the time your child graduates from college, or even starts, you can still set up a plan that will help propel your child toward the opportunities that await them.

Feeling like there's so much uncertainty that you don't know where to start?

You're not alone. Contact us to set up your FREE Child Opportunities Session to get the answers you need to clear the doubts you have about saving for your child's dreams.

We can help you sort through the dizzying array of options available to develop a plan that will work for you, your child, and your family with a minimum of worry and stress.

It's not at all uncommon to feel overwhelmed by the task in front of you, whether you've begun your savings plan yet or not. The critical element is to take action now, especially if you haven't already done so.

You've already taken that all-important first step by reading this guide. Now you know the questions you need to ask, which has put you ahead of many families in a similar situation.

We'll work with you and your family to create a step-by-step plan that can propel your child toward their hopes and dreams, without undue burden on your part. It all begins with the next step, which is to book your actionable and Free Child Opportunities Session. You can schedule it by contacting us at the number below.

Steven Chau, CFP®  
Know Your Worth Financial  
602-529-2728  
steven.chau@kywfinancial.com  
<https://www.kywfinancial.com>

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