

Quarterly Review

March 2016

by Jack P. Cannata, CFP®, CPA

Spring is truly a wonderful time of year as the weather turns warmer, nature greens up, and graduations abound. This spring seems better than usual since in May, our last child will become a college graduate. Although I am a financial planner and we started planning early for our children's education, the costs involved have been staggering. So, after 8 years of paying college costs for 3 children (and almost 30 years of planning for the event), we can say it's over. That's not to say that that planning and sending kids to college is all bad. As all of you blessed with children know, parents take a unique pride in their children's accomplishments. All graduations, and especially college graduations rank as one of those accomplishments.

Similarly as a planner, I take a certain degree of pride in observing and assisting clients achieve their objectives. These objectives vary widely from retirement cash flow, to succession of a business, and yes, to planning for the education of a child or a grandchild. And achieving that college degree is similar to achieving financial planning objectives. A student commits to school, follows a structured program of classes, and with a large input of cash, generally graduates in 4 to 5 years. Along the way, some have misgivings and doubts that the plan will lead to their ultimate objective, a happier and more prosperous life, but ultimately most accomplish the objective.

Financial planning is similar. We commit to an objective, structure a plan, follow a generally structured program of investing, asset allocating, etc. and, hopefully meet our ultimate objective, a happier and more prosperous life. Along the way, some have misgivings and doubts, but most succeed.

As always we thank you for your business and for your continued trust.

Sincerely,

Jack P. Cannata

Past performance is no guarantee of future results. All indices are unmanaged and investors cannot actually invest directly into an index. Unlike investments, indices do not incur management fees, charges, or expenses.

Jack P. Cannata is a financial advisor located at 6250 North River Road, Suite 1085, Rosemont IL 60018. He offers securities and advisory services as an Investment Adviser Representative of Commonwealth Financial Network®, Member FINRA/SIPC, a Registered Investment Adviser. He can be reached at 847.318.0700 or at Jack@JPCannata.com.

