



Calm Among Uncertainty

ERIK FORD, FORTITUDE CAPITAL MANAGEMENT



The only thing we can be certain about is uncertainty. How do we remain calm as the storm of uncertainty surrounds us? We counsel planning and flexibility. Having a well thought out plan in place is an essential starting point as it provides the roadmap for your financial future and guides financial decisions. Key aspects of a good plan are retirement goals (when and living expenses), reserve fund, college expenses, anticipated major purchases, starting a business, etc. Be as specific as possible with your assumptions, knowing that change is inevitable. Life and the financial markets will throw curve balls, so adaptability and recognizing one needs to review and refresh the plan is important to staying on track. The goals and course to those goals may change as those curveballs come at you. There may be a job loss, a divorce, an unexpected death, or other life disrupting event that leads to a re-evaluation of the plan.

By breaking the financial components of a plan into goal specific sub-goals, adjusting to situational changes can be less stressful. For example, looking at funds targeting retirement (i.e., long-term assets) and recognizing that short-term market fluctuations occur, which can be severe, we can resist reacting to them. As we have often noted in this space, knee-jerk reactions are frequently detrimental to long-term success. Putting funds targeted for specific goals aside separately and investing those funds accordingly can also bring peace of mind.

Keeping a reserve fund for life disruptions or the unexpected can also be a stress reliever if need arises. These funds can be more conservatively invested to avoid value decline at the point of need. Size a reserve fund based on assessed risks. For example, how certain is your employment or income? If your career is subject to job interruptions or income variability, perhaps having a higher reserve is prudent. Address other goals in your plan with a similar mindset, such as saving for a downpayment or a significant celebration.

Vague goals and not recognizing the benefit of specifically segregating goal funding adds stress as the inevitable changes come at us. Frequent review of goals and plans in the context of the current environment is a valuable practice. It is easy to ignore or put off frequent plan reviews, assuming there is a plan in the first place. Preparation, awareness, and adaptability will lead to a much more composed and thoughtful response as times and circumstances change.

Erik Ford is the owner of Ford Wealth Management LLC in Glen Ellyn, IL. He is a CFP® certificate holder, an Accredited Investment Fiduciary®, and a CIFA® professional. Erik Ford and Ford Wealth Management do not offer legal advice. Registered Representative. Securities offered through Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Investment Advisor Representative Cambridge Investment Research Advisors, Inc., A Registered Investment Advisor. Cambridge and Ford Wealth Management are not affiliated. Cambridge does not offer legal advice.

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REAL ESTATE RESOURCE

This is your neighborhood Real Estate Resource page. This information can be useful when trying to compare property values or for just keeping a pulse on the real estate market in our area. For questions regarding the properties listed, or about real estate in general, consult a real estate professional.

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Address	List Price	Sale Price	DOM	Beds	Baths	SqFt	Style
1623 Sawyer Ave	\$289,900	\$265,000	14	2	1	1,050	2 Stories
300 Duane St	\$280,000	\$290,000	4	3	1.1	1,160	Townhouse
1N742 Forest Ave	\$300,000	\$275,000	28	3	1	1,543	1.5 Story
1132 Brighton Pl	\$315,000	\$315,000	13	3	1.2	1,066	1/2 Duplex
393 Duane St Unit 203	\$325,000	\$319,000	27	2	2	1,240	Condo
586 Crescent Blvd Unit 305	\$350,000	\$342,500	6	1	1	1,082	Condo
22w474 Emerson Ave	\$475,000	\$457,500	32	2	2	1,025	1Story
22W633 Burr Oak Dr	\$499,900	\$490,000	14	4	2	1,763	Split Level
22W351 Birchwood Dr	\$525,000	\$519,500	114	4	2	2,500	Split Level
270 Hawthorne Blvd	\$559,900	\$559,900	20	4	2.1	1,424	2 Stories
23W121 Kings Ct	\$899,999	\$840,000	40	5	3	3,742	2 Stories
22W364 Glen Park Rd	\$899,000	\$877,500	5	5	3.1	3,268	1.5 Story
293 Abbotsford Ct	\$950,000	\$950,000	2	5	4	3,032	2 Stories
552 Ahlstrand Rd	\$1,299,000	\$1,255,000	6	4	4.1	4,029	2 Stories
462 Pennsylvania Ave Unit 1S	\$1,400,000	\$1,325,000	22	3	2.1	3,410	Condo
874 Walnut St	\$1,785,000	\$1,949,220	73	4	4.1	5,000	2 Stories
453 Anthony St	\$2,150,000	\$2,050,000	8	5	5.1	5,527	2 Stories

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