



What's your money mindset?

When it comes to making personal financial decisions, would you say the way you think about money works for or against you? If you could have continuous, easy access to objective, cut-and-dried instructions on what to do with your money, you'd probably always do the financially savvy thing. But this is real life, and because you're human, you have your own deep-rooted, unique relationship with money - a relationship that influences your behaviors in ways you may not even be aware of.

According to financial psychologist Dr. Brad Klontz, your thoughts about money play a big role in your overall financial health. He believes that most individuals fit into one or a combination of the following four categories related to attitudes about money.

- ▶ **The money avoider** believes they don't deserve a lot of money when others have so little. Having more than one needs is not okay, says the avoider. They ignore bank statements, struggle with sticking to a budget and are at risk of overspending and hoarding.
- ▶ **The money worshipper** believes that money will solve all their problems and make them happier. They often overspend in pursuit of joy. They're likely to have lower income and too much credit card debt. They spend compulsively, they like material possessions and they prioritize work over family.
- ▶ **The money status seeker** equates net worth with self-worth and tends to overspend on things that make them feel more important and seemingly raise their social status. They may inflate their income in social settings and may lie to their spouse about spending.
- ▶ **The money vigilant** is frugal, believes in saving for a rainy day and would feel uneasy without having a well-stocked emergency fund. Knowing that some people look down on others with money, they're likely to understate their income in social settings. They're less likely to buy on credit. The money vigilant is basically the opposite of the money status seeker.

Self-awareness is key

Think about which of the above categories, or combination of categories, best describes you. Any financial challenges you face become more surmountable when you understand that life may sometimes call for a shift in your money mindset.

Contact EY today

- 📞 Speak to a financial planner at **+1.877.927.1047**
- 📞 Log into pbucc.eynavigate.com