WOHLSTAND
WEALTH STRATEGIES, LLC
LIFE-BUSINESS ESTATE-RETIREMENT

# The Wealth Builder's GUIDE

## Protect, Grow, & Plan with Purpose

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# It's Not About Having More. It's About Having It Work for You.

Money management gets a bad reputation for being complicated. But at its core, it's about being intentional — with what you earn, what you save, and what you protect.

We meet people every day who want to grow their wealth without losing peace of mind. They're not chasing "more" for its own sake; they're building financial confidence — one decision at a time.

This guide explores three pillars that create that kind of confidence: **Protection Planning. Retirement Readiness. College Funding**.

They work together to form a plan that's financially sound and emotionally steady.

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# Protection Planning: Building the Guardrails First

Before you think about how to grow your money, it's worth asking one question: *How protected is what I already have?*

**Life insurance, disability coverage, long-term care**—these aren't just products; they're promises that your financial plan won't fall apart if life throws a curveball.

We often help clients layer their protection so it's not *"just a policy."* It's a strategy.

## Income Protection

Your paycheck funds everything else. Replacing it during an illness or injury is the cornerstone of financial stability.

## Family Protection

Life insurance isn't about the numbers; it's about time. Time for your loved ones to grieve without panic, time to adjust, time to keep doors open.

## Business Protection

For owners, coverage can bridge cash-flow gaps, protect key employees, and keep operations running smoothly.

A protection plan doesn't mean living in fear. It means knowing you've already thought through what-ifs—so you can live with less noise in the back of your mind.

*According to LIMRA, nearly half of U.S. households would feel financial strain within six months if the primary wage earner passed away.*

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# Retirement Planning: The Long Game Done Intentionally

A good retirement plan isn't about age—it's about access. The earlier your money starts working, the more freedom you'll have later.

We often ask clients:

- What does "retirement" actually look like for you?
- What kind of lifestyle are you building toward?
- What do you want to stop doing—and what do you want to start doing instead?

Once the vision is clear, the math follows. We help clients:

- Coordinate 401(k)s, IRAs, and Roth accounts for tax efficiency.
- Balance risk and return with a mix of investments aligned to their timeline.
- Revisit contribution strategies each year so their plan evolves as life does.

*Workers with a retirement plan through their employer are over 15 times more likely to save consistently than those without one.*

Markets will always fluctuate. But consistency—small, regular contributions—has proven again and again to be one of the most effective wealth-building habits.

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# College Funding: Investing in Futures, Not Just Degrees

We meet many parents who want to help their children graduate without the shadow of debt—but aren't sure how to begin.

**The good news:** there are more flexible, tax-advantaged ways to fund education than ever before.

### 1. 529 Plans

Tax-deferred growth, tax-free withdrawals for qualified expenses, and often state tax benefits. Families invested over $425 billion in 529 plans in 2020, a record high.

### 2. Coverdell Education Savings Accounts (ESAs)

After-tax contributions that grow tax-free for qualified K–12 and college expenses.

### 3. Custodial Accounts (UGMA/UTMA)

Flexible assets that can be used for more than tuition—but can affect financial aid eligibility.

The right choice depends on **your goals**, **your timeline**, and **your tax picture**. We help clients compare the trade-offs so they can choose the vehicle that fits their family best.

And for families balancing retirement and college savings at the same time—yes, it's possible to do both. The key is sequencing: *protecting your own future first, then building theirs.*

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# Why It All Matters Together

**Protection. Retirement. Education.** They're not separate silos; they're stages of one financial story.

When you design your wealth plan with all three in mind, everything supports everything else:

- Insurance protects your investments.
- Investments grow your retirement base.
- Smart savings strategies open doors for your children—without closing any for you.

## We think of it like building a house.

Protection is the foundation, investing is the framing, and education funding is the view from the windows. Each adds meaning to the other.

**Sources**:

- LIMRA, "Life Insurance Ownership Study," 2024.
- Bureau of Labor Statistics, "Retirement Participation by Age and Income," 2023.
- College Savings Plans Network, 2020 Report on 529 Plans.
- U.S. Department of Education, "Financial Aid Impact of 529 Plans," 2023.

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