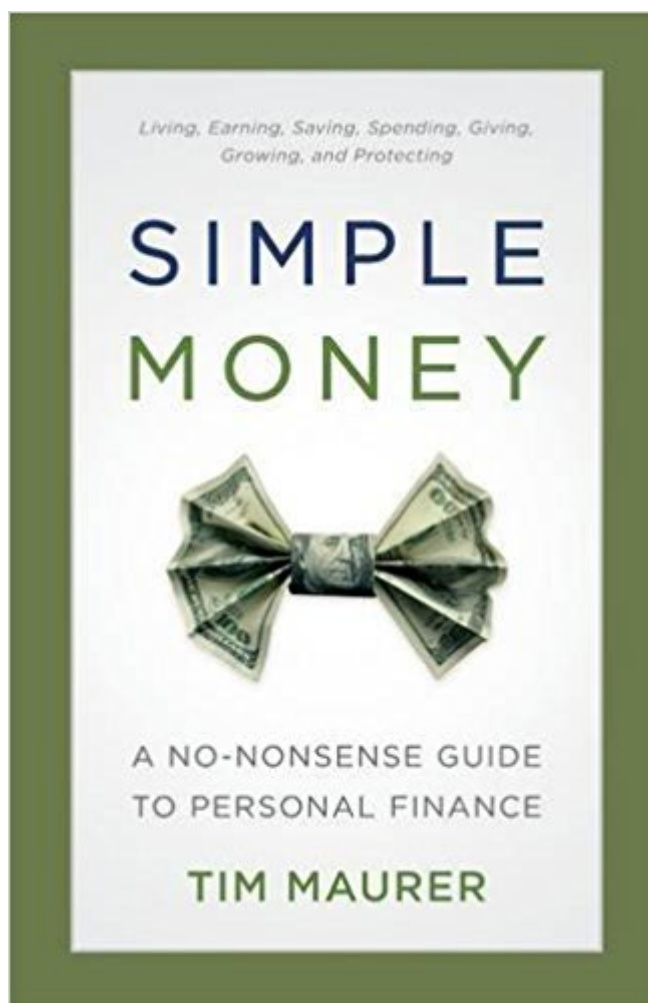


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# Simple Money: A No-Nonsense Guide To Personal Finance



## Synopsis

When it comes to money management, most of us take a hands-off approach because we're just not confident that we have the know-how needed. But personal finance is actually more personal than it is finance. Tim Maurer has made a career out of distilling complex financial concepts into understandable, doable actions. In this eminently practical book, he shows readers how to- better understand their values and goals in order to simplify their money decisions- budget major expenses intelligently- reduce and eliminate debt- make vital decisions on home, auto, and life insurance- establish a world-class investment portfolio- craft a workable retirement plan- and more. Readers will be relieved to see that managing their money is actually not as complicated as they thought--and that they can take control of their financial future starting today.

## Book Information

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## Customer Reviews

Personal finance is actually more personal than it is finance. That's why what works great for someone else may not work as well for you. Money management is complex because we are complex. Therefore, it is in better understanding ourselves--our history with money and what we value most--that we are able to bring clarity to even the most confounding decisions in money and life. Tim Maurer has made a career out of demystifying complex financial concepts into understandable, doable actions. In this practical book, he shows you how to find contentment by redefining "wealth" establish your priorities, articulate your goals, and find your calling design a personal budgeting system you can (almost) enjoy create a simple, world-class investment

portfolio that has beaten the pros— manage risk—with and without insurance— ditch the traditional concept of retirement and plan for financial independence— cheat death and build a legacy— and more"Straightforward, candid, and—yes—simple."—Jean Chatzky, financial editor of NBC's Today Show"Reading this book is like having your own personal financial advisor."—Kimberly Palmer, senior money editor at U.S. News & World Report; author of The Economy of You"You can't manage your money without thinking about your life—and the system that Tim proposes can make a radical difference in both."—Chris Guillebeau, New York Times bestselling author of The \$100 Startup and The Happiness of Pursuit"Maurer teaches us how to literally redefine wealth in a way that will both honor your life values and priorities while simultaneously reducing your stress."—Manisha Thakor, CFA, director of wealth strategies for women for the BAM Alliance; writer for The Wall Street JournalTim Maurer is a speaker, blogger, author, and financial advisor. As a wealth advisor and director of personal finance for Buckingham and the BAM Alliance, a collective of over 140 financial advisory firms serving over 19,000 individuals throughout the United States, he serves as an industry leader to the media and an educator to both consumers and financial advisors. He is a regular contributor to CNBC, Forbes, Time/Money, and on his own website, [www.timmer.com](http://www.timmer.com). He lives in Charleston, South Carolina.

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Overall, I liked the book, but I found a number of items that I took issue with: The primary issue, without question, is the obvious bias towards structuring your finances to, first, protect and preserve everyone else first - whether that be your family, your church, charities, those that you leave behind

upon death - and then "you" come last. In contrast, I tend to view and recommend one carry out rational, personal finance management the same way an airline would have you use your oxygen mask, which is make sure yours is secure and functioning properly before you even attempt to help someone sitting next to you, even if that someone is your child (there are logical reasons for that, by the way, which have nothing to do with encouraging heartlessness). Some examples of this? 1. The most obvious example is found in the "Where do you stand (financially)" chapter (Ch. 6) which had one of the 4 factors measuring your financial strength is your "giving index", so that means if you don't give, you score a zero on one of the four major personal financial measurements. And even if you have (revolving unsecured) debt (e.g. credit card debt), the author made no mention (that I recall) to not suspend giving in that instance. And on the matter of giving, while I commend the author for personally wanting to give above and beyond the giving that every taxpayer does (because those federal and state taxes support literally thousands of social programs as well as entitlements such as social security and medicare), giving doesn't make one stronger at personal finances than a non-giver. To quite the contrary, there is no denying that if you give, say 10%, then you're going to have to accomplish everything else finance related with the remaining 90% while the non-giver is working with the full 100%. And also, the author later showed an example cash flow sheet where the giving amount exceeded Roth IRAs, other savings, revolving-unsecured debt, life insurance, and disability insurance COMBINED. 2. Other examples of the "selfless servant" approach: He has a great "simple money risk-management method" for life insurance, which would have you eliminate, reduce, assume, and then as a last resort insure risks you can't assume. But then in the following chapters, he has you choosing the last resort option, "insure", to a greater extent than most people do, particularly on items that are not for "self only". For example, the author takes the view that you should have enough life insurance that you would essentially completely replace the fact that you're no longer here, so if you make 100k, he'd have you buy 1.5 million in insurance. My view? Life goes on. If you're married, for instance, certainly the remaining family members would benefit from a couple of years of covered finances, but a left-behind spouse, can remarry, enter the job force, downsize, family can step in and help, etc. I think it is overkill to think you have to provide for loved ones for the remainder of their life, even in the event of your death. 3. While a Will (beyond the state default will) is important, the only way it should make #1 on one's personal finance to-do list is if one values everyone else more than themselves. Again, if you're a selfless servant, this is your book, because you probably WOULD put that first. In practice though, it's quite rare to die young and leave loved ones behind stranded, but it is almost of epidemic proportions the amount of families that have little to no retirement savings and who are living

paycheck-to-paycheck. So, in my opinion, one should really order their personal finance to-do list based on probability of neglecting that financial item causing a detriment in one's financial life, not based on the level of devastation caused to others if the neglected finance item comes to pass.<sup>4</sup> Another tell-tell sign this is a selfless servant's finance book? The author overtly says the legacy aspect of your estate is more important than your tangible estate items. But by legacy, he makes quite clear he's not talking about you being remembered because you're powerful, say like a Donald Trump, rather remembered because of all of the charitable things that you did for everyone. While I find this touching that this is important to him personally, again, I don't see how one's charitable legacy, tangibly matters to someone that is dead. In close, I would say if he wanted to write a finance book for the selfless servant, or for the practicing religious individual (this would be a great book for a deacon, for example!), then he should be genuine about that upfront and make that clear in the title of the book. So this is an alternative to, say, a Dave Ramsey finance book. For everyone else, especially the non-religious of us or those of us who don't "give" more than the average person saved for retirement, there are better choices. @myersbradley

This book lives up to its title. The author is capable of taking complex financial topics and simplify them for the average Joe. He touches on every major personal finance topic and stresses the fact that personal finance is personal and that's how we should approach our finances.

This is an incredibly helpful book for helping me think about how I want to use money to live out my values and reach my goals.

Great read, pleasantly simple and overwhelmingly helpful when it comes to the complex world of personal finance. The problem with the personal financial services industry is the continued push for action, sophistication or exclusivity. Yet, just like health and diet - we typically look for the simplest of solutions to help with our goals. Tim does a wonderful job of highlighting and helping us journal our unique behaviors and beliefs of money to help us find our own personal definition of "enough". I highly recommend you read Simple Money.

Tim Maurer is an excellent educator in every sense of the word. I say this not only as a reader of his books, but also as a former student of the last class he taught at Towson University. Boy was I lucky to catch him on his way out the door! The Ultimate Financial Plan was an amazing book and Simple Money just goes on to highlight just how knowledgeable Mr. Maurer is. This book was very

important for me as a senior in college transitioning into the real world. His simply and engaging style makes the message of finance with a personal focal point, all the more important. I am looking forward to passing the knowledge I gained from this book to all those around me. Everyone I know will be getting a link to order their own copy very soon because as he stated "personal finance is a great deal more personal than it is finance". Well done Mr. Maurer! I look forward to your future publications.

I'm a CPA Financial Planner so most of this book was information I already know well and understand. But I still read it from cover to cover and loved every minute of it. Why? Because Tim was able to take massive amounts of information about personal finance and boil it down to a simple to read and understand book that covers everything you really need to know about your finances. It's true what Tim says, personal finance is more personal than it is finance. This book helps you understand yourself before you understand your money, and that's an important first step that is too often missed in personal financial advice. Whether you are just starting to learn about personal finance or you think you are an expert, I guarantee you will take something away from this book. I know I did.

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