



For 2022, Let Gratitude Be Your Attitude!

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Throughout the year, my goal is to provide my clients a wealth of consistent and pertinent information on financial markets and economic topics. I believe the best client is an informed client. I hope you find the information I provide helpful, timely and meaningful for your personal financial situation. I take pride in offering excellent services to my clients and am truly thankful for each one of my relationships.

As 2021 ends, I would like to take a pause in financial and economic topics and share with you a message I feel is very important and critical, especially in these times of volatility and uncertainty – two things the world has had its fill of in the past two years. My message is about **gratitude**.

The Merriam-Webster dictionary defines the essential meaning of gratitude to be a “feeling of appreciation or thanks”. During the year-end holiday season, there is a universal theme of being thankful for the blessings the past year bestowed upon us. However, every day we have an opportunity to embrace and share gratitude. Harnessing this feeling and carrying it with you through the year - making it a habit - can be a powerful shield in times of difficulty. Remember – gratitude can be an attitude!

From an investor standpoint, there are many things to be grateful for this year. Back in February 2020, the stock market plummeted, and the world changed forever. In March of 2020, we saw three of the worst equity market point drops in U.S. history. The New York Stock Exchange was shut down several times during these massive

Happy 
Holidays!

drops. March 16th, 2020 had the biggest drop, when the Dow Jones Industrial Average (DJIA) fell nearly 3,000 points, losing 12.9% of its value. (Source: *forbes.com*, 2/11/21)

Since the pandemic-driven stock market decline, equity markets rebounded incredibly well. Most investors who stayed the course and followed their long-term plans have seen rewards for their patience and consistency. In 2021, the S&P 500 and DJIA made several all-time highs and championed through volatility. Continued COVID-19 concerns, a change in administration, inflation worries, and signs of rising interest rates, all triggers for volatility, did not seem to deter the upward path of the stock market.

As we end 2021, the U.S. economy seems to be improved. Many sectors that directly affect the economy like unemployment rates are rebounding from their 2020 low points. New cases of COVID-19 are nowhere near peak levels, and most homeowners have seen a significant rise in their equity.

Sounds like many things to be grateful for!

Gratitude can be helpful when you are trying to make wise financial decisions. I believe that focusing on longer-term investing provides more flexibility than attempting shorter-term horizons. Of course, even when investing long-term, there is no guarantee that market volatility will decrease, increase, or stabilize in any timeframe. A study that *Psychology Sciences* released revealed that participants who expressed gratitude were more likely to generate better results than those who looked for immediate gratification. The research found that those who expressed gratitude appeared to display more patience and happiness with their current situation. The study also revealed that those who had more feelings of gratitude were able to reduce impulse buying due to feeling more overall contentment and were less reliant on the high that immediate gratification can provide. (www.forbes.com, 11/25/2019)

In terms of investing, gratification and patience could be useful when adhering to your time horizon, especially during times of volatility. Remember, stocks are considered long-term investments. Historically, it's not uncommon for

equity markets to drop 10% or more during a shorter period of time. Investing for the long-term can help investors stay on track during turbulent times to ride out market volatility, thus potentially achieving their original goals. Contentment is a result of gratification.

Being happy with what you have now will help reduce panic and rush decisions that may not be in the best interest of your investment portfolio. Contentment helps you stave off the temptation of unnecessary greed, or in other words, the feeling of never being satisfied even though you've achieved an objective, hit a target, or succeeded in a goal. For example, if you achieve a financial savings milestone, then you should savor this milestone. However, if you do so, but then you quickly start feeling your savings are inadequate, discontentment quickly can set in. There is nothing wrong with raising your goals or being ambitious, but when it turns into a constant state of discontent and it consumes your daily life, it's healthy to step back, assess all the things you've been able to achieve and recapture that feeling of thankfulness and gratitude for having the ability to even achieve the goals in the first place.

Seven Scientifically Proven Benefits of Gratitude



Improves physical health.



Improves psychological health.

Increases mental strength.



Enhances empathy and reduces anger.



Cultivates better sleep.



Opens the door to better relationships.

Improves self-esteem.



The past few years have brought much difficulty and heartache for many. From sickness to the loss of jobs, which for some led to loss of homes and possessions, to the temporary closure of businesses which ultimately resulted in

the permanent closure of many businesses. While I am primarily in the business of preserving your wealth and cultivating your financial goals, keep in mind that your first wealth is always your health. Being “wealthy” can have different meaning to many people. The end of the year is a good time to think about what wealth is to you and reflect on if you focused on those items in the past year or not. This can help you define your priorities and goals for the upcoming year. I have included in this article a brief graphic to help you assess what you define as “wealth.”

In the spirit of the season, I want to express my sincere gratitude for the trust you place in me as stewards of your wealth. As always, I am here to help. I am always available to review your situation. I will always consider your goals as well as your feelings about risk and the markets and review your unique financial situation when providing any recommendations.

In the coming year, I will continue to provide you excellent services such as:

- consistent and strong communication
- regular client meetings
- continuing education for members of my team on the issues that affect you

I understand that having a good financial planner can help make your journey easier. As such, my



Spread Gratitude!

If you haven't already done so, consider donating items or cash to your favorite charity. This will help the recipient and you might also be able to take advantage of the tax write-offs generated from your donation. Remember, to take advantage of the tax write-offs, you must itemize your deductions. Keep a receipt for proof of your donation.

For those who are age 70 ½ or older, you can make a Qualified Charitable Distribution (QCD) in the form of a direct transfer of up to \$100,000 directly from your IRA to a qualified charity. Please give us a call if this is something that may be of interest to you.

commitment is to understand my clients' needs and then try to create plans to address those needs.

So, for 2022, let gratitude be your attitude! As always, I appreciate the opportunity to assist you and your financial matters.

Make 2022 a Year of Gratitude!

I am grateful to have clients that value my expertise.

Our goal in 2022 is to continue to service my clients at the highest levels possible. I am also grateful for the opportunity to offer my services to other people just like you! Many of my best relationships have come from introductions from my clients.

If you know someone you feel could benefit from my services, please call Morgan at (385)388-4386 and he would be happy to add them to our mailing list or arrange a complimentary financial check-up with them.

How do you define and then cultivate “wealth”?

What constitutes wealth to you? There are many ways to quantify “wealth” including your physical, emotional, mental, and financial wealth. What areas will you choose to focus on in 2022? Here are a few examples of how you can cultivate each area.

Health Wealth

- Be more active.
- Join a fitness club or group.
- Make better eating choices.

Emotional Wealth

- Embrace an attitude of gratitude.
- Reduce your exposure to toxic people and media magnifications.

Mental Wealth

- Practice activities that exercise the brain, such as reading.
- Engage in self-care activities like starting a new hobby.

Financial Wealth

- Meet with me at least annually for a financial check-up.
- Review proactive tax planning ideas with me or a tax professional.

What will you do to make 2022 a year of gratitude? If you need me, I am always available to help!

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Sources: forbes.com; psychologytoday.com; Psychology Sciences; Contents provided by the Academy of Preferred Financial Advisors, 2022.