

Working with a  
**Financial  
Professional**

Cotton Wealth Management  
Associates



**W**hen pondering your financial future, coordinating a retirement strategy while managing your day-to-day personal finances can feel overwhelming for even the most confident investor. Add to this the fact that your financial situation most likely will grow more complicated as time passes, and it's enough to make anyone seek out a trusted guide with all the knowledge and training to help pursue your financial goals.

Fortunately, a financial professional can be all that while providing insight through financial topics. In fact, 83 percent of those who work

with a financial professional believe they have less financial stress.<sup>1</sup>

A financial professional may help you from being your worst enemy when following up on your financial strategy. A financial pro can hold you accountable for following through on certain decisions and can be that person who helps guide you through periods of market volatility. A licensed financial professional has been trained in personal finance and can bring a perspective that you may find helpful when financial markets take a downturn or if you have a misstep that can force you to make difficult money decisions.



# Address Your Concerns

---

Predictability is a scarce commodity when it comes to finances and investment. Yet individuals tend to identify with shared concerns such as retirement, adjusting to inflation, healthcare expenses, Social Security, and the costs of extended care. Preparing for any of these areas of concern can be daunting. This is where a financial professional can provide guidance or can provide insights.

By enlisting a trained professional, you're choosing to meet these uncertainties with an informed strategy and help maintain a positive outlook during market turmoil. With multiple tools to handle these uncertainties, financial professionals can provide insights into retirement strategies and investment approaches. This knowledge allows them to guide your investments thoughtfully while considering these variables.<sup>2</sup>





## Setting Long-Term and Short-Term Financial Goals with a Professional

---

With economic landscapes constantly shifting, it's essential to adapt long- and short-term financial goals accordingly. According to a 2022 study by the Employee Benefit Research Institute (EBRI), 60 percent of active workers and 33 percent of retirees reported that saving and investing for retirement ranked amongst their top three long-term financial objectives.

Half of the retiring individuals also pointed to future health and extended care necessities as a marked priority, with over a third of workers echoing the same sentiment. At the same time, approximately 30 percent of workers and retirees highlighted that developing a strategy for deriving retirement income was among their top three objectives.

In other words, employing the services of a financial professional can help address many of these concerns. Their true power lies in tailoring personalized financial strategies encompassing immediate and future objectives, providing a balanced financial blueprint.

Working with a financial professional offers more than goal setting; it's a partnership that provides you with a well-curated way forward that can adjust to life's twists and turns. A dedicated professional helps set financial milestones and tracks your progress, providing necessary course corrections when needed.<sup>3</sup>



**“Working with a financial professional offers more than goal setting; it’s a partnership that provides you with a well-curated way forward that can adjust to life’s twists and turns.”**



## Finding Your Financial Pro

---

The services provided by financial professionals extend beyond the confines of investment management. Your financial professional should work as part of your financial team, collaborating closely with other specialists like bankers, accountants, attorneys, and insurance professionals to orchestrate the pursuit of your financial goals.

It may be helpful to view your financial professional as the “quarterback” of your financial squad.

Finally, here are a couple of other items to keep in mind when evaluating a financial professional:

- Do they have a transparent process for consulting with other professionals and helping clients weigh their choices before making decisions?
- Do they have training in succession and asset protection?

In truth, confidence in your financial professional can often be the most significant indicator of movement in a positive direction. Regardless, you can rest assured that no matter the services your financial professional may provide, having that person who can offer a second opinion on money matters can prove invaluable.

### Sources

1. RIAIntel.com, December 8, 2022 Stanford 2022
2. Dalbar’s Quantitative Analysis of Investor Behavior Report, 2023
3. Money.com, 2023

# Disclosures

## Cotton Wealth Management Associates

Steve J. Cotton

[www.cottonwealthmanagementassociates.com](http://www.cottonwealthmanagementassociates.com)

15301 Spectrum Drive, Suite 390  
Addison, Texas, 75001

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Private Advisor Group, a registered investment advisor. Private Advisor Group and Cotton Wealth Management Associates, LLC are separate entities from LPL Financial.

The LPL Financial representative associated with this website may discuss and/or transact securities business only with residents of the following states: California, Colorado, Tennessee, Texas, Virginia, Wisconsin.

\* Award based on 10 objective criteria associated with providing quality services to clients such as credentials, experience, and assets under management among other factors. Wealth managers do not pay a fee to be considered or placed on the final list of 2012-2023 Five Star Wealth Managers.