



DUNLAP & ASSOCIATES  
WEALTH MANAGEMENT

# Dunlap Digest

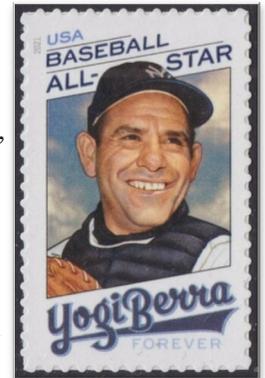
Fall 2021

"Love is the most important thing in the world, but baseball is pretty good, too."

- Yogi Berra

## Yogi-isms!!

Earlier this summer, the US Postal Service announced that Yogi Berra, the legendary Yankees' catcher, would be given his own postage stamp. It's a tremendous honor, as Yogi is only the thirtieth baseball player in history to have his face on a stamp...and the USPS receives approximately 30,000 proposals with new stamp ideas each year.



Besides being a Hall of Famer, Yogi was also an American hero, serving courageously as a Navy gunner during the Normandy landings. But these days, he's probably best remembered for his "Yogi-isms". His pithy, off-the-cuff sayings combined wisdom with humor, delivered in the form of irony, malapropisms, and oxymorons.

But Yogi-isms aren't just funny. They contain genuine insights – and they often illustrate the core principles of sound investment planning surprisingly well!

So, in honor of Yogi Berra and his new stamp, I thought it would be fun to show you a few famous Yogi-isms and how they apply to your investments. Let's start off with...

### *"A nickel ain't worth a dime anymore."*

I don't know what Yogi was lamenting when he said this, but it serves as a useful reminder of the hard reality of inflation. What costs a nickel at the beginning of retirement will likely cost a dime near the end. Many retirees make the mistake of forgetting to calculate for inflation when they plan for retirement, but it's something you must consider. It's also why you can't just stick your money into a savings account or rely solely on ultra-conservative investments your whole life. The most successful retirees invest to have the money they need for every single inning. Some innings are better, some are worse, but it's the scoreboard at the end of nine innings that matters.

### *"Ninety percent of this game is half mental."*

Yogi was talking about baseball, but this equally applies to investing. You don't need to already have millions to be a successful inves-

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## Verkina Parrish



Meet our friend and long-time client, Verkina Parrish! Born in Bloomington, Illinois, with a father who got transferred frequently, Verkina grew up all over the Midwest. One of her first jobs was at an insurance agency, working in the accounting department while studying to get her insurance license. Not truly excited about the world of insurance, one of her acquaintances mentioned to her that he thought she would make a great Realtor. And, with all her moving around, she certainly knew a lot about houses! So, she dove into a Real Estate class securing her license when she was just 21.

Verkina started her career at a small firm in Rockford, Illinois (*which, ironically is our Client Service Manager, Jennifer's, hometown*). She didn't know it when she accepted the position, but would soon discover that she was the first female realtor in that office! She says it was definitely a "boy's club" at that time, which made things a little challenging. But she also learned a lot and had to adapt quickly, because she felt like she needed to prove herself, and earn enough money to buy a new car - apparently the green Pontiac station wagon with wood panels was not the professional look she was going for!



Later she took a break from real estate to raise three children. Then, just prior to making the move to Peachtree City in 1997, she worked at a large title company in Illinois, allowing her to maintain a connection to the real estate world.

When Verkina and her family moved to Peachtree City, her plan was to "retire" from real estate for a while. But her life would take an unexpected turn after the loss of her oldest daughter in 2002 and a divorce in 2005. She found the need to shift gears from her part-time job at a golf course to new home sales at SummerGrove in Newnan.

So she was back in the real estate saddle again! She met Kristen Cunningham while working at SummerGrove and they decided to create a business partnership. And it seems to have worked! They have been collaborating successfully for the past 17 years as "New Construction Specialists," currently representing the Canoe Club in Fayetteville, and Graceton Farms in Turin. She walks homeowners through the entire building process, from selecting a floor plan to giving suggestions to help her clients stay within their budget, while still getting them the quality and style they're searching for.

I'm sure we all know by now, things have been a little crazy in the real estate world since Covid hit. Verkina says they just can't keep inventory because of the housing shortage and the historically low interest rates. She's also noticed a few interesting changes in what people want in a home: EVERYONE wants a home office; dining rooms are almost becoming a thing of the past; and, since we've all been cooking and eating at home more often, people want bigger kitchens and bigger islands.

When not working, Verkina loves to bake, which she refers to as "baking therapy." She enjoys making pies, breads, cookies . . . you name it! But her real passion is creating birthday cakes for her two grandchildren. She starts by taking their requests and then gets to work figuring out how to turn their visions into a reality. A true labor of love, the cakes tend to get a little more elaborate each year. (*And, Verkina, Ray wanted to remind you that his birthday is in April . . . you know . . . just in case!!!*)



*Someone asked me once what the secret to a successful marriage was. For me, it's a romantic dinner with candlelight and dancing. I go Tuesdays, she goes Fridays!!"*

*~ Henny Youngman*

## Yogi *(Continued from Page 1)*

tor. You just need to have mental discipline. The discipline required to not abandon your long-term plan by chasing short-term wants. The discipline to not let greed lead you into overly risky investments. The discipline to not let fear stop you from investing at all. The discipline to not blindly follow the herd and make decisions just because “everyone else is doing it” or because some guru on TV says so.

And, speaking of following the crowd...

***“Nobody goes there anymore. It’s too crowded.”***

Yogi was referring to why he never went to a popular restaurant in St. Louis, but boy if this doesn’t ever refer to the stock market, too!

Too many investors are always chasing after the latest “hot stock” or investment trend. But here’s a funny thing about investing: By the time an investment becomes popular, the opportunity is often already gone. The “smart money” has already moved on to the “next big thing”, leaving the rest to keep playing catch-up. This is why too many investors sell low and buy high, when they want to be doing the opposite.

Instead of chasing after unicorns and rainbows, it’s better to simply identify a long-term investment strategy that fits your needs and goals...and then stick to it!

***“It ain’t over till it’s over.”***

People don’t stop changing, learning, and growing when they retire. Neither should your money. Many people invest as if retirement is the finish line. It isn’t. With life expectancies longer than ever, it’s critical that you don’t invest just to have enough money for retirement. You must have enough money in retirement. The possibility of outliving their money is a very real concern for many retirees. That’s why your retirement plan should factor in how to keep growing your money long after you’ve stopped working.

***“If you don’t know where you’re going, you’ll end up somewhere else.”***

This Yogi-ism is probably the simplest, and most powerful, of all. As both a player and a manager, Yogi always had a gameplan. If you have financial goals you want to achieve, you must have a gameplan, too. Investing without a plan is like running the bases with a blindfold on. You’ll be hoping to arrive at home base...only to run smack into the outfield wall instead.

A proper plan, meanwhile, will help you know how much you need to meet expenses and reach your goals. It will help you know where that money can and should come from. It will help you choose investments that are right for you, not someone else. It will help you know what to do when the markets are up, and when they’re down. It will help you know when it’s time to swing for the fences and when it’s time to simply get on base. It will help you know exactly where you’re going...and how to get there!



I hope you’ve enjoyed these Yogi-isms. But before I put the last period on this message, I’ll leave you with a final one:

***“When you come to a fork in the road...take it!”***

*Ray*



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**A Note From Jenn...**



Fall is in the air! And while we might not be quite ready to pull out jackets and boots here in the south we are heading toward the end of the year quickly.

Circle **December 10th** on your calendar. This is the deadline to have all forms to me in order to ensure things are processed before we close for the holidays.

This includes any withdrawal requests, establishing new accounts, Roth IRA conversions, and transfers of assets requests.

Every effort will be made to process items received after the December 10th deadline by the end of the year, but can not be guaranteed.



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