

The Freedom\$™ Savings Program

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Top 10 Behaviors of Successful Savers Reveal Way to Financial Freedom

*Research Insights Based on Analysis from 20,000 U.S. Households
by the Retirement Experts at Hearts & Wallets*

(Rye, NY) – American savers can now adopt the top 10 financial behaviors of successful savers to build their own roadmap to financial independence with the patent-pending, currently free Freedom\$ Savings Program www.freedommoney.com.

This collective wisdom – downloadable via an iPhone beta app – is drawn from a four-year analysis of 20,000 U.S. households by two well-known retirement trends researchers, Laura Varas and Chris J. Brown. The exhaustive quantitative and qualitative research and analysis determined behaviors used by successful savers versus those from individuals who were not successful. The Freedom\$ program strives to simplify goal setting for financial security.

The Power of 10

Freedom\$ independence is defined as accumulating 10 times income in assets, minus consumer debt and excluding primary residence. People who achieved this ratio are called **10-Timers™**.¹

The research reveals certain 10-Timers behaviors as –

- 1. Spend less than you make.** Most 10-Timers (72 percent) say spending less than they make and keeping debt to a minimum played a role in their success, compared to only 46 percent of others.
- 2. Steadily save a modest, achievable amount each year.** 60 percent of 10-Timers say they steadily saved a modest, achievable amount each year, compared to only 35 percent of others.
- 3. Save in bursts.** Burst Savings is three times more common among 10-Timers (64 percent did it), making it one of the most important differences between 10-Timers and others. The earlier participants start these burst saving years, the sooner Freedom\$ independence can be reached.
- 4. Use retirement accounts and avoid using bank accounts too much.** Using retirement accounts is two times more common among 10-Timers (88 percent do), but only about 40 percent of their assets are in retirement accounts.
- 5. Get ownership in your work by being self-employed or holding shares in your company.** Having ownership in one's work is five times more common among 10-Timers than others.
- 6. Don't depend on an inheritance.** People who say receiving an inheritance was part of their success have an average asset-to-income ratio of just five, one of the lowest of all the behaviors.

¹ About 10 percent of all retired U.S. households have an assets-to-income ratio of 10 times or more. About 30 percent of retired households with at least \$100,000 in investable assets have achieved this, making it a simple, broadly applicable, reasonable stretch goal. This concept is based on four years of research and analysis of a national cross-section of 20,000 U.S. households by Hearts & Wallets, LLC.

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7. **Stay involved to some degree.** Staying involved is a good behavior, whether it means being in the minority of 10-Timers who are self-directed investors or just staying involved by opening and reading your financial statements.
8. **Consider paying for professional investment advice.** Having a paid financial professional is more than twice as common among 10-Timers.
9. **Have an investment strategy: pick winners, index or allocate assets.** Having an investment strategy is three times more common among 10-Timers.
10. **Your primary residence isn't a "real estate investment."** Only 12 percent of 10-Timers say selling their primary residence or a direct real estate investment was part of their success.

The 10 smart financial behaviors help users of the patent-pending Freedom\$ system to calculate their Independence Score™ metric and determine time to Freedom\$ independence. Users choose which behaviors to adopt for goals they would like to achieve to reach Freedom\$ independence.

Future Enhancements

Upcoming Freedom\$ program enhancements include updates to the popular downloadable Freedom\$ Action Plan and more insights into 10-Timer successful behaviors for registered users. Join the Freedom\$ community and become part of the multi-generational group that is helping to identify what works for American savers. Download the Freedom\$ app for iPhone or iPad today at www.freedommoney.com.

About Freedom\$

The Freedom\$ research and behavioral support savings program that helps ordinary Americans achieve a baseline level of financial security www.freedommoney.com. Current available as a beta iPhone app, the program harnesses the mediated wisdom of successful savers, or 10-Timers, who saved at least 10 times their annual household income in assets, minus consumer debt, excluding the primary home. The Freedom\$ program is based on quantitative and qualitative analysis of 20,000 U.S. households over four years. *The Freedom\$ Program is not financial advice.*

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