

## Facing The Future Alone

For many seniors who suddenly find themselves widowed, trying to make a decision for their future as a single person becomes an overwhelming chore. As the sales and marketing director of the *Delray Grande* (a senior independent community), I see this happen far too often, even to those who were very decisive individuals when their mates were alive. Making the decision even more difficult is the fact that today's seniors have more retirement lifestyle choices than ever before.

Loneliness and loss of independence are some of the biggest problems faced by the older generation, especially for those who live alone. Making the right decision to move to a senior community is key to eliminating loneliness, and paramount to keeping independence.

A study conducted by ProMatura Group L.L.C. for the American Senior Housing Association showed that residents of independent living communities (like the *Delray Grande*) are more satisfied with their lives (90 percent) than those who remain in their

own home (77 percent). Residents were also more likely to say that their health had improved.

You may well want to consider a community like the *Delray Grande* where you actually own your own apartment. Until recently the only available choices were rental and life care communities. Home ownership communities seem to attract a more active, healthier, more "youthful" senior. Modern day seniors are making the decision to move to retirement communities earlier in life than ever before. What was once a relatively short chapter in the book of



Marilyn Matire

life has turned out to be the second fifty years. When you consider a new setting for this exciting stage of life, you may even be setting the stage for a new **ROMANCE!**

**Be sure to tune into "Grande Living" on 740 WSBR, Saturdays, 2-3 p.m., hosted by Marilyn Matire.**

*Marilyn Matire is the Director of Sales and Marketing for Delray Grande. For information on this new luxury condominium for independent seniors located in Delray Beach, call Delray Grande at 561-865-3570.*

## Are Your Emotions Affecting Your Financial Decisions?

By Glen Ladau

**E**motion can play a big role in the financial decisions we make. So much so that a science, known as behavioral economics, has developed to study why we make the decisions we make. The concern is that, most often, emotion causes us to make inappropriate decisions.

Fear is a very powerful emotion that leads to certain behaviors. Conformity is one of the behaviors identified by behavioral economists. They have noted that when we are uncertain or confused about our investment choices, we often rely on the "crowd" to tell us what decisions are the most valuable ones. One reason for this investor behavior is that we tend to believe when a large group of people is doing something, such as invest-

**Procrastination is often a result of having too many options.**

ing in technology stocks in the late 1990s or in speculative real estate today, they must have a credible reason for doing it. Therefore, it seems like a perfectly rational idea to copy their actions. It is also easier to regret a loss when you are doing it as a group. If we make a decision based on the crowd's influence and it turns out to be a bad decision, at least we will have company in our misery.

Another behavior often triggered by emotion is procrastination. There are a number of reasons why we delay decision-making when it comes to investment choices, but it is important to remember that procrastination is a decision. It is a decision to remain with the status quo. This can be especially dangerous when we have already determined the status quo is not effective.

Procrastination is often a result of having too many options. Investors today have more options offered, and more information available, than at any time in history. But these choices can be a source of frustration, which

leads to procrastination.

I recently read about a study performed by two university professors in which they asked shoppers to taste jam. They set up two tasting tables in a supermarket. One table had 24 different types of jam. The other had only 6 types. Of the 242 people who stopped to sample the jam, 60% chose to stop at the table with 24 choices, while only 40% visited the table with 6 choices. However, only 3% of those who had a choice of 24 different jams actually made a purchase. Thirty percent of those that sampled at the table with fewer choices purchased jam. The researchers concluded that when people have too many options, they often experience information overload, or decision paralysis, and therefore are more likely to avoid making a decision.

If we apply this finding to financial decisions, it is easy to see why some people avoid making financial decisions. We are inundated with so much information about so many different financial products that it is easier to just leave everything the way it is. But this may not be the best decision.

By working with a financial professional who can help you identify your goals, objectives, fears and concerns, you can eliminate many of the inappropriate choices, focus on the options that are most appropriate and make the financial decision process far simpler.

*Glen Ladau, President of the Matrix Financial Group, is a Certified Financial Planner, Certified Public Accountant and Chartered Life Underwriter. He is a graduate of the Wharton School of Finance at the University of Pennsylvania. He has over twenty years experience developing successful financial strategies. He incorporates a unique, personal approach to working with clients. As Glen describes it, "What we do best is listen."*

*Glen has offices in Boca Raton, Boynton Beach, Palm Beach Gardens and Plantation. Opinions offered are not intended as individual investment advice. If you have any questions, please call Glen at 888-356-3900.*

**You cannot learn other people's lessons for them. They must do the work themselves, and they'll do it when they're ready.**

— Louise L. Hay

### Ready for an "empty nest."

Nearly three-fifths (58 percent) of baby boomers (those born between 1946 and 1964) said they are or will be emotionally prepared for their children to leave home, according to a 2004 survey.\*

\*Source: 2004 DelWebb Baby Boomer Survey

### NOTICE TO ALL VETERANS

#### WHO HAVE HONORABLY SERVED OUR COUNTRY IN TIME OF WAR OR PEACE

Royal Palm Memorial Gardens in West Palm Beach has expanded their 3rd Veterans Garden exclusively for Veterans and their family members.

Royal Palm's Veteran Gardens feature 14 distinctive granite monuments honoring Veterans of all wars. Our Memorial Day service is the largest in Florida.

As an honorably discharged Veteran of the United States Armed Forces, you are entitled to and will be assigned burial space in our newest Veterans Garden. However, you must register for this in advance. The cost to you for this burial space is \$196.40, which includes perpetual care and necessary doc stamps. This does not include merchandise or services. This offer is available on a prearrangement basis only. Adjoining space is also available for family members.



#### Royal Palm Memorial Gardens & Funeral Home

Offering The Simplicity Plan®

5601 Greenwood Avenue • West Palm Beach, FL 33407

Call Bill Baggett, Veterans' Director  
(561) 848-8659 or (800) 444-3836

"Serving Veterans Burial Needs Since 1963"

This program is not supported financially or otherwise by the US Federal Government nor is it supplemented by the funds of the City, County or State.

#### PLEASE PROVIDE MY VETERANS ELIGIBILITY CERTIFICATE

Branch of Service \_\_\_\_\_ Serial No. \_\_\_\_\_ Discharge Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Best Time to Call \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Age \_\_\_\_\_ Married \_\_\_\_\_ No. of Minor Children \_\_\_\_\_

Remarks \_\_\_\_\_ Your Signature \_\_\_\_\_

BT 10/05

## BoomerTimes & SeniorLife

**BoomerTimes & SeniorLife** is a publication of the Senior Life Communications Group, Inc., a Multi-Media Marketing Company targeting Boomers & Seniors.

**BoomerTimes & SeniorLife** is a monthly publication distributed in Palm Beach, Broward and Northern Dade counties serving active adults.

Anita Finley  
President/Publisher  
Bill Finley  
Managing Editor,  
Travel Editor

**OFFICE STAFF**  
Marilyn Weiss  
Vice President, Adm.

e-mail: srlife@gate.net  
www.babyboomers-seniors.com

PRINTED ON RECYCLED PAPER

**ADVERTISING**  
Palm Beach County  
561-736-8924  
561-736-8925  
Broward/Dade County,  
Treasure Coast  
1-800-230-1904

**BUSINESS DIRECTORY & CLASSIFIED ADV.**  
1-800-230-1904

**SALES/MARKETING**  
Joni Black  
Sales Coordinator

Risa Levovsky  
Rose Liebman  
Scott Miner  
Gloria Stirling

**PRODUCTION/DESIGN**  
Connie Crimi

**COVER DESIGN**  
6thsensedesign.com

**WEBMASTER**  
goldcoastwebdesign

**DISTRIBUTION**  
Alan Jacobs

Copyright 2005. All rights reserved, reproduction in whole or in part without permission is prohibited.

Advertisements within borders or labeled as such are paid messages as are editorial materials by advertisers not affiliated with **BoomerTimes & SeniorLife**

**BoomerTimes & SeniorLife** is not responsible for claims or performance of advertisers or their products.

Advertising and Editorial inquiries may be made by calling (561) 736-8925 or 1 (800) 230-1904 or by faxing (561) 369-1476 or by email: srlife@gate.net or by writing to

**BoomerTimes & SeniorLife**  
1515 N. Federal Hwy., #300  
Boca Raton, FL 33432

**SUBSCRIPTIONS**  
1(800) 230-1904

Subscriptions for one year are \$28; 2 years \$50. Canadian \$35 for one year.