1st & 10 – I Didn't Plan for This

September 10, 2026

Not outliving your money is the #1 goal of financial planning. Do you have a plan? Even if you do, **plan on the plan not going according to plan**. This is the one lesson **EVERYONE** needs to understand. Our best laid plans, ideas, and solutions will likely fail us at some point because we can't foresee the future which is full of the unknowable. Loved ones pass away, people get sick, car accidents, stock market corrections, inflation, COVID...you name it. How you adapt, change and navigate those obstacles with a flexible lens if how to get back on track. But you can't be on track if you don't know what or where the track is. **What is your plan?**

1. As the baby boomer generation gets older and is facing more and more adjustments to their plans, unfortunately I see too many people without plans or inadequate planning or even sound and trusted advice from friends, family and advisors. Here's your chance - **contact me for a FREE consultation for your aging parent, sibling or friend.** If they need help, we are here to be of service.
2. Just when you thought it was over, it's not over and may not be for quite some time. That could be a good or bad thing…I don't know. It is what it is and out of our control.
3. Growing up in Southern California, we heard the term El Nino frequently. Then there was La Nina. Are these new terms? **Fortunately, I took 4 years of Spanish in high school so I know what they mean…do you?**
4. The jobs report last week blew everyone's mind…162,000 new jobs. After months of disappointing reports, we finally got a big one! What does it mean? One report does not a trend make. Here's what I know: employable people can find work. It may not be ideal work, but there is work out there. The AI boom is creating jobs. Boomers are still retiring in droves. **And the monthly jobs report is no longer an accurate reflection of the jobs market.** Working for Doordash 2 hrs/week counts as a job…the same as working for Walmart 50 hrs/week or working for IBM on salary. Right. Read that again…see what I mean? Not really the same, so are there really 162,000 new jobs? Your guess is as good as mine.
5. **22% yield**. ETF. Downside protection. Ummm…what? Tell me more. And no, it not a junk bond or some unknown company run out of your neighbor's garage.
6. **Is the AI boom here to stay?** It appears so, which is great for the economy and markets. So how do you take advantage? Make a **PLAN**.
7. ***Should you pay off your house? Yes and here's why. But you should PLAN it.***
8. Have you heard of a backdoor ROTH? Sounds fishy and like tax evasion, but it's legit. But backdoor ROTHs are not always a great idea and require the right planning and circumstances to be effective. **Here is a simple Fidelity guide**, but there are actually many more considerations to evaluate: early retirement needs, 5-year rule ramifications, tax deduction preferences…all included in a **PLAN**. Remember having a plan? Like I mentioned at the beginning. 😉
9. **9/11 is tomorrow.** Where were you **25 years ago**? I was in Valencia, CA running a tech company at the time, but I remember it vividly. We were fortunate to not have any direct connections to the tragedies of that day, but I know many of you do. I would love to hear your stories.

10. It feels great to be back on track with the 1st & 10 being released on the 10th of the month. I appreciate your patience with me over the past year in the delays to that deadline. I promise to be more diligent moving forward and **PLAN** well! If you have any suggestions for what should be included in this newsletter, please let me know!

WHO DO YOU KNOW THAT I SHOULD KNOW? CAN YOU INTRODUCE ME?

Please pass this note along as well to anyone you think could use it, and I look forward to speaking with you or seeing you soon!

God bless,

Josh