EPISODE 198

[INTRODUCTION]

[00:00:29]

FT: Welcome back to So Money everyone. I'm your host Farnoosh Torabi. Happy Tuesday! Today's guest is one of my personal go-to financial experts, when I'm writing articles or need some fact-checking, I turn to this guy. Yes, financial experts have financial experts just like doctors have doctors. Although my guest is a lot more knowledgeable when it comes to investing and financial planning. He's a Certified Financial Planner, his name is Jeff Rose.

Jeff is a self-made millionaire. He's the founder of Goodfinancialcents.com. As I mentioned, he's a Certified Financial Planner, he is the CEO of his own wealth management firm, Alliance Wealth Management, and he's the author of the bestseller "Soldier of Finance" and he's the host of the podcast "Good Financial Cents". He's also a husband and dad of three super cute boys.

Three takeaways from our interview today with Jeff: his time as a soldier in Iraq and how that led him to being a financial advisor and advocate today. Why Jeff does not believe in Target Date Funds; It's a little contrarian. And how he purposely takes off time from work to advance his work. It's an interesting concept and I think that's something I'm gonna look into myself. Lots more headed our way.

Here we go, unleashing Jeff Rose.

[00:01:52]

[INTERVIEW]

FT: Jeff Rose, Soldier of Finance, welcome to So Money. Great to have you.

[00:02:01]

JR: Glad to be here.

[00:02:03]

FT: Listeners, some fun facts about Jeff. He loves In-N-Out Burger – which who doesn't?

[00:02:10]

JR: Obsessed.

[00:02:11]

FT: Obsessed. He can dead-lift over 500 lbs – hot – and you may have threatened to punch some other financial advisers in the face? I get those often in blogs. Can you expand on that last part?

[00:02:27]

JR: It's actually one of the most fun blog post and now a podcast and I'm actually going to turn it to a video. [inaudible] a financial adviser for over 12 years and over the years, I've just ran into a lot of situations where clients have dealt with some pretty shady advisers and anything from offering guaranteed returns of 12%, to not disclosing to them that they just invest into a newly contract that has a 10-year contract period that includes [inaudible] charge to everything in between that and all these different situation, it literally just wants to make me punch people in the face.

Now, I'm not a violent person – for the most part – I've never been in a fight my entire life so I probably wouldn't legitimately punch them, but I might at least give them the stink eye.

[00:03:12]

FT: Yes, or you could just lift them up and throw them around like you do.

[00:03:15]

JR: Yes, that too.

[00:03:17]

FT: Well, let's start at the beginning, Jeff. I want to talk all about your philosophies, your own personal failures, some of your ideologies around money and practices, but first let's start at the beginning. Not like Jeff in diapers yet, but Jeff in college. You, like I, majored in finance and also graduated not feeling like you really knew much about investing, ironically. So when did the breakthrough arrive for you? Why did you decide to learn about investing and why did you try to become someone who ultimately helps others? What made you passionate?

[00:03:57]

JR: Yes, great question and it all started for me – as you mentioned, I was a finance major. I had landed an internship at a local investment firm in the college town that I reside and one of the reason I got internship there is because I needed something on my resume. At the time I was working almost full time in college, I had the military being a national guard, but I didn't have really anything else on my resume. So I land an internship, made a good impression, end up offering me a part time job when I was in college and basically just doing more shredding, and filing and clerical stuff. They're not making me a job offer as a junior broker and I declined it because I didn't really have an interest in it because I still didn't get it, what it meant to be a financial adviser and this is back in the .com bubble era, [inaudible] financial crisis, but the job market shrink in that time frame as well, so all these job opportunities I thought I had fell apart. So I end up accepting the job as an adviser just because I didn't have anything else out there.

It was about three months into being an adviser or I guess trying to be an adviser. I remember meeting with a couple that was at least twice my age, maybe two and-a-half times of my age. At the time I was 24, they were at least in their 50s, probably going on 60 and I remember meeting with them and they had total savings, I recall was like around $30,000 or $40,000. That's all they had. I get to see just desperation. It was there. They knew that they weren't going to be able to retire, that they were going to be struggling for the rest of their lives and it was like one of those outside buy experiences where at that time I could just hear my parents always telling me, “Oh, you need to save. You need to save.” I never knew what that really meant because I never really, “Show me or instruct me how.” But at that point in time I knew that I didn't want to become this couple and I was going to do everything in my power to not become like that couple and also too, how can I not get others to end up like they are?

[00:05:53]

FT: So what happened with this couple? Were you able to help them?

[00:05:55]

JR: No. They were in their early 60s and I said, “You know what, you're probably going to be working at least till 70 to draw the most you can for Social Security, but at that point in time there was little that I could do.” Because they don't really have the income to really boost their savings, to save that much more but they're going to try, but I think they were hoping to retire a little bit earlier than sooner and I was like, “It isn't going to happen. You're at least 70 to make sure you fall to Social Security.”

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FT: Now help me with the time line. I understand you were also deployed in Iraq around 2005-2006. Was that before you landed this job as an adviser or was that after?

[00:06:32]

JR: Yes, I was already in the National Guard. I joined the guards basically to help pay for school because my parents didn't have a lot of money so I have to take care of myself. So I joined the guard and I was in the military for almost six years up until the point in time that I got the job. So I got a job as an adviser and I was an adviser for almost two and-a-half years and that's when I got deployed. I got deployed, and then was gone for about a year and-a-half and then came back and resume my position as adviser.

[00:07:02]

FT: I understand that while you're in Iraq, one of the mantras there was never get complacent, which has probably run through in your financial life several times, and there you talk about how you also met fellow soldiers who were not using their finances wisely. So that was another wake-up call or at least an aha moment for you perhaps?

[00:07:26]

JR: I see it all the time. I was so excited. I was the weirdo, deployed to Iraq trying to convince all my fellow soldiers to open up Roth IRAs and start investing some of the money that they're making because all these guys, this is the most money they make in their entire lives. If they could at least get some of that save it in a Roth IRA to have that grow tax-free. I was so excited for them and a lot of them didn't get signed up long when we started and unfortunately by the time we came home, a lot of them ended cashing it out to I don't know what.

But on top of that, a lot of the guys, if they reenlisted over there, if they were in that time window, they could qualify for a reenlistment bonus, which was I think is like $15,000 or $20,000, which is tax-free because we're overseas, which is a lot of money for a lot of people. You just have to reenlist for another six years. That was the other huge part of it and why I didn't go for the bonus. I don't know if all of them, but I would say 70%-80% of those that reenlisted overseas that got that bonus had that money spent before they even got home. [inaudible].

[00:08:33]

FT: How did they spend it? When do you have time to spend that money?

[00:08:38]

JR: When you got down time in evenings, we have internet connection, there were guys ordering Harley's, they had the kitchens being redone. It was gone before they even got back.

[00:08:52]

FT: Wow, that's quite the documentary like “The shopaholics that are deployed overseas, where are they surfing online? The top websites.”

[00:09:04]

JR: Yes, there was a lot. Amazon obviously was pretty big and then there are just people. You wouldn't believe how many packages would come delivered to our base that were bought from online purchases.

[00:09:16]

FT: Oh my gosh, that's cray cray.

Okay, before we get into the So Money questions, I have to ask you because I have a lot of guest on the show that believe in things like passive investing, indexing, target date funds – you're a contrarian when it comes to this. You don't believe – I've read – in target date funds. Why and does that also mean that you don't believe in passive investing?

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JR: Am I like the odd ball out here?

[00:09:44]

FT: Kind of. Yes, kind of the odd ball so I'm giving you the stage to give us your case.

[00:09:48]

JR: Okay. We want to talk about target date, index, or both, kind of altogether?

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FT: If you have a common disbelief in them, sure, let's bundle them. But if it's very specifically target date funds because I read that was the article that you wrote, then we could focus on that specifically.

[00:10:08]

JR: With target date really quick, lots would like to do target date funds and there are some exceptions, but for the most part, a lot of target date funds consist of 8 to 12, to 15 different mutual fund inside those target date funds. With the mutual funds, there might be some decent funds, but typically there was going to be at least four, five, six, maybe more that are just okay average funds and they're all kind of lumped together in this one target date fund. What I've seen is that if you're able to go in and actually cherry-pick and hand-select those funds, you're going to get much more return and with also reducing the cost because you're not incorporating the overall wrap or cost of the target date fund.

Now that being said, it's easier for an investment buyer like myself to go in and do the research and make those selections, but that's why I always encourage investors that don't have that information handy to them, just to find an adviser that can help them choose that. Like I said, did that apply at all 401(k) plans? No, but a lot of the ones that we've worked with over the years, it has probably happened at least 9/10 times that we're seeing target date funds that's just not that good.

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FT: So if you were working with a financial adviser who's putting a lot of your money in target date funds, is that a red flag?

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JR: I'd say I want to just know why. Give me the reason, show me why you are choosing this fund versus doing a cherry-picked method. Is it just because they don't want to take the time to do the research for you and like, "Oh, this is the easy approach. We'll just get through the funds."

[00:11:38]

FT: Which is why you're paying them for.

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JR: It's you're paying them for, exactly. That's what I see a lot, the fact that they've either just doesn't really want to take the time to do the research on their behalf, “Yes, that was good. Do the target date funds.” So I see that a lot.

Now when it comes to index investing, if you're investing not at all, index investing obviously is the way to go. It was hard for me to fully dive onto that because when I start looking at individual mutual funds, ETFs, active management strategies, I don't know what the stats said but commonly you’ll hear that active managers do not outperform passive investing. I've seen different stats, I think the highest I ever saw was 87% of the time if I recall correctly. My argument to that was okay, that's 87% of the time, well what about the 13% of the managers that actually do outperform the market and do so in a consistent basis? They do exist, they are out there. They might be a little bit harder to find, but they do exist and I see them. I see them all the time. I can log into Thomson Reuters, or Morningstar and see these active managers that have consistently beat the market year, after year, after year and they're out there and maybe you do the fine for investors.

For me, it's hard for me to just jump on board to passive investing because I see mutual funds that have done that. Yes, they are charging more than your vanguard funds, but just because they're charging more they're still able to net more for the client. That's my camp.

[00:13:14]

FT: Yes, I totally get it. You're experienced, you're not a novice, you're not the average investor and I think most people are average investors. For them to a, be able to themselves try to do something that is outpacing the market or hire someone that they believe can do that, that's not that easy and it could take some trial and error. But I hear what you're saying. Obviously it's to say all active investing is bad, or all passive investing is good. There has to be some give and take.

That was it. I'm done with my getting off my soap box now. Jeff, what's your financial philosophy if you had to distill it in a sentence or two?

[00:14:09]

JR: You mention the whole not being complacent with your financial situation. I think another one that I really take too is and we often hear that money can't buy happiness. There is some truth to that, but I think kind of the nearest extension to that is your money can't buy happiness but it can sure help. Something that I've recognized in my own life is as a financial adviser, as an entrepreneur, as my business has grown or has our income has increased, yes there are certain struggle that come along with that, but there isn't a lot of the worries that we used to have from, “Man, how are we going to pay that bill?” Or, “Dang, I got a flat tire or something rear-ended me. Now I've got to go get my car worked on.” Those type of issues don't bother us like they used to, or “Our health insurance, we just had to change that, now our premiums are going up.” “If we have a co-paying more deductibles, I don't see the roof.” We don't worry about that like we used to when my wife and I first got married, we got our first kid.

[00:15:12]

FT: Right and now you have three kids.

[00:15:14]

JR: And now we have three kids. Exactly. We recognize that money is not the root of everything, it's not also the root of evil, but it definitely does help so that's why we're always looking for opportunities to invest. That can be investing in the traditional markets, or investing in our business, or investing in other opportunities that will yield other source of income.

[00:15:34]

FT: Yes, I totally agree. I would even go so far as to say money can buy happiness if you spend it right. Yes, you're buying shiny objects with it, if you're buying Harley's while you're deployed on Iraq, chances are that's going to lose its luster shortly after you get back. But going on vacation, investing in yourself, investing in your kids, investing in your family, donating even can make you happy. So I think that there are a lot of smart ways where money can lead to increase in happiness. I would dare to say that and I think there have been studies that might back that up.

Now let's go back to Jeff in diapers. Let's go back to as far as little Jeff, I like to ask my guest, what's your earliest money memory? What did you learn? And has it shaped the way that you think about money as an adult?

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JR: Unfortunately, I wasn't in diapers.

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FT: I suspected that wouldn't have been the earliest memory. Not many people can remember that stage.

[00:16:36]

JR: For me, the earliest money memory I had, and I was actually in college – it's funny it took that long I guess to have a lasting money memory impact, but I recall I was in my finance, 341 class and this is before I even understood the power of compounding interest and just investing over the long haul. I remember my [Finnish] professor ask this question, he asks the question in class, "How many of you expect to buy a brand new car every three to five years?" At the time I was fully convinced that I was going to get a corporate job and I was going to drive a BMW because that's what I wanted and because I was driving a '96 Grand Am four-door at the time. When I graduate college, I got a job, I was driving a BMW, you have no questions about it. I was one of the first one to shoot my hand up like, "Yes, that's me."

He said, “All right. For those of you that plan on driving a new car over three to five years, enjoy your car payment as when I take my family on a European vacation every three years.” Or every year, or something like that. That caught my attention. I was like, “Okay, where was he going with this?” He started just showing, “If you took that car payment and invested it, what that would grow to be?” It was a game-changer for me because once I graduated – my grandmother passed away, she had a 1998 Chevvy Lumina, which was even more of a grandma car than my Pontiac, she passed away and no one else in the family want it so I inherited it. I ended up taking my Pontiac Jam, selling that, using that to pay off some of my student loan debt, and I drove a 1998 Chevvy Lumina, champagne colored, four door with a cassette player for the first two or three years of my financial planning career. The reason I did is because it was paid off and everything that went on to car payment, I was able to use to invest in my 401(k) and my Roth IRA.

[00:18:38]

FT: Right on. How was that Chevvy Lumina? It was a smooth ride. Right?

[00:18:42]

JR: Not really, not at all.

[00:18:46]

FT: Trade-offs, Jeff.

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JR: Trade-off. But that was huge for me because if I'm not been in that class, if I would have inherited that car, would I would have done prior to that? I would have sold the Pontiac, I would have sold the Lumina and I would use that money towards a down payment on the BMW. I know myself, I know what I would have done, but instead I didn't and I had the freedom to invest more than I ever would have at a young age and that got me started off to where I'm at today.

[00:19:16]

FT: Fantastic story. Okay, not to be a Debbie Downer, but what was your biggest failure? You've shared a lot of nice successful stories for us. We'll talk about your So Mony-est moment, but what would you say is your So not Money-est moment? It doesn't actually have to be tragic, but just something like you're, “Oh man, what was I thinking?”

[00:19:37]

JR: I want to give you two options and you choose the one that you think you'd be most interested in hearing about.

[00:19:41]

FT: Okay.

[00:19:42]

JR: We have the $5,000 [pay stock tobacco] or the $8,000 business venture that end up losing more money later on.

[00:19:50]

FT: Oh my gosh, I don't know. Let's go for the big one, the $8,000 poor business investment. Is that the one?

[00:20:00]

JR: Yes, okay. I basically went truly independent, I used to work for a big brokerage firm and I left. and I went independent which allowed me to do a little bit more untraditional marketing especially with my blog and stuff which you're familiar with. I had came across this opportunity to represent offering solo 401(k)’s to other small business owners like myself. The investment was $8,000 to basically get the training, to go through it, to how I could be a representative of this company that offer their product and so, I had one of those sales calls that was massed as a strategy session and at the end of it, it was like, “Hey, typically this is $12,000, but if you act today, you can get it for $8,000.” I was sold. Like, “You know what, this is a lot of money for myself and without at least talking to my wife, let me get her thoughts on it.” She listened to me and she clearly understood my personality for me being what I call a “quick start.” But she gave me the thumbs up. She thought, “It sounds like it's good for your business. Go for it.”

With that, I also got my own solo 401(k) because I have my business, so I went to the training and then I recognize the training wasn't as easy and straightforward as they said it would be, and then you had to invest more money to actually getting the business set up – it just wasn't a plug and play system and I ended up not doing anything with it whatsoever. That was $8,000 basically down the drain and then as I mentioned, I ended up losing more money out of it because the 401(k) that they set up for me – I don't want to get too technical, but the plain documents were not set up correctly – and I found out two years later that I had to pay another 401(k) representative to basically go in and fix it, so I ended up losing more money out of the deal and the big takeaway that I learned was that every opportunity that comes across you is not something that you have to jump in head first. Take some time to think about it, truly think about what you're trying to accomplish with this and do something that you have to jump on right then and there. It might not be an opportunity worth something yet.

[00:22:21]

FT: Right. If they're pressuring you to take on this opportunity, they're feeding off of your adrenaline. I think that's a red flag. Is this someone you would want to punch in the face?

[00:22:36]

JR: This one I want to drop-kick.

[00:22:39]

FT: Man, I'm sorry that happened to you. This is what's scary about it. You're educated, you have street smarts and yet, this still happened. But I think you just cut your losses. I could say you could chalk this up to you that were lucky that you identified that this was going downhill quickly and rather than investing more, and more, and more, which is what they would have wanted you to do, you're like, "I got to go. I got to get out of here."

[00:23:09]

JR: Yes, and I think the other big takeaway for me is that whether it's an $8,000 business venture or a late credit card payment, or a balance check, there's all these little things. We're always going to come across diversity in our lives and that situation can either derail you or you can swallow your pride, suck it up and move on. I kind of lived that derailment but didn't. I kept pushing forward, kept pursuing, I found another opportunity that have paid back 10x that. It was tuition, it was a learning experience, I've learned a lot from it and I know from that experience, I know that I won't hopefully end up in that same situation again. My wife will love me, actually.

[00:23:52]

FT: Good wife, good wife.

All right, let's talk So Money moment. What's your number one ultimate So Money moment? You just killed it financially. You're a self-made millionaire, maybe it was when you made your first million. I don't know, just not to put words in your mouth, but I'd love to hear something along those lines.

[00:24:12]

JR: If I just won the lottery, do you mean?

[00:24:15]

FT: No. Did you win the lottery?

[00:24:18]

JR: No. You want a good moment now?

[00:24:21]

FT: Yes, right.

[00:24:21]

JR: Like good hopes and the positive?

[00:24:23]

FT: Right. A So Money moment.

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JR: Yes. I think for me, when I think about – obviously it wasn't the $8,000-business venture, but for me, whenever I left my old brokerage firm and went to basically start my own business, there was a lot of risk involved and that was the tough one. As I mentioned before, I was an adviser, I left, went to Iraq, came back and while I was gone, there was an adviser that he's the one that hired me, he's the one that took care of my clients while I was gone. He was a father figure to me. There is a point in time in the business where my old brokerage firm is bought out. It just wasn't what I signed on for. He [inaudible], he was not going anywhere, but I knew it was good for him because he'd been in the business for a lot longer than I have, but it really wasn't good for me so I had to make the tough choice to leave.

That was a very hard decision and not only that, he and a few other people I worked with that I truly value their opinion told me that I was "making the worst decision of my life."

[00:25:32]

FT: Oh man, stop the drama.

[00:25:36]

JR: But when you are in your early 20s, you're impressionable, that hurt. Those words hurt, but it also gave me the fuel to prove them wrong. A lot of times people, when you leave a big brokerage firm, you go independent, it's seen as you couldn't make it, or you couldn't hack it so you got to go over the independent side. Within two months of me leaving, I made more money that month than I ever had in the previous five years.

[00:26:10]

FT: Are you kidding?

[00:26:11]

JR: I'm not kidding. Our recruiter that said, "Specifically with a 90 days, you can tell if it's going to be a better fit." I could tell after the second month and that's when I knew. That's when I knew. Where I'm at now – if I would have stayed, I would never be more close to where I'm at today.

[00:26:33]

FT: I love that story. Get out of your comfort zone, embrace the negativity and turn it into something really positive and use it as fuel to get what you want. Oh my gosh, that's quite the turnaround. That's a dramatic turnaround. Good for you.

[00:26:49]

JR: It was fun. Still got me still thinking about it and re-hash a bit.

[00:26:53]

FT: What would you say as a financial adviser and as someone who obviously takes good care of his own family finances, what is your number one financial habit? Something that you do consciously and regularly to manage your money wisely?

[00:27:12]

JR: I think the most important thing – my wife, she is an online business owner, as you mentioned we have three boys, I've got my practice, I've got my blog, we're a pretty active household and the one thing that we do and recognize in a communication is key for any successful relationship, is we have what we call our monthly money chat. It's just a way to, "Hey, how are things going? How's our savings looking? How is our retirement looking out? We got this coming up, we're on vacation, do we have enough in our savings account?" Because we have multiple savings account for different buckets and all that stuff.

It's just to say, "Hey how are we doing? Is everything looking good? Are we spending a little bit more than we should? Do we need to cut back here?" And it's just something that we would recognize that we need to do that on a regular basis. Weekly for us, it probably just wouldn't happen. We just have a monthly money chat and it's something like we don't put on the calendar or anything, it just happened, but we'll probably just spend 30-45 minutes just kind of looking over the bank accounts, investment accounts and making sure that everything is where it needs to be.

[00:28:22]

FT: You have three kids, so what would you say is the biggest expense that you have that relates to parenting? I got a 13-month-old so I'm not where you are, but I'm curious like what's my future?

[00:28:37]

JR: Yes. In the beginning it wasn't that bad just because obviously you got diapers, formula and all that stuff. What I'm seeing now is always travel. It's like we go on vacation. Like you're taking three boys to the movie for example.

[00:28:53]

FT: Yes, of course.

[00:28:54]

JR: When you think about popcorn, and candy, and bottle of water that's like $4 because they will only give you big tea cups.

[00:29:02]

FT: You can't bring your own food and drinks.

[00:29:04]

JR: Yes. You can maybe smuggle it in, not really working for a dad but mom's got a big purse, “Load it up.”

[00:29:11]

FT: “Sir, can you please unload your pockets?”

[00:29:13]

JR: Yes. So I think it's that. I just took my boys, wished and get in there, but we were on Atlanta this past weekend, I was trying to take them to the aquarium and it was like $40 per kid to get into the aquarium. Yes and we haven't got in the door yet. Somebody will get in the door and then they're probably going to want a snack, or drink, or then stuffed whale or who knows what?

[00:29:41]

FT: The whale show, yes. That's and extra $16.

[00:29:44]

JR: Yes, those are the biggest expense that we see. It's just the eating out, or just traveling, or something. Just eat and that just adds up pretty quick.

[00:29:55]

FT: Yes and I bet now at the summer time, there's a lot of down time so you got to fill up that down time. Things cost money and just sort of separate bank account just for that, I think.

Now we could talk about what you would do with a million dollars. This is our So Money fill in the blanks and I start off a sentence and you finish it. Are you ready?

[00:30:21]

JR: I'm ready.

[00:30:23]

FT: Okay. So if I won the lottery tomorrow, let's say $100,000,000 gets dropped off on your front door, the first thing I would do is ____.

[00:30:31]

JR: Tithes. I'll give $10,000,000 away immediately.

[00:30:34]

FT: All right. Who do you give back, to your church?

[00:30:37]

JR: I would.

[00:30:39]

FT: Yes. The one thing that I spend on that makes my life easier or better is ____.

[00:30:46]

JR: My strategic coaching program.

[00:30:50]

FT: Your particular program or are you a member of a program?

[00:30:53]

JR: I'm a member of the strategic coaching program.

[00:30:57]

FT: Tell us a little bit about that. Is it mostly business coaching? Is it life coaching?

[00:31:02]

JR: Yes, I guess it's geared towards entrepreneurs and it's something that I just wrapped up my fourth year and prior to that, I wasn't really familiar with coaching at all. I thought it was like funny, like, “Oh, you have a coach? What do you need a coach for?”

[00:31:18]

FT: Right. “Talking about your feelings?”

[00:31:20]

JR: Yes, right. “Tell me how you feel.” And I was at a point in my business where I was successful, but I didn't know where I was working towards. I just felt kind of lost a little bit and I just felt I need something and through a random recommendation, through somebody I met online, they referred me to this program and I've been in it for four years now and it's been one of the best business investments I've ever done.

[00:31:44]

FT: What has been the one thing you learned from this that you wouldn't have figured out on your own?

[00:31:49]

JR: I think one part, the big thing, there's revenues, there's all these other factors, but the one thing they ask us in the first session was, “How many free days have you taken in the past year?” A free day is to find in their language as a 24-hour period where you do nothing work-related. No email, no reading of any financial journals, or anything. Nothing work-related. For me, the financial planning practice, that's easy for me to shut that off on the weekend. I don't meet my client to the weekend. But with my blog to which we know is open 24/7, I worked on that every single day even for just 20-30 minutes, I was working on it.

So when they ask me the question, how many free days have I taken, the answer was zero. I haven't taken a free day and I don't know how long. So now, I'm much more intentional about unplugging on the weekend or purposely taking days off on occasion during the week, let's say on Wednesday or Thursday like, “Hey, family. We're going to go to the zoo.” I'm going to disconnect my email and tell my assistant, “Hey, you text me if it's an emergency, but if not, I'm not here.” That has been a game-changer for me.

[00:33:00]

FT: And it has helped you with your business as it turns out. Right? Because you're able to free your mind and be exposed to experiences, appreciate other things other than just what's in front of you and work, work, work.

[00:33:16]

JR: Even when you unplug, other ideas and things come to you because when you're stuck in it all day everyday, like you don't allow your creative brain to do what it can do. So when you unplug, it's just amazing what things come to mind. Yes, not only have I taken more time off I ever have, my revenue has almost tripled since I've been up in the program and it's not stopping there.

[00:33:41]

FT: And your kids must love the extra dad time. That's always a plus.

[00:33:45]

JR: Yes, absolutely.

[00:33:46]

FT: All right. Your biggest guilty pleasure? Biggest guilty pleasure that I spend a lot of money on, but it's my guilty pleasure and I wouldn't have it any other way.

[00:33:58]

JR: I don't know if I could even admit it out loud.

[00:34:01]

FT: And you definitely have to tell me what this is.

[00:34:04]

JR: Yes. For me it's probably shoes.

[00:34:07]

FT: Seriously?

[00:34:09]

JR: Yes. I'm a shoe junkie.

[00:34:11]

FT: You're write about that. It's always like a female thing. Women always get a lot of blame for being shoe-obsessed, but perhaps there are more men out there who share our appreciation.

[00:34:22]

JR: Yes. I love shoes.

[00:34:23]

FT: What kind of shoes? Sneakers?

[00:34:26]

JR: For example I think I have seven or eight pair of Nike Free. I just really like Nike Free. Every color for every season and I like a lot of casual shoes. I don't have a lot of dress shoes. I have maybe four or five pair of dress shoes. I don't know if that's a lot or I made a lot. I don't know.

[00:34:42]

FT: So is it hard to tell your sons, “No, we can't get you this new pair of sneakers.”

[00:34:47]

JR: That is a struggle like you don't even know. Not to go too off topic, but I was six-years-old before I got my first pair of Nike and they're Air Jordan's. I'm at sixth grade.

[00:35:02]

FT: Oh, sixth? That's pretty good.

[00:35:05]

JR: Yes, it was pretty good. I was in sixth grade before I got my first pair of Nike shoes. Before that, we always went to Payless. Now, my 4-year-old has had a pair of Under Armour or Nike shoes and he was like three and my eight-year-old. He knows his Under Armour. That's going to be the struggle for me as they get older, is making them appreciate what they have. "Daddy can go buy this because I work my butt off." That's something in my life that we keep talking about. They will work. They will have a job when everything is yielding up. They're going to [inaudible] and get more stuff till they get older. Yes, something I would work to as a parent.

[00:35:45]

FT: Now that explains why you are binging on sneakers as an adult.

[00:35:49]

JR: That's right.

[00:35:51]

FT: One thing I wish I had known about money growing up is ____.

[00:35:56]

JR: Definitely the power of compounding interest. I was very fortunate to start in my early 20s, but man, I was working till when I was 16, so I could have started in theory investing when I was still in high school and if I would have known the more of how powerful that growth could have been.

[00:36:14]

FT: When I donate money, I like to give to ____ because ____.

[00:36:19]

JR: We just give to our church. Just because the church has been very good to us, my wife and I, our marriage has grown so much the more that we've invested time into the church. So that's definitely where we'd go.

[00:36:32]

FT: And last but not least, I'm Jeff Rose and I'm So Money because ____.

[00:36:38]

JR: When I read this I was like, "How do I answer this?" I read this and I keep thinking one of my favorite movies is Swingers with Vince Vaugn and Jon Favreau like, "I'm so money, baby. You're so money you don't even know it." I guess I'm So Money because I know my finances. I know what's going on, I know roughly what my credit score is, I know how much I have my savings, I know how much my investments are. We talk about complacency earlier where a lot of times people have no clue what they're doing with their money at all. I'm So Money because I know what's going on with my financial situation.

[00:37:14]

FT: Well, I would agree with that. Thank you so much, Jeff Rose for joining us. Everyone, check out Jeff Rose, Goodfinancialsense.com and a million other platforms and we look forward to following your career and seeing it flourish even more. Thanks so much.

[00:37:28]

JR: Thank you.

[00:37:33]

FT: That's a warp. If you'd like to learn more about Jeff Rose, his website is Goodfinancialsense.com and he's on Twitter at @Jeffrose.

We've got all this information at Somoneypodcast.com where you can also get the transcript and comments from this episode and all previous episodes, and there you can also click on “Ask Farnoosh” and ask me a question. Every Saturday and Sunday, I turn the tables and make the show all about your questions. So if you've got something on your mind about money or work, parenting, life, anything, shoot it my way and I will try to give it my best answer over the weekend.

If you'd like to connect with me one-on-one for a 15-minute voice to voice session, leave a review on iTunes because every Saturday at the top of the show, I select one new reviewer to receive a free 15-minute money session with me. This is something that you are curious about and would like, please leave a review. It would mean the world to me to have your review and I would like to pay you back somehow some way, hopefully by connecting with you on Skype and having a little chit-chat, little coffee time with you about money. Thanks for tuning in everyone. Hope to see you right back here tomorrow and in the mean time, I hope your day is So Money.

[END]