# SOLOMON GLOBAL®

Setting the Gold Standard



Specialists in the supply of LBMA-approved gold and silver bars and coins.



















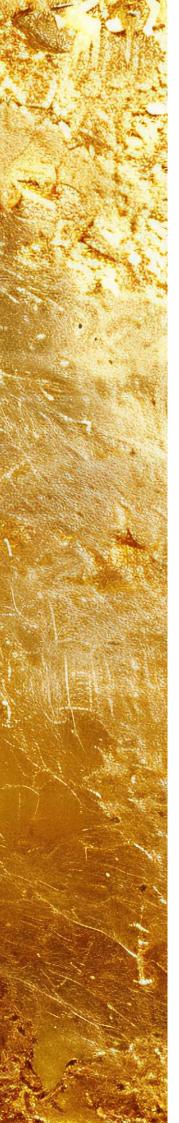












#### INTRODUCTION

## A Message From The Managing Director

Welcome to Solomon Global's Guide to Gold Investment,

During 30 years as a Financial Adviser I have always followed gold's performance, and have seen first-hand how it can help preserve wealth and provide consistent growth to a well-balanced investment portfolio.

Now as Managing Director of Solomon Global, I am delighted to introduce you to the world of gold investment. Within the pages of this brochure, you will find a wealth of knowledge curated to help you understand **Why Gold** can help preserve and enhance your financial success, **Why Now** is such an exciting time for all of us in the industry, and **Why Solomon Global** is well positioned to assist you with your gold investment journey.

Our aim is to explain the intricacies of the gold market in simple terms, presenting you with clear insights into its timeless value. We will explore the critical role gold plays in a diversified portfolio, its performance during economic shifts, and its potential for future growth. By the end you will have a roadmap to informed investment decisions that will stand the test of time.

Warm regards,

**Paul Williams** 

Managing Director, Solomon Global



## What To Expect

#### > WHY GOLD...

Discover why gold has been a trusted asset through centuries and how it holds its value in today's economy.

#### > WHY NOW...

Learn how gold can balance and diversify your investment portfolio, providing stability against market volatility.

Gain insights into market trends and expert forecasts, providing you with the knowledge to capitalise on gold's growth trajectory.

#### > WHY SOLOMON GLOBAL...

See how Solomon Global's services can guide you through the nuances of gold investment, tailored to your financial needs.

We hope that the insights in this brochure help guide you to towards a secure financial future with gold as your foundation.

#### WHY GOLD...

## Gold: A Timeless Anchor For Wealth

#### THE BEDROCK OF ECONOMIC STABILITY

For millennia, gold has been the cornerstone of wealth – a universal symbol of affluence and the benchmark for global trade. Its lasting appeal is not merely aesthetic but deeply rooted in its proven stability over centuries. In our modern financial ecosystem, gold's resilience becomes even more critical. It serves as a safeguard against the volatility and unpredictability of global markets, protecting investments from the erosive effects of inflation and policy shifts that can devalue paper currencies and digital assets. As newer financial instruments and currencies emerge and sometimes falter, gold's enduring value offers a reliable investment, making it an essential asset for investors aiming to maintain value in the face of global economic fluctuations.

#### **COUNTERING ECONOMIC TURBULENCE**

Gold's value becomes particularly evident during periods of economic instability. As interest rates fluctuate unpredictably and fiat currencies risk devaluation under economic strains, gold consistently proves its worth as a dependable reserve of purchasing power. This resilience is crucial, not only as a hedge against inflation and currency devaluation but also as a solid option for preserving wealth. In times when traditional financial instruments may weaken due to economic shocks or policy uncertainty, gold stands as a reliable safeguard, ensuring the maintenance and protection of investor wealth.

#### **RELIABLE GROWTH OVER TIME**

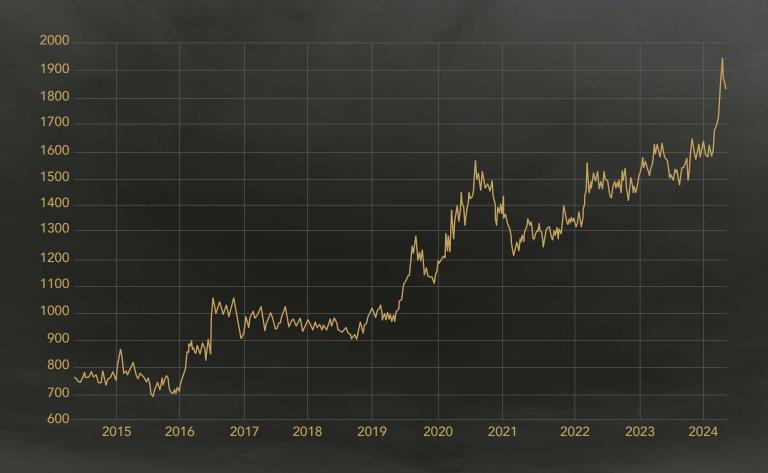
Charting the course of gold's valuation over time reveals a remarkable consistency — unlike the boom-and-bust cycles typical of other investment vehicles, gold's price has risen steadily. This steady appreciation is not punctuated by the peaks typical of bubble markets; rather, it has shown a remarkable ability to sustain its growth trajectory, underpinning its role as a foundation for building and preserving wealth in the long term. The recent surge to record highs in early 2024 further cements its reputation as a dependable asset, enhancing its appeal to investors.

#### FINITE SUPPLY, INFINITE POTENTIAL

Gold's intrinsic value is deeply rooted in its rarity, which becomes even more pronounced as mining yields decrease over time. This scarcity triggers the basic economic principle of increased value with reduced availability. Beyond just being rare, gold's utility spans across various high-demand sectors. It's essential in technology for its superior conductivity, sought after in the jewellery industry for its enduring allure, and relied upon as a foundational asset in finance. These multifaceted uses ensure that the demand for gold remains diverse and robust, continuously feeding its lasting appeal and investment worth.



#### 10 YEAR GOLD PRICE IN GBP/OZ



## VISUALISING GROWTH: THE 10-YEAR GOLD PRICE CHART

The 10-year gold price chart tells a story of resilience and reliability. The upward trend across decades stands as a testament to gold's unflagging value, providing a historical precedent that supports bullish sentiments about its future performance.

#### THE FUTURE CAST IN GOLD

As we look to the future, gold presents not just a legacy of the past but a blueprint for future wealth. The metal's historical trend of value appreciation, its undiminished demand despite finite supply, and its timeless allure all combine to reinforce its position as a prudent choice for those looking to secure and grow their wealth.



## Safeguard Your Wealth: Gold Coins And Collectibles

#### THE SPECTRUM OF GOLD INVESTMENTS

Investing in gold presents a variety of options, each catering to different preferences and objectives, making it a versatile choice for investors from all walks of life. This diversity allows for strategic asset allocation tailored specifically to an individual's risk tolerance, financial goals, and personal preferences.

#### > PHYSICAL GOLD: TANGIBILITY & TRADITION

Physical gold, such as coins and bars, appeals to those who value tangible assets. Holding physical gold provides a sense of security and permanence that other investments cannot match. It can be stored in a safe deposit box, held in a personal safe, or even kept as part of a home display. Beyond its aesthetic and intrinsic value, physical gold can be liquidated or traded almost anywhere in the world, making it a highly liquid and globally recognised asset.



### > GOLD COINS AND COLLECTIBLES: BEAUTY & LEGACY

Gold coins and collectibles offer an aesthetic value beyond simple metal content. These items often carry historical significance, making them highly desirable to collectors and investors alike. Limited edition coins, commemorative issues, and unique artifacts are especially sought after, both as investments and collectibles. Their value is bolstered by their scarcity and the demand within the collectors' market, which can lead to significant appreciation over time. Additionally, graded gold coins are particularly appealing to investors for their potential tax benefits and robust presence in the collectors' market, enhancing their allure as an investment choice.

### > GOLD BARS: INVESTMENT SCALE & STORAGE EFFICIENCY

Gold bars are typically favoured by serious investors looking to secure larger amounts of gold. Available in various sizes, bars allow for considerable investment in a relatively compact form, making storage and management straightforward. Because bars generally carry lower premiums than coins, they are an economical way to purchase gold in bulk. It should though be noted, that Capital Gains Tax does apply.



#### WHY NOW...

## Diversify And Protect: The Golden Strategy

#### **EMBRACING DIVERSIFICATION**

Diversification is much more than an investment strategy; it is essential for ensuring financial resilience. This approach involves crafting a robust portfolio capable of withstanding various economic conditions by spreading investments across multiple asset types. Gold plays a crucial role in this strategy due to its unique attributes. It acts as a counterbalance within a diversified portfolio, offering stability that can mitigate the volatility often associated with equities and bonds. Its enduring value and low correlation with other financial assets make it an indispensable component in strengthening and safeguarding investment portfolios.

#### THE STABILISING FORCE OF GOLD

Gold's value becomes most apparent in times of financial turmoil, serving as a reliable anchor when other assets are losing ground. Its resilience during periods of economic downturns, hyperinflation, and currency devaluation is unmatched. More than just a commodity, gold functions as a time-honoured currency, providing a crucial hedge against systemic financial risks. This protective attribute of gold makes it an indispensable asset in any well-rounded investment portfolio, offering a safeguard that helps stabilise and preserve wealth even when the broader financial landscape is unstable.



#### **GOLD IN THE CONTEMPORARY GEOPOLITICAL ARENA**

In today's globalised economy, geopolitical tensions can dramatically influence financial markets, often triggering swift and unpredictable reactions. In times of global unrest, gold's appeal as a protective asset is magnified, drawing investors who are looking to mitigate risk in their investment strategies. As a recognised safe haven asset, gold provides a buffer against geopolitical instability that might destabilise other asset classes. When political events lead to uncertainty, investors often seek out gold not only for its enduring value but also for its ability to maintain stability amidst market turbulence.

#### TWO RECENT EXAMPLES OF GOLD'S RESILIENCE

### 1. RUSSIAN INVASION OF UKRAINE, FEBRUARY 2022:

- > At the beginning of 2022, the price of gold was around £1335.47 per ounce.
- > During the year, as the conflict in Ukraine escalated, gold prices saw an increase, peaking at £1553.17 per ounce.

### 2. HAMAS-LED ATTACK ON ISRAEL, OCTOBER 2023:

- > Gold opened the year 2023 at £1535.55 per ounce.
- > Over the year, as tensions and conflicts persisted globally, including the situation in Israel, the price climbed, reaching a high of £,1642.00 per ounce.
- > The year closed at £1631.53 per ounce, representing an increase of 13.08% compared to the beginning of the year.

#### HISTORICAL PRECEDENCE AND CURRENT RELEVANCE

Looking back through economic history, gold's performance shows remarkable consistency. Its value has remained consistent through varied economic challenges, such as the inflation spikes of the 1970s, the dot-com bubble burst, and the 2008 financial crisis. In each of these periods, gold has proven to be a reliable asset, often appreciating in value when other investments face steep drawdowns. This uncorrelation with equities and currencies makes gold a crucial asset for capital preservation and offers the potential for appreciation in times of economic downturn. Gold, therefore, is not just a commodity; it is a strategic asset. Its inclusion in a portfolio is a prudent investment choice and an acknowledgment of the unpredictable nature of global markets. Solomon Global recognises the timeless value of gold, ensuring that our clients are well-positioned to protect and grow their wealth, no matter what the economic tide may bring.

## The Rising Tide: Forecasting The Future Of Gold Investments



#### **NAVIGATING BULLISH CURRENTS**

Within the shifting landscape of the global economy, Solomon Global identifies and capitalises on strong market trends that underscore the strategic value of gold investments. With persistent concerns like inflation and currency devaluation dominating financial headlines, gold is increasingly recognised not only as a safe haven but as a vibrant asset driving both stability and growth. The rising demand from central banks and institutional investors for gold is a testament to its enduring allure and signals a promising path for robust investment returns.

## EXPERT PREDICTIONS ON GOLD'S UPWARDS TRAJECTORY

The optimism surrounding gold investment is echoed by top financial analysts from major financial institutions. These experts anchor their positive outlook in solid economic rationale, projecting significant growth for gold driven by increasing investor interest and a market shift towards tangible assets.

#### WHAT THE EXPERTS PREDICT:

"We are confident in saying that central bank gold demand will be strong over the next few years.

Central banks' views that the future role of the US dollar will be diminished in the years to come will be a big driver of gold demand in the future. Some 62% of the monetary institutions are saying that the yellow metal will have a greater share of total reserves compared to just 46% last year."

- BART MELEK, TD SECURITIES, OURGOLDGUY.COM (PUBLISHED 16 OCTOBER, 2023) "The likelihood of the Fed steering the US economy to a safe landing with interest rates above five percent is by no means certain. And a global recession is still on the cards. This should encourage many investors to hold effective hedges, such as gold, in their portfolios."

- THE WORLD GOLD COUNCIL, GOLD OUTLOOK 2024 (PUBLISHED 7 DECEMBER, 2023)

"Gold is in hot demand as an investment, a status symbol, and a key component in many electronic products. But it's also a finite resource, and there will eventually come a stage when there is none left to be mined"

- BBC

"Dedollarization is the process of reducing dependence on the US dollar as the global reserve currency and medium of exchange for international trade and investment. One consequence of divestment is increased demand for gold as an alternative store of value and as a hedge against inflation and currency risk."

 AJAY KEDIA, KEDIA ADVISORY, LIVEMINT.COM (PUBLISHED 30 NOVEMBER, 2023)

## CENTRAL BANKS GROWING THEIR STAKE IN GOLD

In 2023, a significant percentage of central banks reported plans to increase their gold reserves, reflecting a strategic shift towards this asset class in light of its reliability and the economic uncertainties affecting global markets. Central banks view gold as a crucial part of their reserves due to its safety, liquidity, and return characteristics. This trend is underscored by historical high levels of buying and the fact that central banks continue to view gold favourably, with many planning to further increase their holdings in the near future (World Gold Council).

The People's Bank of China, for example, has been actively increasing its gold reserves, adding substantial quantities throughout the year, highlighting a robust demand at the national policy level. Similarly, other nations like Poland and Turkey have also been notable for their significant gold purchases, pointing to a broad-based affirmation of gold's value across diverse economic landscapes (World Gold Council).

These actions by central banks around the world not only illustrate a clear trust in gold as a protective asset amidst global financial instability but also suggest a continued bullish outlook for gold in the international banking sector (SPDR Exchange Traded Funds (ETFs) | SSGA).

#### THE DATA BEHIND THE FORECASTS

We're not just relying on forecasts; our optimism about gold is deeply rooted in hard data. An observable increase in central bank gold reserves underscores global confidence in gold as a secure asset. Additionally, the consistent upward trajectory in gold's market value, coupled with increasing demand from various industries paints a compelling picture of gold's future. These statistical trends provide a strong foundation for the argument that gold is an essential component of any diversified investment portfolio, poised for continued appreciation.



#### WHY SOLOMON GLOBAL...

## Create Your Golden Legacy

## YOUR PARTNER IN NAVIGATING GOLD INVESTMENT

At Solomon Global, our leadership in gold investment is grounded in a deep understanding of the market and a commitment to providing a service unique to your needs. We recognise that each investor has different investment goals and levels of risk tolerance, and we equip you with the insights necessary to make informed decisions, ensuring your investment aligns with your financial expectations and market opportunities.

## A PORTFOLIO AS DIVERSE AS YOUR NEEDS

Solomon Global offers an extensive selection of gold investment options, from classic coins and bars to unique market opportunities. Our goal is to provide you with a diverse portfolio that not only meets your financial needs but also enhances your wealth security and growth potential.

We streamline the process of entering the gold investment market. From the first consultation through the entire portfolio implementation phase, our team guides you through each step, ensuring a seamless transition into gold investment.

#### **SOLOMON GLOBAL ONLINE**

Our e-commerce platform brings convenience to your investment activities, allowing you to invest anytime, anywhere. Supported by our excellent (5.0) Feefo rating, this digital platform ensures you have everything you need to make informed decisions right at your fingertips.

Choosing Solomon Global means opting for a partner who understands the nuances of gold investment and offers tailored strategies designed to protect and grow your wealth. With our expertise, commitment, and comprehensive services, you are well-placed to achieve your investment goals and create a lasting financial legacy.

Start your journey with us today and build a personalised gold portfolio.



## 3 Simple Steps to Getting Started



#### **CONSULTATION**

#### Addressing any questions or queries you may have.

Speak to a dedicated Gold specialist to address any questions or queries, indicate the product or your interest, or work to find the product best suited to your needs. Our dedicated specialists will work with you to identify which products are available to you and will benefit you the most.



#### **PURCHASE & PAYMENT**

#### Placing your order and confirming your purchase

Once you've selected your product of choice, you will be requested to confirm your order. There is no minimum or maximum order on gold and silver. "To finalise your order, you must then make a payment via bank transfer, debit or credit card."



#### **RECEIVING YOUR GOLD**

#### Opt for insured & tracked delivery or secure vault storage

Choose to have your gold delivered to you directly with our complimentary insured, tracked and signed-for delivery service.

Alternatively, if you prefer, you can choose to have your gold safely stored in a recommended fully-insured vault, complimentary for the first 3 months.



## Always Happy & Able To Buy Back...

As and when you decide to liquidate your investment, we will be glad to buy back your bullion bars and coins at highly competitive prices.

#### **SIMPLY FOLLOW THESE STEPS:**

- > CONTACT YOUR CONSULTANT
- > RECEIVE AN ESTIMATE
- > AGREE YOUR FIXED PRICE
- > SEND GOLD TO US
- > RECEIVE FUNDS

## Enjoy access to investment-grade stock at competitive rates

We exclusively stock investment-grade bullion of the highest quality, at or above 90% purity, thereby exempt from VAT in the UK.

All our bullion is stamped with the weight, purity and refiner, including 24ct gold bars, which are additionally supplied with a certification of authentication.

Our wide range of gold coins are available for low premiums above the global spot price, and include rare numismatic coins as well as British legal tender coins that are exempt from both VAT and CGT. This affords investors the rare opportunity for unlimited tax-free profit on their investments.

We provide unrivalled access to limited edition gold coins.





### **Bullion Gold Bars**

## SUITABLE FOR INVESTORS LOOKING TO PURCHASE LARGE AMOUNTS OF GOLD

In today's diverse bullion market, buying gold bullion bars offers an economical way of owning gold. In fact, gold bullion bars are a cost-effective way for investors to diversify their investment portfolio due to the often lower manufacturer's premium.

Our gold bars guarantee quality and reliability. Available to buy in a variety of weights, from 1g – 1Kg they come protected in serialised security packaging printed with a unique serial number matching the number imprinted in the gold bar to act as a certificate. Our gold bar prices are competitive and based on the live market rate.



## WHAT ARE THE ADVANTAGES OF INVESTING IN GOLD BARS?

- > Low premiums
- > VAT free
- > Easy to store
- > Flexibility to sell
- > Universally recognised

#### **CGT**

> Gold bars or "Ingots" are produced by private mints. They do not qualify as legal tender and are thus subject to CGT.

\*Only British Legal Tender (BLT) coins are exempt from CGT

## AVERAGE RETURN FOR BULLION GOLD BARS

> Average Growth Per Annum: 8% - 10%



## **Bullion Gold Coins**

## IDEAL FOR INVESTORS WHO ANTICIPATE SELLING PART OF OR THEIR ENTIRE PORTFOLIO IN THE SHORT TO MEDIUM TERM

Historically viewed as a one of the steadiest investment materials on the market, with a proven record of retaining its value over time, gold has been a trusted store of wealth for millennia.

What's more, owning gold in the form of precious gold bullion coins often brings additional value, since coins are dated and limited in mintage each year, which adds to collectability. Whilst investors pay a premium above the spot price, coins offer an opportunity for growth, both in terms of the price of the gold and the premium.

## WHAT ARE THE ADVANTAGES OF INVESTING IN BULLION COINS?

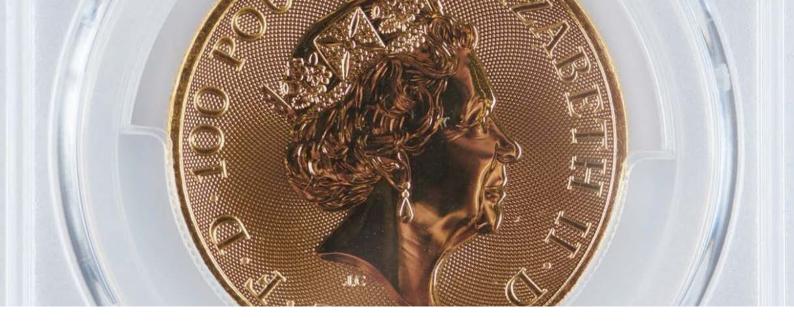
- > VAT free
- > British Legal Tender coins are capital gains tax-free
- > Liquidity; more flexibility when you sell
- > Easy to store
- > Highly collectable

#### **CGT EXEMPTION**

> All the gold coins we offer are produced by a sovereign government's mint, carrying the status of legal tender. As a result, gold coins are exempt from both VAT & CGT.

## AVERAGE RETURN FOR BULLION GOLD COINS

> Average Growth Per Annum: 10% - 12%



## **Graded Gold Coins**

## IDEAL FOR INVESTORS LOOKING FOR HIGHER QUALITY, COLLECTABILITY AND LIQUIDITY THAN UNGRADED COINS

Graded coins are coveted for their accuracy, consistency and integrity of certification, and almost always increase in value. They have also been shown to be less susceptible to market volatility. Graded coins are certified by a professional grading company and assigned a grade between 1-70, 70 being mint-state perfect with no microscopic flaws.

## WHAT ARE THE ADVANTAGES OF INVESTING IN GRADED GOLD COINS?

- > Graded coins almost always increase in value more than loose coins or bars
- > Guarantee of authenticity and condition
- > Gold coins are VAT free
- > Graded coins have been shown to be less susceptible to market volatility
- > Higher resale price than loose coins
- > More collectable than loose coins and bars
- > Easy to store and stack
- > Series demand and scarcity positively influence the price for collectors who pay premiums

#### **CGT EXEMPTION**

Sold coins that are produced by the British Royal Mint are free from Capital Gains Tax, as the coins are classified as British legal tender. They are also free from VAT and are therefore very attractive to collectors appreciating tax efficiency and simplicity.

## AVERAGE RETURN FOR GRADED GOLD COINS

> Average Growth Per Annum: 18% - 22%



WHETHER YOU'RE LOOKING TO BUY GOLD BULLION COINS OR BARS ONLINE, ABROAD, OR IN THE UK OUR DEDICATED GOLD SPECIALISTS ARE GLAD TO CUSTOMIZE A STRATEGY THAT SUITS YOUR INDIVIDUAL PORTFOLIO AND UNIQUE PREFERENCES.

#### **SHOULD I BUY GOLD COINS OR BARS?**

There are certain established advantages of coins vs. bars, and vice versa. Whilst the significantly larger size of Gold Bullion bars makes them a superior choice for holding large quantities of gold, Gold Bullion coins remain by far a more popular option for individual investors.

Not only does the small size of coins allow for greater flexibility in terms of acquisition, holding coins also makes it far easier to liquidate your investment. On the other hand, while bars can be purchased at a lower premium than coins, they often also have lower selling premiums, which can significantly cut into your profit margin, as and when you choose to liquidate your investment. Furthermore, unlike gold bars, the price of gold coins is impacted in part by considerations of collectability and as a result, coins offer investors the opportunity for returns on two fronts. Gold coins designated as legal tender also carry the additional tax benefit of being exempt from CGT.

#### ARE BULLION PRODUCTS VAT-FREE?

Since 1st January 2000, all investment grade gold is VAT exempt across the EU, as per notice 201/21a, the full details of which are available on HMRC's website. Certain Gold Bullion and numismatic coins are also exempt from CGT.

## DO YOU SELL INVESTMENT-GRADE GOLD?

Yes. We offer a wide range of investment-grade Gold bullion coins and bars at highly competitive prices. Our rates are regularly adjusted against other leading dealers, delivering on our promise to consistently offer the best Gold Bullion rates in the UK market.

## WHY SHOULD I INVEST IN PRECIOUS METALS?

A look at the history of gold offers a couple of clear and consistent lessons: the price of gold begins to soar in times of economic distress and political unrest. Which ,at the time of writing, we are currently in. Therefore, objectively, right now would be quite a good time to buy gold. At Solomon Global, however, we understand that investing is subjective. So, we believe the best time to invest is when the time feels right for you. If you feel that could be now, our dedicated specialists are available to offer advice, answer any questions, or help select the product best suited to your preferences.

#### WHAT IS GOLD BULLION?

Gold Bullion is a highly pure form of investment gradegold, with a typical fineness of 999 or 99.9%. Gold Bullion is available as both bars and coins. Gold Bullion is traded close to the spot-prices of gold, and derives its value from the price of the metal itself (as opposed to any historical or aesthetic considerations, as is the case with collectable numismatic and semi-numismatic coins).

## Proud of our Excellence in Customer Service

Regardless of how much you're looking to invest, Solomon Global offers a uniquely consultative approach to purchasing and selling physical gold and silver.

As specialists in the supply of LBMA approved Gold and Silver bars and coins, we pride ourselves on our simple and tailored strategy, working with beginners and experienced investors alike.

Our highly experienced team is on hand to assist with enquiries and use their broad and extensive knowledge to deliver practical and tax-efficient solutions for all our clients.

## But Why Take our Word for it?



We're very proud to have scored a Feefo rating of 5/5.

Feefo isn't your average reviews platform. It believes in giving consumers the chance to share honest feedback and play a part in giving businesses the insight they need to create exceptional customer experiences.

Feefo ensure all the reviews they collect are the real opinions of real people.



#### "BUY WITH CONFIDENCE"

'I have been investing with Kane for just over 12 months.

I have great confidence in his products and the advice he has given me during the last year. The service provided is second to none, and he has also taught me a thing or two about the world of Gold and Silver which I knew nothing about previously. Would definitely recommend this company...'

**TRUSTED CUSTOMER - THURSDAY 2 MAY 2024** 



#### "FIRST CLASS SERVICE"

'I was led through every step of the way and Matt Jones explained everything in terms I could understand.

I had no worries about any scam, from payment to receiving my coins, all phone calls were first class, everything he said he would do Matt did, very happy to keep buying more from him.'

**CHRIS - 9 MARCH 2024** 



#### "FRIENDLY TEAM THAT CARE"

'I have been dealing with Kane and Scott personally for three years. They are passionate about gold and have a really great understanding of the latest developments and have great recommendations to help you decide if investing is the right move for you.'

**LIAM - 30 APRIL 2024** 



#### "HIGHLY RECOMMEND"

'Service perfect from start to finish. Dealt with Adam who was very friendly and efficient and I look forward to future dealings.'

**TRUSTED CUSTOMER - 12 JAN 2024** 



Setting the Gold Standard

## Get In Touch With Us Today

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Email: info@solomon-global.com

#### Solomon Global Limited.

14A Cromwell Road, London, SW7 4AG. Registered company in England & Wales; Company Number: 12997935

At Solomon Global, we are committed to upholding the highest standards of excellence and integrity in every aspect of our service. Our dedication to setting the gold standard in investment strategy ensures that our clients receive unparalleled expertise, comprehensive guidance, and tailored solutions that stand the test of time. We are devoted to helping you safeguard and grow your wealth through strategic gold investments, crafted with precision to meet your unique financial goals. Trust Solomon Global to guide you on your path to financial success, today and for future generations.