PSA: The Importance of setting strong financial goals

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There’s a quote about the importance of setting goals: “*If you don’t know where you’re going, any path will take you there.”*

This holds true for things that are important to you *financially* as well. To set your financial goals, think about your priorities. Outline them as either “must-haves” — such as a comfortable retirement — or “wish list” — perhaps a vacation or entertainment.

You'll want your goals to be specific. Assign estimated dates and costs to each one so you can plan how much to save and how much time you have before you need the money.

Next, hold yourself accountable to stay on track.That involves actively tracking your progress, maintaining your focus and using these three time-tested strategies — diversify, own quality investments and keep a realistic perspective. A financial advisor can help with this.

Finally, enjoy that sense of accomplishment when you reach your goals, seeing your efforts literally pay off.

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