

Seniors should focus on protecting assets

BY ANDREA BOGOS
Staff Writer

AKRON—Senior citizens should take steps to protect the money they have earned to ensure a secure and enjoyable retirement, according to a local certified senior advisor.

Lee Hyder is the author of “Estate Planning for Everyone” and is a frequent speaker on the financial issues seniors face in retirement. He has served more than 10,000 clients—all senior citizens—since establishing Akron-based Lee Hyder & Associates in 1992.

He said most seniors can no longer afford the risk involved in aggressively pursuing wealth accumulation in the stock market. Instead, they need to preserve their financial assets so that they have a dependable revenue stream for everyday expenses and a nest egg for emergencies.

But Hyder has found that many people aren't accustomed to talking about their retirement finances.

“Perhaps the greatest threat to your financial well-being is lack of information,” Hyder said. “That’s why certified senior advisors spend so much of their time explaining what is involved in building a solid plan for retirement.



No one makes a mistake on purpose and no one plans to lose any money in any investment. Everyone can benefit from getting a second opinion.”

Hyder’s grandmother lived with his family when he was growing up, so he learned firsthand that money can be a very emotional topic for seniors because of all the time and effort they have invested in building up their savings.

That’s why it’s important to speak with a financial advisor who makes you feel comfortable.

M. A. Mitchell of Copley, Ohio agrees.

“Lee made me more money than I could believe when all of my friends were losing half of theirs,” Mitchell said. “In a time when it’s tough to find

something or someone to believe in, I know I can believe and trust Lee to look out for my best interest.”

In addition to his personalized service, Hyder puts his clients at ease by meeting with them in the comfort of their own homes.

“We are in the business of helping seniors protect and preserve what they have accumulated, develop better ways of passing their estates more efficiently to their heirs, reducing income tax and developing safe money strategies.”

If you are interested in a free, no obligation meeting with Lee Hyder to learn about asset preservation and retirement planning, please complete and return the enclosed reply card, or call 1-866-635-9742.