

## July 2021: Study Questions

### ***Journal of Financial Planning:***

1. [COVER STORY](#): In our cover story in July, Peter Stahl describes two coverage models to make sure older clients are appropriately covered by Medicare. Which of these models has been most successful for your clients? What benefits and drawbacks have you had to plan for?
2. [COVER STORY](#): Stahl explains how health savings accounts can be integrated into a retirement plan to cover future healthcare costs. Have you begun using these products as an investment tool in your clients' plans? Why or why not?
3. [YOUR PRACTICE](#): Sean Lawlor notes in his column that many individuals have a "poor relationship with money." Have you seen this among your clients? How does that poor relationship manifest, and what steps have been successful in helping them connect their financial behaviors and their goals?
4. [SPECIAL REPORT](#): Robert Pokorski explains that most long-term care is provided by adult children, many of whom are in their retirement years. How are you addressing potential long-term care funding strategies: for clients who may need care and those who may find themselves in the caregiver role?
5. [RESEARCH](#): Jason Fink and Kristin Fink found that cyclically adjusted PE ratio (CAPE) is less effective at predicting short-term stock market returns and propose integrating RISK—the percentage or risky assets held by households and nonprofits relative to overall invested assets—in combination with CAPE. Will you begin integrating this measure into your planning projections? Why or why not?

### ***Next Generation Planner:***

1. [FEATURED ARTICLE](#): Angel D. Gonzalez notes that effective marketing requires advisers to understand their prospects' objectives and perspectives. What measures are you using to collect this information? How are you analyzing it?
2. [ARTICLE](#): Tina Wood-Wentz explains that financial planners transitioning from other careers have a built-in niche through their former colleagues. Whether you're a career changer or a new planner, what networks do you currently have that could help you develop a niche? What steps will you take to begin connecting with them?
3. [YAFPNW](#): Research from Ryan Murphy, Samantha Lamas and Ray Sin list several cognitive biases that sometimes prevent clients from giving honest answers about their financial goals. How many of these biases have you encountered in your client conversations, and how have you overcome them?