

GOOD LIFE NEWSLETTER



Margie's Motivation

"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style."

— Maya Angelou

The Market Minute

What If the Economy Doesn't Need Lower Rates?

For the last few years, it feels like we've all been waiting for interest rates to come back down. Mortgage rates are high, borrowing costs more, and every Fed meeting turns into another round of "when are they finally going to cut?"

But here's the question I keep coming back to: what if the economy doesn't actually need lower rates as badly as we think?

Higher rates are supposed to slow things down. That's the point. If mortgages, car loans and business borrowing all get more expensive, people and companies should pull back a little. And yet, the economy has kept moving. Consumers are still spending, businesses are still investing, and growth has held up better than a lot of people expected.

That doesn't mean higher rates are painless. If you're buying a house, you probably don't need anyone to explain that. But it does make me wonder whether we got a little too used to the ultra-low-rate world of the 2010s and started treating it as normal.

Maybe it wasn't.

For years, money was incredibly cheap. Mortgage rates were unusually low, businesses could borrow easily, and savers earned next to nothing on cash. Today's environment feels very different, but different doesn't automatically mean broken.

In fact, there's another side to higher rates that gets less attention. Savers can actually earn something again. CDs, money markets and bonds are more useful than they were when rates were near zero. For retirees especially, that can create more options for generating income without taking as much risk.

So I'm not sure the best question is, "When will rates go back down?"

A better question may be, "Does my plan still work if they don't?"

Rates could fall from here. They could also stay higher longer than people expect. Either way, I'd rather have a financial plan that works in today's environment than one that depends on the Fed eventually giving us the exact conditions we want.

Maybe the real surprise isn't that rates are still high. Maybe it's that the economy has been strong enough to handle them.

And if that continues, we may look back and realize we spent a lot of time waiting for things to get back to "normal" when normal had already changed.



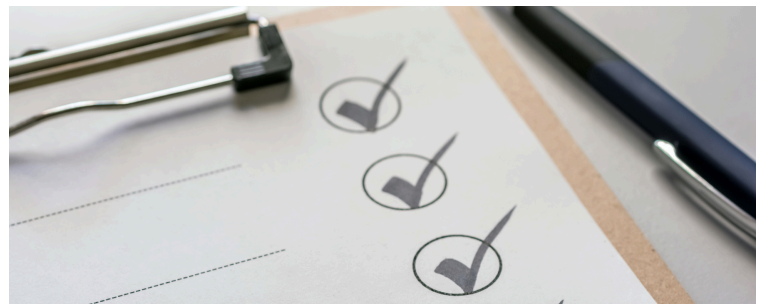
Anthony Gerbi



Our Monthly Pick

Why the Federal Reserve is lifting rates now, and what it means

The Federal Reserve recently raised interest rates as it continues working to bring inflation under control. With higher rates affecting everything from borrowing costs to investment markets, this article offers helpful context on what's driving the Fed's decisions and what to keep in mind as the economic outlook continues to evolve.



Your October Financial Checklist

It's National Cybersecurity Awareness Month!

- **Turn on two-factor authentication** for your email, financial accounts, and other important logins
- **Use unique passwords** for important accounts. A password manager can make creating and remembering them easier.
- **Pause before clicking.** Be cautious with unexpected emails, texts, or calls asking you to click a link, send money, or share a password or verification code.



Amy's Adventures

It was so great seeing so many familiar faces and meeting some new ones at our recent client movie event! I hope you enjoyed Paddington 2 as much as our team did. We had such a great time and are already looking forward to hosting more movie events in the future.

If you weren't able to join us, or you're just looking for another chance to catch a great movie for free, there are plenty of options around the Twin Cities this October. Whether you want to enjoy a fall evening outside, find something to do with the grandkids, or catch an afternoon movie with friends, here are three to check out.

Hocus Pocus at Como Park | Friday, October 9

Grab a blanket or lawn chair and head to Como Park for a free outdoor showing of Hocus Pocus. The PG-rated Halloween favorite begins at dusk at the Como Midway Pavilion, and costumes are encouraged. No registration is required.

MEA Break at the Minneapolis Institute of Art | Friday, October 16

Helping out with childcare while the grandkids are off for MEA? MIA is hosting a free day with The Nightmare Before Christmas at 11 a.m. and Goosebumps at 2 p.m. There are also Halloween-themed crafts from 10 a.m. to 4:30 p.m., so you can make a day of it and explore the museum while you're there. No registration is required.

55+ Movie Matinee at Plymouth Community Center | Tuesday, October 20

Here's one just for the adults! Plymouth Community Center is showing Wicked 2 at 1 p.m. in its Black Box Theater as part of its free 55+ Movie Matinee series. Popcorn is provided, just bring your own beverage with a lid. Registration is required: [Activity Information - Movie in October: Wicked 2](#)

Q&A: Amy Answers

What typically happens in the market after a midterm election?

Historically, the period following a midterm election has been a strong one for the market. Since 1974, the S&P 500 has averaged roughly a 12% gain in the six months following a midterm election, with each of those six-month periods finishing higher.

But does it matter which political party wins? Historically, market performance hasn't shown a consistent advantage based simply on which party controls Congress. Markets tend to respond more to factors like economic conditions, interest rates, inflation, and corporate profits than to the election result itself.

Past performance does not guarantee future results, but history can provide some helpful perspective when political uncertainty is making headlines.



Erin's Event Column

Roth IRAs: Paying Tax With a Plan

OCT 14 12pm

[Register](#)

What's New on YouTube

[Webinar Replay: Making Sense of Medicare—What You Need to Know About Enrollment, Coverage & Costs](#)

Let's Connect!



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