

jerry morgano real world

By Day: Financial Planner
By Race: Turbonetics Pro Outlaw 10.5

It's often said that the one constant in life is that you must have money to achieve your goals. Whether those goals consist of putting food on the table to feed your family, purchasing the latest whiz-bang gadget to help your computer run faster, or the coolest new part to put under the hood of your Mustang to help it go faster, having the money to purchase the item you want is of utmost importance. That being said, many people don't understand the simple requirements of making their money work for them to help achieve their financial goals.



"Basically, my job is to help a person, family, or business to develop a financial plan, execute it, and monitor it on an ongoing basis to help them achieve their financial goals. Financial planning is planning for what might possibly happen, and ultimately planning for what dreams you may have down the road."
 — *Jerry Morgano*

That's where a guy like Turbonetics Pro Outlaw 10.5 racer Jerry Morgano comes into the picture. As a financial planner for Ameriprise Financial Inc., Jerry is intimately familiar with what it takes to make that happen. We recently asked him to talk a little bit about what exactly it is that he does on a daily basis, and he was more than happy to explain it to us. "A lot of people seem to think that financial planning means you're on Wall Street trading stocks every day like the people on TV. Investing and managing money is a part of my job as a financial planner, but only a very small part. Most of my core clientele are small business owners. I have some families that I do work for, but the majority of them are business owners that I can help with my planning expertise. The first step in financial planning is to do a full inventory of a client's financial situation. What they own, what they owe, what are their current income and expenses, their short and long term goals. We will then complete a snapshot of their net worth, income versus expenses, their spending habits, and discretionary money they may have at the end of every month. After that, we'll talk about what they want to achieve throughout their life financially. We discuss life insurance, long-term-care insurance, disability insurance, and the benefits that may be available through their companies. The next step is to determine how much money they will need to save to achieve their goals, and discuss the options available to invest those dollars to realize them. This information is then used to provide the foundation we need in order to help the clients provide for their family and businesses," he explained. He went on to explain that he manages his client's investment portfolios, and helps them to diversify those investments.

Morgano holds a B.A. in accounting, which serves him well when dealing with the small-business owner and the tax issues they face. It allows him to take a long-term look at their financial planning needs, and how and where they can

SMACK TALK OF THE MONTH

RYAN HECOX

BRANDON ALSEPT



FEATURING: BRIAN KOESTER, TEDDY WEAVER, AND JOHN TYMENSKY

**Found on: www.stangcrazy.com
 > Pure Street > "Columbus"?**

THE SMACK: Ryan Hecox tries – successfully – to stir up some action in regard to the Upcoming Ohio race.

Ryan Hecox: So, who's going? Ohio has always had a good turnout. Who's in? Who's out? Anyone trying to reset the record? *cough* Brandon *cough*?

Anyone been running record setting ET's during testing? (Insert my name here) Anyone been working on their reaction times? Rocky? You guys are always so quiet....

John Tymensky: Rain in the forecast for Friday and Saturday.

Brian Koester: Good, I've been wanting to go see a movie.

John Tymensky: Bowling is better.

Jay Dold: Better not pack that bowling ball just yet. The new forecast looks pretty good. If the temps stay down, we might see some good numbers. See ya'll in Cbus.

Teddy Weaver: You can cross me off the list.

Brian Koester: Aw hell, you probably weren't coming anyway.

Teddy Weaver: Go get 'em boys. Oh and Brian, I had every intention of attending. Hell I had to cancel rooms at the Best Western.

Brian Koester: If you can't take the heat - stay on the east coast.

Teddy Weaver: Probably best for the competition if I do.

Brandon Alsept: My plan is to do more than TRY to reset the record.

Ryan Hecox: I keep forgetting you guys live 5000-feet above sea level so when you get to a 900-foot elevation track you shock even yourself. LOL I hate testing at our local track at 80 feet of elevation... it hurts my feelings to travel. But, I think I can give you a run for the money... unless of course it rains.

save and re-allocate money to help them achieve their goals. He summed things up for us, "Basically, my job is to help a person, family, or business to develop a financial plan, execute it, and monitor it on an ongoing basis to help them achieve their financial goals. Financial planning is

planning for what might possibly happen, and ultimately planning for what dreams you may have down the road." Jerry is always looking to take on new clients, so if you're interested in making your money work for you, catch him at the next NMRA race! ■