

Since 1963

**GOODMAN & COMPANY**  
CERTIFIED PUBLIC ACCOUNTANTS

2560 NAZARETH ROAD (25TH STREET)  
EASTON, PENNSYLVANIA 18045-2793

TELEPHONE: 610-253-2745

FAX: 610-253-9773

E-MAIL: CPAS@GOODMANCPA.BIZ

WEBSITE: WWW.GOODMANCPA.BIZ

## INTRODUCTION TO WEALTH CREATION

Over the years we have offered our clients a variety of services. In addition to our accounting, tax, and auditing services, we have been involved in business planning, income tax planning, estate planning, benefit planning, life insurance, plus many other areas of financial concern. We coordinate our efforts with other advisors such as actuaries, attorneys, insurance agents, financial planners, investment brokers, bankers, etc.

In spite of all the planning, we find that most hard-working individuals never reach their full financial potential. Millions of dollars pass through their hands during their lifetimes, dollars that they worked extremely hard for. The sad part is, they do not even know they are losing it. Why do successful business owners, professionals, and executives fail to retain a reasonable amount of what they have earned over their lifetimes?

The reasons for this are complex. But one thing is certain; it must result from economic laws and principles. Just as natural principles, such as gravity, govern our lives, economic laws and principles govern our money decisions. In this time of changing economics, tax laws, fluctuating interest rates, new technology, and a growing number of financial products, managing our money has become a complex, time-consuming process.

As you are probably aware, everyone is interested in your dollars being invested in their products. Too much emphasis has been placed on where we should put our money or what products we should buy. The alternative then is that it is more important to understand how each of our money decisions affects another when trying to create wealth. The key is "HOW" we invest, not "WHERE" we invest.

Our purpose is to introduce to you ways to create more money and have more benefits, without taking on any more risk and without any additional out-of-pocket expense. We invite you to a private interview of about one-hour to learn more about some of the most up-to-date thinking and planning techniques being used today. You will have no cost for this meeting or be under any obligation.

Some of the concepts that will ultimately be taught are:

- \* What financial planning is and what it is not.
- \* Understanding income and asset erosion.
- \* Analyzing your investments.
- \* Maximizing your money's potential.
- \* Showing you where you are losing hundreds of thousands, if not millions, of dollars.
- \* A new look at some old theories.
- \* Learning the perfect financial model.
- \* Concepts of money movement.
- \* Creating wealth.

By engineering an efficient plan, you will get the maximum use out of every dollar, finding more money supply and more benefits, without any additional costs.

*William N. Goodman CPA*  
William N. Goodman, CPA  
Certified Public Accountant  
Licensed Insurance Consultant and Agent