

# OneYou

PENSIONS | RETIREMENT | INVESTMENT



## Are you living for the moment?

Why do so many of us ignore the future even when we know we could be facing a retirement we don't want?

Yes, there may be obstacles to long-term savings and investments (like not having enough expendable income or having to pay for immediate priorities), but it's actually a lot more to do with the fact that our brains aren't wired that way. We like to live for the moment and we find it really hard to focus on the future - and the future can be as close as next week, never mind many years from now.

Research by the National Bureau of Economic Research revealed that we find it difficult to save for a future version of ourselves mainly because we haven't met that person yet. Would you give money to a stranger? No? Well, your brain thinks the you in the future is a stranger.

We trick ourselves into saving for later by forgetting about the future and thinking about our lifestyle today. Do we want to keep that up? Do we want to have more free time? Not tomorrow but now? What do we need to do to make that happen?

What savings do you have already? How do you make it work better for you now, to make sure you have the future you want?

Continued

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## Getting started

At OneYou, we believe investing in the future is one of the most powerful things you can do today.

One of the biggest hurdles to saving and investing is inertia; when you're faced with so many options for your finances, it can be time consuming and overwhelming to decide what to do. With this in mind, there's a reason why banks like Monzo and Starling are encouraging good savings habits - it makes the process much easier to understand and to keep track of savings. More importantly you need to know where your money is invested to make sure your savings are working as hard as possible for you. So why not speak to us on how we can help tailor the right savings and investment plan for you?

Our team will get to know you and your financial goals and make a plan to help you get to where you want to be, so you can spend less time and effort on worrying about the future and more time on the here and now (safe in the knowledge that we've got your future finances covered). Let's talk, get in touch today.

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**Source:**

<https://www.nber.org/>

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