



A Registered Investment Advisory Firm  
Home of AfroEconomics™



## **AfroEconomics™ Membership Comprehensive Financial Planning**

*“The AfroEconomics™ approach to building wealth allows you to create a comprehensive financial plan built around your specific goals & values” says*

*JB Bryan,*

*President & Chief Investment Officer*

*JB Bryan Financial Group, Inc. Established 1995*

*The Home of AfroEconomics™*

**Just what is comprehensive financial planning?** As you invest, save for retirement, or enjoy retirement, you may hear or read about it – but what does that phrase “comprehensive financial planning” really mean? Just what does comprehensive financial planning entail, and why is it important to so many investors that are now requesting this kind of approach? [Join Today!](#)

The AfroEconomics™ Comprehensive Financial Planning approach can be simply defined – it is a process.

**AfroEconomics™ Comprehensive financial planning is about building wealth through a PROCESS, not a product.**

Financial products are everywhere, and simply putting money into an investment is not a gateway to getting rich, nor a solution to your financial issues.

**Comprehensive financial planning is holistic.** It is about more than “money.” An AfroEconomics™ comprehensive financial plan is not only built around your goals, but also around your core values. What matters most to you in life? How does your wealth relate to that? What should your wealth help you accomplish? What could it accomplish for others?

**AfroEconomics™ Comprehensive financial planning considers the entirety of your financial life.** Your assets, your liabilities, your taxes, your income, your business – these aspects of your financial life are never isolated from each other. Occasionally or frequently, they interrelate. AfroEconomics™ Comprehensive financial planning recognizes this interrelation and takes a systematic, integrated approach toward improving your financial situation.

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**AfroEconomics™ Comprehensive financial planning is long range.** It presents a strategy for the accumulation, maintenance, and eventual distribution of your wealth, in a written plan to be implemented and fine-tuned over time.

**What makes AfroEconomics™ Membership so necessary?** If you aim to build and preserve wealth, you must play “defense” as well as “offense.” Too many people see building wealth only in terms of investing – you invest, you “make money,” and that is how you become rich.

That is only a small part of the story. The rich carefully plan to minimize their taxes and debts as well as adjust their wealth accumulation and wealth preservation tactics in accordance with their personal risk tolerance and changing market climates. That’s why membership is so empowering!

**AfroEconomics™ Membership helps you avoid costly mistakes. As a member you are encouraged to base financial decisions on a plan. My hope is that having an advisor and a plan will help you avoid destructive behaviors when markets turn unstable.** Quick decision-making may lead investors to buy high and sell low – and overall, investors lose ground by buying and selling too actively. Openfolio, a website which lets tens of thousands of investors compare the performance of their portfolios against portfolios of other investors, found that its average investor earned 5% in 2016. In contrast, the total return of the S&P 500 was nearly 12%. Why the difference? CNBC noted, most of it could be chalked up to poor market timing and faulty stock picking. A comprehensive financial plan – and its long-range vision – helps to discourage this sort of behavior. At the same time, the AfroEconomics™ Membership and a comprehensive financial plan – and having JB Bryan on your team – can help you stay the course and make planned decisions.

**AfroEconomics™ Membership and comprehensive financial plan is a collaboration & results in an ongoing relationship.** Since the plan is goal-based and values-rooted, it will take considerable time. There are shared responsibilities between them. Trust strengthens as they live up to and follow through on those responsibilities. That continuing engagement promotes commitment and a view of success.

**Think of AfroEconomics™ Membership and a comprehensive financial plan as your compass for your journey.** I will work with you to craft and regularly refine your plan. I will serve as your navigator on the journey toward your goals.

An AfroEconomics™ membership provides not only direction, but also an integrated strategy to try and better your overall financial life over time. As the years go by, this approach may do more than “make money” for you – it may help you to build and RETAIN lifelong wealth.

[JOIN TODAY!](#)

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