

# Invested Webinar Series

## What Type of Investor Are You?



### Meet Brian & Aileen...

#### Profile

Married couple living in Galway with 3 grown up children (2 living in Ireland and 1 in Canada). Brian works as a hotel manager earning €67k pa and Aileen works in the home/looks after her parents and does some voluntary work. They are both in good health.

#### Motivations

They are both good golfers, and Aileen swims in the sea every day in Salthill with her women friends. Their children are well settled and they have 5 grandchildren. They would like to spend their retirement years doing some foreign travel, golfing and spending time with their family/visits abroad.

#### Behaviours

They are both fairly prudent with their money

#### Priorities

- ▶ Pension for Brian is reasonable
- ▶ How to beat inflation and grow their savings to make them last
- ▶ Have worked hard and raised their family – now it's time for 'us'

#### Attitude to risk

Brian and Aileen are cautious people with a risk rating of 2/3

#### Key Concerns

- ▶ Is it too late for them to invest considering their age?
- ▶ It's been a tough few years in the hotel industry – Brian wants to dial it down and kick back
- ▶ Risk of losing their money is paramount
- ▶ Leaving something for their family

#### Fun facts

Favourite drink: Pint of Guinness (Brian) and Glass of Sauvignon Blanc (Aileen)

#### Assets/Liabilities

- ▶ 4 bed house – mortgage paid off 10 years ago

#### Savings/Assets:

- ▶ €5k in current account
- ▶ €125k savings

- ▶ They invested a lot of their savings years ago in the eircom shares float and got badly burnt, losing nearly all of their investment. They have avoided investing ever since
- ▶ They have 2 cars but no loans outstanding

## Short, Medium & Long Term Needs:

Short Term (0 – 1 year)	Medium Term (2 – 5 years)	Long Term (5+ years)
<b>Goals:</b> <ul style="list-style-type: none"> <li>▶ Modest lifestyle – empty nesters</li> <li>▶ Moderate cost of living expenses</li> <li>▶ Aileen is a good money manager on the day to day</li> </ul>	<b>Goals:</b> <ul style="list-style-type: none"> <li>▶ Emergency fund €17k</li> <li>▶ Trip to Canada to see daughter’s family and grandkids €10k</li> <li>▶ Some upgrade work on the house €10k</li> <li>▶ Go to Ryder Cup in US €8k</li> </ul>	<b>Goals:</b> <ul style="list-style-type: none"> <li>▶ Get their money/savings working for them €85k</li> <li>▶ Security</li> <li>▶ Money has to last</li> <li>▶ Pension: max 40% of €67k</li> </ul>
<b>Priorities:</b> <ul style="list-style-type: none"> <li>▶ Instant access</li> <li>▶ Capital security</li> </ul>	<b>Priorities:</b> <ul style="list-style-type: none"> <li>▶ Capital security</li> <li>▶ Some access/growth</li> </ul>	<b>Priorities:</b> <ul style="list-style-type: none"> <li>▶ Growth</li> <li>▶ Inflation protection</li> </ul>
<b>Potential Solutions:</b> <ul style="list-style-type: none"> <li>▶ Personal current account</li> <li>▶ Demand deposit account</li> </ul>	<b>Potential Solutions:</b> <ul style="list-style-type: none"> <li>▶ Medium term deposit</li> <li>▶ Notice deposit e.g. 31 days</li> </ul>	<b>Potential Solutions:</b> <ul style="list-style-type: none"> <li>▶ Investing in funds</li> <li>▶ Tracker bonds</li> <li>▶ Direct holding in shares</li> </ul>

The customers portrayed in this publication are fictitious and no identification with actual persons is intended or should be inferred.

Bank of Ireland is a tied agent of New Ireland Assurance Company plc trading as Bank of Ireland Life for life assurance and pension business. Member of Bank of Ireland Group.

Bank of Ireland – The Governor and Company of the Bank of Ireland, incorporated by charter in Ireland with Limited Liability. Bank of Ireland is a tied agent of New Ireland Assurance Company plc, trading as New Ireland Assurance or Bank of Ireland Life, for life assurance and pensions business. Bank of Ireland trading as Bank of Ireland Private is regulated by the Central Bank of Ireland. “Bank of Ireland Private” is a registered business name of Bank of Ireland. Bank of Ireland also operates under other trading names that will be detailed in the terms and conditions that concern the relevant product or service.

Bank of Ireland is a member of the Bank of Ireland Group. Registered number C-1. Registered Office and Head Office: Bank of Ireland, 40 Mespil Road, Dublin 4.



(04/22)