

Acai Bowls vs Burgers

90% of women will retire with inadequate savings to fund a comfortable retirement ¹

Eating, exercising, wellbeing. You get out what you put in. Surprisingly, investing isn't that different.

Take, for example, a regular choice: what to eat for brunch.



Acai Bowl, or a Burger? Sometimes the choice is tough.²

Choose the burger and you've got the instant hit – the quick fix. Choose the acai bowl, and you're eating food that fills you up and is great for your wellbeing too. Sometimes, making your choice is easy. Other times, it can be hard to make the 'appropriate' choice.

Deciding whether to invest a little extra into your superannuation is like the trade-off between the burger and the acai bowl. Spending your leftover pay is like taking the quick feed – the instant gratification. It feels good now, but it mightn't be so rewarding in the years to come.

Regularly tucking away some money to invest into your super or investment portfolio, however, brings those longer-term benefits. Through compound interest and market movement, those small contributions over the years can really add up!

¹ ASFA, 2015

² Retrieved from Unsplash, 10 January, 2018.

What that means is that although it's not as glamorous as choosing the burger, delaying the gratification and putting regular contributions into super or investing it can make a significant improvement to your retirement lifestyle. Coupled with that, the knowledge that you are doing something for your future can have a positive impact on your mental wellbeing now, and in the years to come.

A small sacrifice today means the freedom to choose tomorrow.

Having regular savings habits doesn't mean you can't enjoy a tasty burger every now and then (and we're certainly not here to deny you such simple joys!). Adopting smart investing habits now means gifting yourself the freedom of choice well into the future.

It's time your money worked as hard as you do.

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