



# Identify and Prioritize Your Savings Goals





Interactive  
experience

Strategies,  
tools and tips



**Saving for  
multiple goals**



**Saving for  
specific goals**



Saving for multiple goals



# What are your goals?



Visualize the outcome



Short-term goals



Long-term goals



## Which goal is most important to you?



**Paying  
off debt**



**Building an  
emergency  
fund**



**Buying  
a car**



**Saving for  
a vacation**



**Buying  
a home**



**Saving for  
college**



**Saving for  
retirement**



## Why are these goals important to you?



Bucketing your goals





## Time horizon



Timing your savings  
accordingly



» Short-term goals  
<2 years



» Intermediate goals  
2–5 years



» Long-term goals  
5+ years



## Test your knowledge



**Building an  
emergency fund**



**Buying  
a home**



**Saving for  
retirement**

# Fund your goals





# Do you follow a budget or spending plan?



**YES**



**NO**



## Saving and spending rule of thumb

50%

Essential  
expenses

15%

Retirement  
savings

5%

Short-term  
savings



## How much do you spend on essential expenses?

A

**LESS**  
than 50%

B

**ABOUT**  
50%

C

**MORE**  
than 50%

D

I'm not sure



# Ways to save more for your goals



**Create a  
budget**



**Pay off  
debt**



**Automate  
payments**



**Set up savings  
accounts**



**Save in workplace  
savings plan**



# Track your progress



Review your  
savings goals



How you  
are doing?



Consider making  
adjustments



## How do you feel about your savings progress?

A

**VERY**  
confident

B

**SOMEWHAT**  
confident

C

I feel  
**OK**

D

**HELP,**  
please!



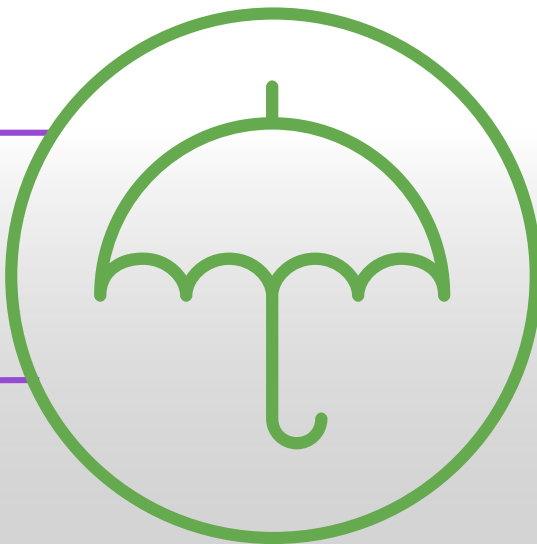
Planning for specific goals



# Building an emergency fund

Save at least 3-6  
months of expenses

Fund your savings  
account regularly



Keep an account  
that pays interest



# Saving for retirement



**Make room for  
retirement**



**Increase your  
contributions slowly**



**Find extra  
savings**



**Grow your  
savings**



## What is one way you will consider saving more for retirement?

A

Increase  
retirement savings  
by at least 1%

B

Save at least 15%

C

Create a budget  
and see how you  
can save more

D

Other



# Saving for college

Prioritize your  
retirement savings

Do your  
research



Consider  
financial aid

Start saving early

Talk to your  
children



# Paying off student loan debt





## Purchasing a car



How many miles  
per year?



How long will you  
keep it?



What's your  
budget?



# Buying a home





## Saving for a vacation



**Get specific**



**Visualize it**



**Set a deadline**



**Time it right**



**Automate savings**



Take the next steps



## Saving for multiple goals



Short-term goals  
<2 years



Intermediate goals  
2–5 years



Long-term goals  
5+ years



## Prioritizing your goals





## Funding your goals

50% >> Essential  
Expenses

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15% >> Retirement  
Savings

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5% >> Short-term  
Savings

## NEXT STEPS



**Take your  
next step**



**Call for help**

**800.343.0860**

**800.603.4015**



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Planning & Guidance  
Center**

NEXT STEPS



**Thank you!**



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