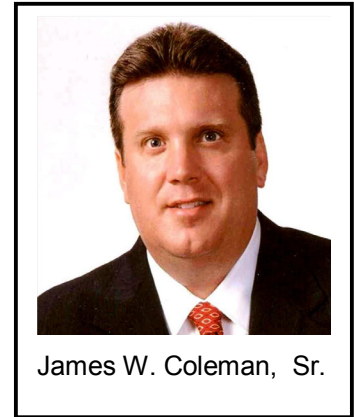




NEWS

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James W. Coleman, Sr.

Growing up Is Never Easy *The Pains of Recession Should Lead to More Mature Financial Practices*

WATERBURY, CT (March 16, 2009) — Urging the country to put away childish things, President Obama could have been talking about poor spending habits. Like children, this nation demanded instant gratification. The retail concept of lay-away, so popular just 30 years ago went the way of the drive-in movie. No longer satisfied with buying only what is affordable, Americans embraced run away equity lines and defined themselves by what could be bought on credit. But those days are no more – and maybe it’s for the better.

According to Jim Coleman, founder of Coleman Financial Advisory Group in Waterbury, “Faced with plummeting investment accounts, declining home values, and the real prospect of job loss, Americans suddenly are doing what they’ve needed to do all along – spend less and save more.”

In fact, in the last three months of 2008, the government reported Americans' savings rate, as a percentage of after-tax incomes, rose to 2.9 percent. That's up sharply from 1.2 percent in the third quarter and less than 1 percent just a year ago. Today, a shopping spree no longer appears to be the initial response to a wave of bad news. In February, the Commerce Department reported consumer spending fell for a record sixth straight month in December, dropping 1 percent amid worries about surging layoffs. The hunkering down trend

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likely will continue. The Conference Board Consumer Confidence Index™ plummeted further in February reaching yet another all-time low. The Index now stands at 25.0 (1985=100), down from 37.4 in January. According to The Federal Reserve, although consumer borrowing rose slightly in January, economists still expect borrowing will remain weak this year with news of the unemployment rate surging to a 25-year high.

“With pessimism about the state of the economy increasing daily, suddenly it’s chic to be cheap,” says Coleman. “Frugality is back in style and splurges on widescreen TVs, top-of-the-line kitchens, and designer clothes are out.” Across America, people have not only stopped borrowing, but they are actually paying back debt by paying down those car loans, mortgages and credit card bills. Consumers are actually talking about how to save money – with their neighbors and, more importantly, with their bankers, credit card companies, and household service providers.

The fallout from collective belt-tightening has been referred to as the "paradox of thrift." That is, what's good for the people — spending less, and saving more — does nothing to lift the economy out of recession. While many economists suggest that it’s bad news for our recession-battered economy when consumers pay off credit cards, increase their cash reserves, and skip a few pizza deliveries, Coleman begs to differ.

“I believe child-like spending played a role in this economic mess but our increasingly mature attitudes toward money management could make us healthier in the long run,” says Coleman. “Just as growing up can be painful, enduring the difficult repercussions of this recession may pay off by putting an end to bad financial habits.” This recession may be what it takes to help American consumers break free from a lifestyle of greed supported by excessive borrowing, leveraging and spending.

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About Jim Coleman

Jim Coleman has been in the financial services industry for over 20 years. He founded Coleman Financial Advisory Group, voted “The Best Financial Advisor of Greater Waterbury for 2008”. Coleman specializes in providing comprehensive financial planning, asset management and estate planning services.

Mr. Coleman received a Bachelors of Science degree from Northeastern University, in Boston, with a double major in finance and marketing. He is a member of the Financial Planning Association, the largest organization of professionals dedicated to championing the financial planning process.

Coleman’s passion is finding solutions to financial problems and further educating his clients and the community. Listeners in Connecticut rely on Coleman to deliver sound, accurate financial advice as host of *All About Money*, a radio talk program. He writes a financial planning column for a local newspaper, the

Prospect Pages, and recently authored a book titled *Educated Investing: Your Guide to Surviving and Thriving in the Fast-Paced Global Markets of the 21st Century*.

Call Coleman's office at (203)756-7526 or visit www.ColemanAdvisoryGroup.com to learn more.

NOTE:

When you need an experienced professional to speak on complicated financial topics in a clear and concise manner, call Jim Coleman at Coleman Financial Advisory Group.

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The "Best of Greater Waterbury" award was determined by survey responses sent in by readers of The Observer newspaper for the months of March and April 2008.

Written by Jim Coleman, Securities America, Inc. Registered Representative, with industry journalist, Marie Swift, President of Impact Communications.

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