



## TO FINANCIAL INDEPENDENCE

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## START A MULTI PURPOSE ACCOUNT

*"When it comes to investing, there's no such thing as a one-size-fits-all portfolio" - Barry Ritholtz*

Once you've set aside funds for emergencies and retirement, it's time to start thinking about investing towards your other financial goals. These could include paying school fees, purchasing real estate, or mobilizing funds to start a business. The key point is that you should not be dipping into your emergency/retirement funds to finance these activities.

Investors who keep one account to cover all their financial obligations usually invest without clear and concrete goals in mind. Their most common incentive to invest is to grow their money as much and as quickly as possible. In the absence of a goal-oriented investment strategy, one runs the risk of losing their money, and jeopardizing their financial goals. If you go down this path, you'll find that your money will never grow at the pace you want it to. The solution lies in having separate portfolios for each financial goal, which will give your investments a sense of purpose and direction. Funds for purposes such as retirement and education should always be kept in separate accounts, and shouldn't be easily accessible. If you link each goal to its own separate portfolio and clearly outline how much you need to invest towards each goal, you can avoid withdrawing money for one goal at the detriment of another. Most importantly, having a goal-based structure allows you to keep track of your financial progress.

There is an array of options available regarding where you can/should keep your money. You don't need a ton of different accounts, but make sure the accounts you do have are meeting their purposes. Databank, Ghana's premier investment bank, offers a wide variety of investment products and services that can cater to your short, medium and long-term financial goals.

If you are planning towards a short-term goal such as buying household appliances or starting a business, then Databank MFund is the best investment option for you. For long-term plans such as building your dream home, Databank Epack is your ideal investment solution. If you are aiming towards a happy and comfortable life after retirement, then Databank BFund can help you achieve just that. Databank offers you EdiFund to help you finance long and short-term educational needs. For those passionate about making a difference in society, Databank ArkFund is a balanced fund that allows you to align your investment choices with your life values. And the good news is you can combine one or more funds in your investment account(s) as you work towards your financial goal.

Whatever your goal is, we can help you achieve it.

**Invest wisely. Invest with Databank.**