

PUTTING FACES WITH THE NAMES



Above is a picture taken with my webcam at a recent get together at my office. The ladies with me are the ones who are essential to providing you guys with the best service possible. I thought it might be a good idea to put some faces with the names you see in emails and the voices you hear on the telephone.

Starting from the right of me (I'm the cute one in the middle) is **Gail Embrey**. **Lisa Basso** is behind Gail on the right. To the left of Lisa is **Eileen Embrey** and to the left of her is **Debbie Wilder**.

You can imagine what I go through having 4 women working for me. ☺ Just kidding, of course!

One of the most amazing things about our organization is how much we Skype with each other. All the ladies have home offices and only show up at "headquarters" once and a while except for Eileen who usually comes in every business day for a while. Using Skype we can communicate very well even though we are miles away from each other most of the time. I think we probably communicate better than most offices where everyone is in one spot.

I guess technology does have an upside!

MY OWN "OPPORTUNITY KNOCKS" STORY

Sometimes even I don't understand the power of BOY, as I found out once again a couple of weeks ago.

Even though we added insulation in our ceilings last month with a BOY loan for \$1,000 and got a tax credit of \$300 that was not enough home improvement for my wife.

Marie has been bugging me all year about doing replacement windows for our house. I have been telling her that the job was too costly and we couldn't afford the BOY loan repayments right now.

As you might image, that has not stopped her from campaigning for the windows, however.

A couple of weeks ago Eileen got me updated loan values on our four plans. When my wife saw how much money was available for loans, she immediately dragged me down to Lowe's to talk to them about an estimate on replacement windows.

I admit that she was correct in doing so, too.

You see, sometimes I even get caught up in conventional thinking and do not see things clearly.

I had forgotten about the impact of the 30% tax credit on the transaction and way over estimated the cost of the windows by assuming a price that was way too high. Replacement windows cost less than actually replacing a whole window.

Silly me!

The bottom line was that it will cost \$6,000 to do all the windows in our house.

- The tax credit would be \$1,800 on this project, making the net cost \$4,200!
- We will be able to use our income tax refund generated by the tax credit to pay off a big chunk of the BOY loan early next year.
- I will be able to keep the repayments affordable and pay the rest of the loan off within a much shorter time than without the tax credit and resulting tax refund.
- We will save money on heating oil and eliminate drafts in the house (my wife's main concern) making this a project a money saver for many years to come.

It is not always easy to see the possibilities available to you when you have BOY on your side.

So don't beat up on yourself!

Instead, keep on learning and as time goes on you will miss fewer and fewer opportunities to make your life better using BOY!

Recognizing the opportunity and seeing the light later is better than never seeing the light at all.

I always try to stimulate your own creativity regarding financing things with BOY whenever possible.

The best things to finance with BOY are items that generate a discount for you by paying cash up front or prevent you from paying interest to banks and finance companies.

- For example, heating oil pre buys lock in a discount and a set price if you are willing to buy all your oil upfront in the late summer.
- Other good candidates for financing are things like vacations and cars where you would ordinarily pay interest to someone else and never recapture the cost of the item.
- Extra incentives like car rebates, tax credits or reduced expenses resulting from the purchase make doing these loans a “no brainer”.

Feel free to talk about your ideas when we talk next time or drop me an email before you forget and we can talk about it now.