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# THE *INVESCO* Alternative

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Dedicated to helping you ...

## ... Achieve Financial Independence

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Registered Investment Advisors - Certified Public Accountants - Real Estate Brokers  
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### The Millionaire Next Door

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Authored by Thomas J. Stanley, Ph.D. and William D Danco, Ph.D., *The Millionaire Next Door* explains how millionaires live and invest and how they became millionaires.

Why does Des Plaines have a higher proportion of millionaires than Arlington Heights, South Barrington, Northbrook and other more expensive suburbs? Easy to answer, they say: spend half as much to live in Des Plaines and invest the very large difference. Expensive homes, cars, clothes, vacations and "Keeping up with the Jones's" leaves very little left over to save. (Most of the 20 years Myron lived in Des Plaines the Jones's were the preacher's family at the small Presbyterian church - easy to keep up with!)

People who "look rich" usually aren't - they're spending all their money to look rich. In Texas they're called "big hat, no cattle."

According to Stanley and Danco, millionaires tend to purchase a car two or three years old for half the price of new, and then drive it for ten years. They think "Why spend \$1,000,000 for a home when a \$350,000 home will do just as well?" On vacation a Best Western or Holiday Inn is just as good as the Hilton or Hyatt.

These attributes pretty much describe the way we have always lived at *INVESCO*, which is probably why we're all millionaires. We strongly urge our clients to think and live this route to prosperity.

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*Published by Myron J. Gaylord, Keith B. Nyborg, Paul N. Linzer and Ryan J. McNeilly*

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