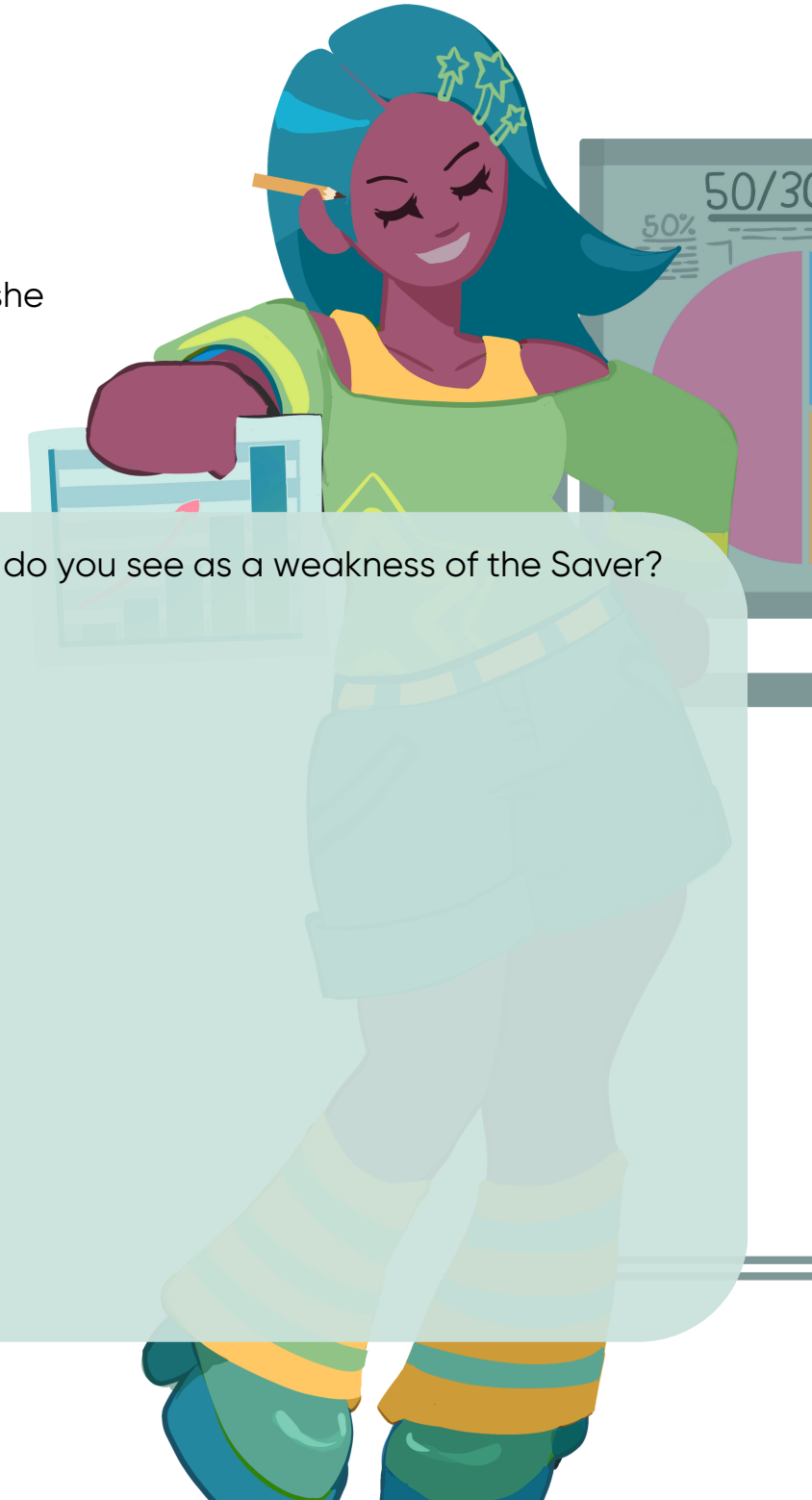
Financial Families

MEET THE SAVER!

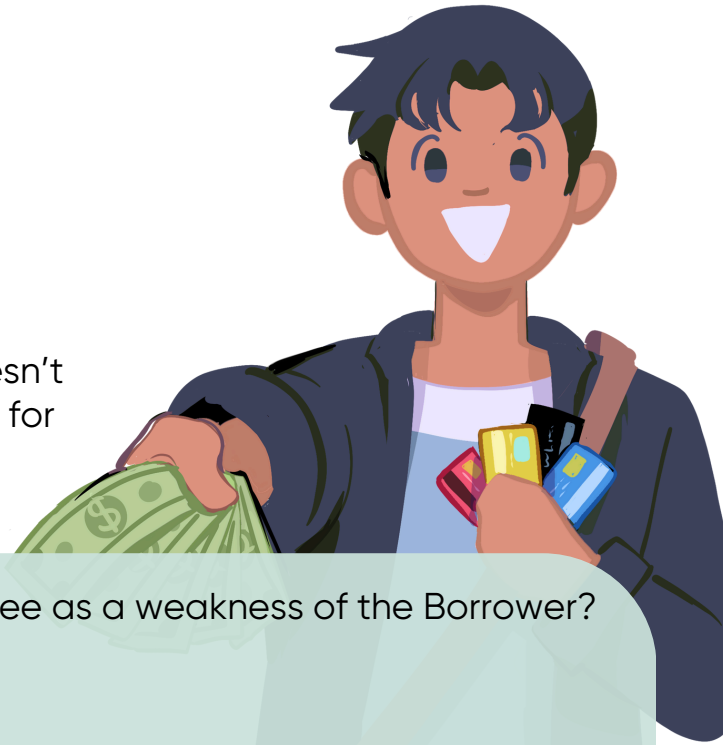
The Saver is a single mom. She uses a budget formula to make sure she spends the right amount of money on what she needs to live, some things she wants, and that she saves money for her kids to go to college or vocational school. Sometimes her kids feel frustrated because she only likes to purchase second-hand clothing.



What do you see as a strength of the Saver?

What do you see as a weakness of the Saver?

Financial Families



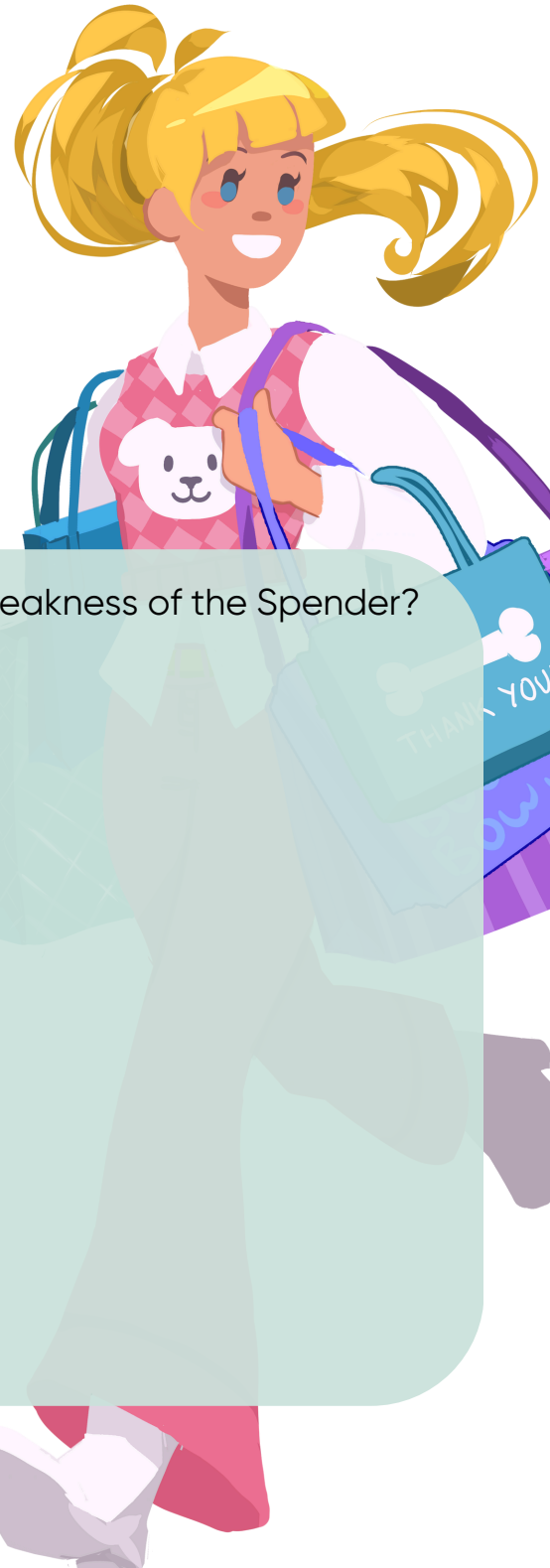
MEET THE BORROWER!

The Borrower likes to buy name-brand clothes and often makes impulse purchases, whether it's picking up the tab for others or buying things he doesn't really need. He enjoys being generous but doesn't think about how he'll pay for these things later. While he feels carefree about money, his spending habits can lead to growing debt and financial problems down the line.

What do you see as a strength of the Borrower?

What do you see as a weakness of the Borrower?

Financial Families



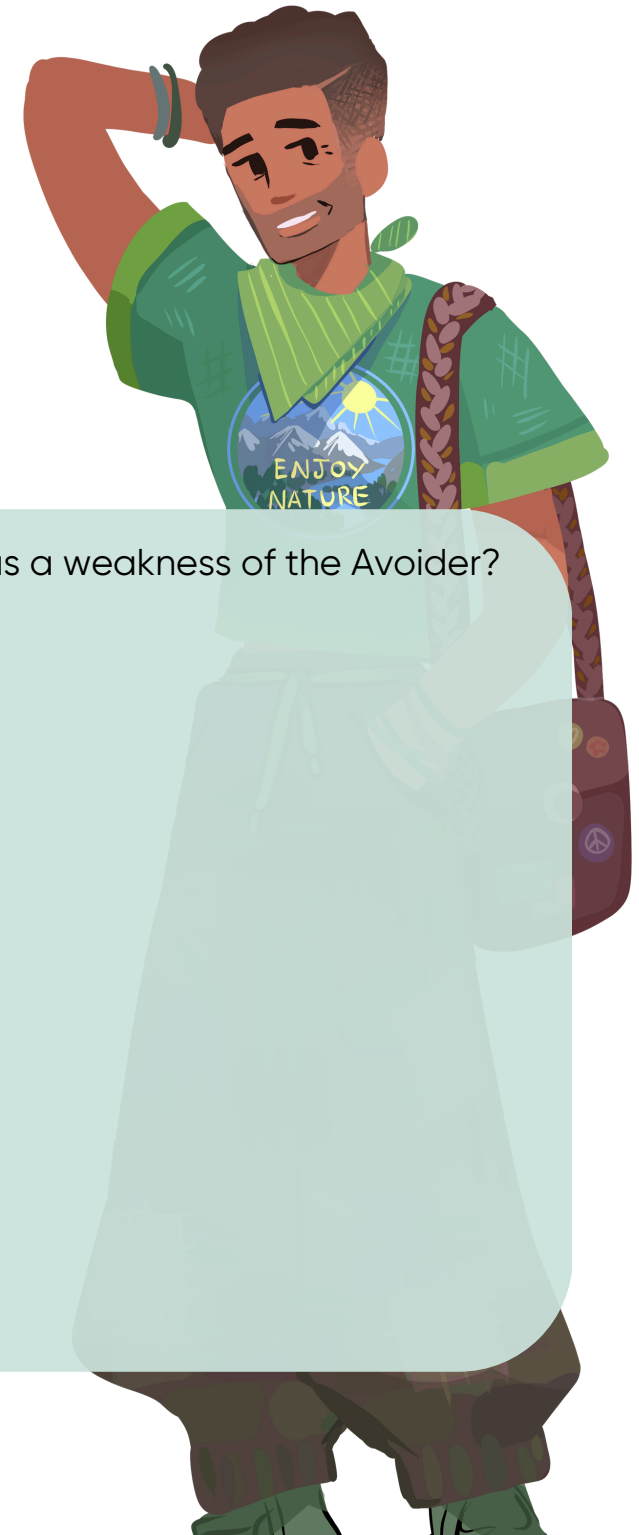
MEET THE SPENDER!

The Spender is a younger woman who enjoys treating herself and her dog to extra comforts and luxuries. She often buys things she doesn't really need, like high-end dog products or upgrading her belongings. She focuses on enjoyment rather than saving. While she enjoys the finer things, her spending habits can make it difficult for her to stick to a budget or maintain financial stability.

What do you see as a strength of the Spender?

What do you see as a weakness of the Spender?

Financial Families



MEET THE AVOIDER!

The Avoider lives in his van, traveling cross-country with no real plan for the future. He wears casual, worn clothes and prefers a simple, laid-back lifestyle, often focusing on enjoying the present rather than worrying about finances or long-term goals. While he loves the freedom of his lifestyle, his lack of financial planning could lead to instability or challenges down the road.

What do you see as a strength of the Avoider?

What do you see as a weakness of the Avoider?

Financial Families



MEET THE INVESTOR!

The Investor lives in a big city. He dresses casually but stylishly in polo shirts and khakis. He keeps a close eye on the stock market and makes careful decisions to grow his wealth over time. While he's focused on securing his financial future, his strong emphasis on investing sometimes causes him to neglect day-to-day expenses or personal relationships, as he prioritizes financial growth over other aspects of his life.

What do you see as a strength of the Investor?

What do you see as a weakness of the Investor?

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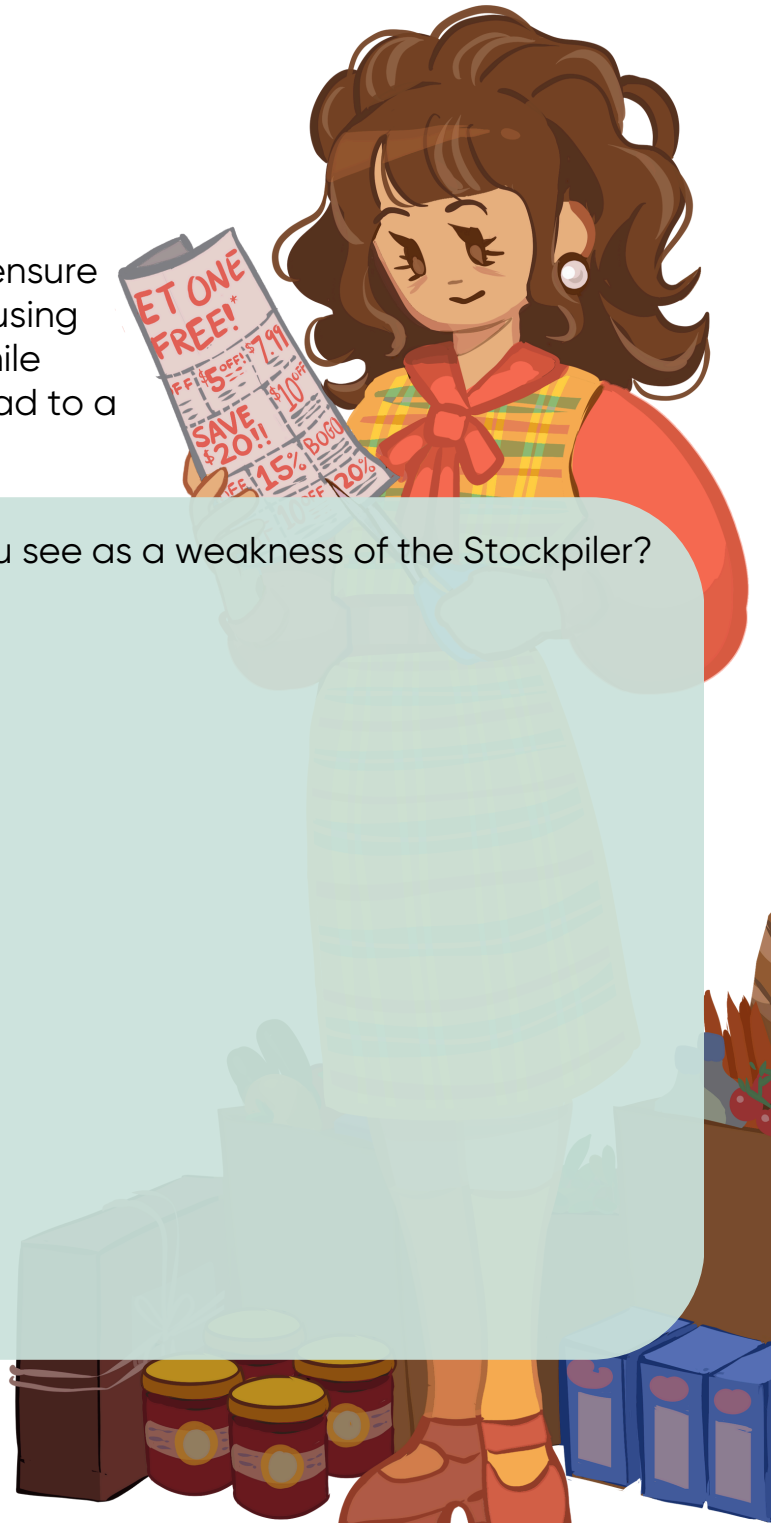
MEET THE STOCKPILER!

The Stockpiler carefully plans ahead and shops at bulk savings clubs to ensure she has everything she needs for the future. She wears older clothes, focusing on practicality and saving money rather than keeping up with trends. While she's always looking for the best deals, her habit of over-stocking can lead to a cluttered home and missed opportunities for more balanced spending.



What do you see as a strength of the Stockpiler?

What do you see as a weakness of the Stockpiler?