



Why Affluent Retirees Still Pinch Pennies

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Permission to Spend...Why Affluent Retirees Still Pinch Pennies

You saved diligently for decades.

You built a substantial nest egg.

You finally reached retirement with more than enough money.

So why can't you bring yourself to spend it?

This struggle is more common than you might think.

After 30+ years of careful saving, the switch to spending often feels wrong...even when the numbers say it's perfectly fine.

I see it all the time:

Affluent retirees who have \$1+ million in retirement assets but still:

- Cut coupons for groceries they can easily afford
- Skip vacations they've dreamed about for years
- Feel genuine anxiety when making major purchases

- Worry constantly about "running out" despite evidence to the contrary

The saving habit that served you well during your working years has become your retirement prison.

How about we change that?

The Psychological Trap

Your brain formed powerful neural pathways during decades of saving.

These pathways trigger anxiety when you try to spend freely.

It's not logical – it's emotional.

Think about it:

How many times in your life did you:

- Put off purchases to save for retirement?
- Feel proud when your account balances grew?
- Get satisfaction from finding ways to spend less?

Those feelings created deep associations in your brain between saving (good) and spending (bad).

Breaking these connections isn't simple...Your brain resists.

Yet continuing to live frugally when you don't need to...which means missing out on what retirement should be:

Your reward for all those years of discipline.

The Real Cost of Continued Frugality

What's the price of unnecessary frugality in retirement?

- Missed experiences, adventures and memories with loved ones
- Delayed dreams until health may not permit them
- Constant stress about money despite financial security
- Leaving behind more than intended while living less than desired

Tom and Mary came to me with \$2.3 million in assets.

They lived on \$48,000 per year from their portfolio because they feared market crashes and healthcare costs.

After creating their Retirement Lifestyle Plan, they realized they could safely spend \$85,000 annually.

The difference meant finally taking their grandchildren to Disney World and renovating their kitchen after 26 years.

"We spent 40 years worrying about money," Tom told me. "We don't want to spend our final 20 years doing the same."

Why Traditional Financial Planning Makes This Worse

Many traditional financial advisors actually reinforce spending anxiety by:

- Focusing on account balances instead of lifestyle outcomes
- Using arbitrary "withdrawal rates" and success rates that feel restrictive
- Creating fear-based scenarios where markets crash and money runs out
- Defining a Successful Retirement for you when you cut back to keep from running out of money
- Not addressing the emotional aspects of spending psychology
- Lacking clear categories for different types of spending

This approach leaves you wondering:

"How much can I safely spend?" without clear answers.

Come on Now...Don't you deserve better?

The Lifestyle-First Retirement Solution

Retirement Lifestyle Planning flips the traditional model upside down.

We start with the life you want, then build financial strategies around it.

First, we categorize your expenses into three buckets:

1. **Essential expenses** – Basic living costs you cannot reduce AND your Non-Negotiable Memories, Adventures and Experiences together, with Loved Ones and Friends!
2. **Important expenses** – Quality of life spending that matters to you
3. **Aspirational expenses** – Dream items and experiences as well as Legacy wishes

Then we match different income sources to each category:

- Essential expenses get guaranteed income streams (Social Security, pensions, Protected Lifetime Income)
- Important expenses get conservative investment strategies
- Aspirational expenses connect to growth-oriented investments

This creates psychological safety through certainty.

When you know your basic needs are covered for life...

– regardless of market conditions

– spending becomes easier.

Practical Steps to Break the Frugality Habit

Here's how to start your transition from saver to spender:

1. Create a "Fun Fund"

Set aside money specifically designated for enjoyment. Make it a fixed monthly amount that you **MUST** spend on non-essentials. Even starting with \$200/month helps rewire your brain.

2. Practice "Planned Spontaneity"

Schedule regular splurges in advance. This gives your brain time to adjust to the idea of spending while still maintaining control.

3. Focus on Experiences Over Things

Research shows experiences create more lasting happiness than material purchases. If spending on "stuff" feels wasteful, redirect spending to meaningful experiences with loved ones.

4. Start Small and Build

Begin with minor spending increases rather than major changes. Your comfort with spending will grow gradually.

5. Connect Spending to Values

Frame expenditures in terms of what matters most to you. Spending isn't "waste" when it funds your most important life priorities.

6. Use "Money Dates" With Your Spouse

Monthly conversations about spending successes help reinforce new habits and celebrate progress together.

The Safety Net Your Brain Needs

Your reluctance to spend comes from fear of the unknown:

- What if markets crash?

- What if healthcare costs skyrocket?
- What if I need long-term care?
- What if I live to 100?

Retirement Lifestyle Planning addresses each fear with specific strategies:

- Protected lifetime income guarantees floor & non-negotiable needs regardless of market performance
- Tax optimization strategies create more spendable income
- Long-term care protection safeguards against catastrophic costs
- Legacy planning ensures you don't shortchange yourself to leave inheritances

With these protections in place, your brain finally receives the safety signals it needs to allow guilt-free spending.

Real Results: The Freedom of Guilt-Free Spending

When clients implement Retirement Lifestyle Planning:

- Spending anxiety decreases by up to 70% within the first year
- Discretionary spending typically increases 20-40% without compromising financial security
- Retirement satisfaction scores rise dramatically
- Couples report fewer money arguments and more enjoyment of their golden years together

Bill and Susan were classic "money hoarders" with nearly \$3 million saved but living on just \$55,000 annually from their portfolio.

After creating protected income for their essential expenses, they felt comfortable enough to increase their annual spending to \$95,000.

"For the first time," Susan said, "I bought something expensive without calculating how many hours my husband had to work to pay for it."

Wouldn't you call that FREEDOM?

Take Action: Your Spending Liberation Plan

You worked hard for decades. You sacrificed. You saved.

Now it's time to enjoy the fruits of your discipline.

To discover if you're needlessly restricting your retirement lifestyle, book a complimentary 60-minute Strategy Session.

Together we'll:

- Assess your current financial position
- Identify your essential, important, and aspirational expenses
- Evaluate whether your current spending aligns with your resources
- Explore strategies to create guaranteed income for life
- Develop a clear spending plan that balances enjoyment and security

If you're married, both spouses must attend this Zoom session (though you can join from separate devices if needed).

Click [HERE](#) to schedule your complimentary Retirement Lifestyle Strategy Session

Life is too short to be the richest person in the cemetery.

Start living today.

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