ALTAIR

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Altair's personal finance tips
for the young investor

MONEY MATTERS

WHY DO SO MANY PRICES END IN $.99?



You're in the store choosing between two identical games. One costs $19.99 and the other costs $20. Which price looks better? Studies show many people pick $19.99 even though the difference is only one penny!

Here's why: We read numbers from left to right, so our brains notice the 19 first. That can make $19.99 *feel* cheaper than $20. Retailers know this so they price items one penny lower to make an item seem like a bargain. You'll see this anywhere from food prices (2 bananas for $0.99 instead of $1), gasoline (1 gallon for $3.99 instead of $4/gallon) and even homes ($499,999 purchase price vs. $500,000).

There's also an old story that stores once used these prices so cashiers would have to open the register to give change and record each sale. No one knows for sure if that's how the practice began. Today, when you see $19.99, try saying "about $20" in your head. That makes it easier to decide whether the item is worth the price!

SALE

Just as a price ending in .99 cents can feel like a bargain, a bright "SALE!" sign can make us excited to buy something. Before you rush to the register, compare the original price with the sale price. How much do you really save and is the item worth your hard-earned money?

See disclosures at the end of the document

TREAT YOUR GIFT CARDS LIKE YOU WOULD TREAT CASH

A gift card may only look like a little piece of plastic, but it holds real money. If someone gives you a $25 gift card to your favorite store, it's just like they gave you $25 in cash to use at that particular shop. Until you use it, the money stays on the card. If you buy a $10 book with your $25 gift card, you still have $15 to spend later.

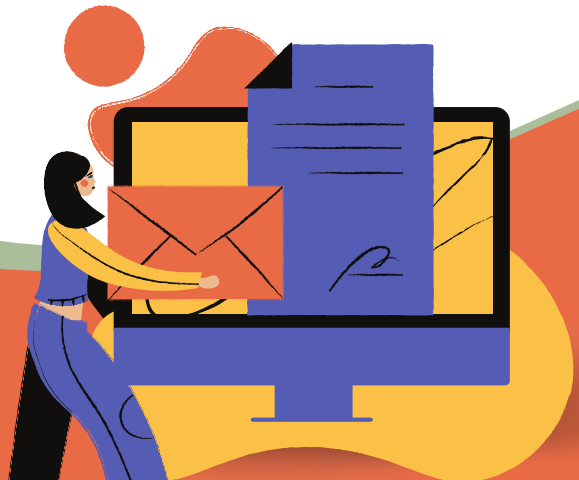
That $15 is easy to forget if the card ends up in a drawer or gets lost! That's why it helps to treat a gift card like money — because it is! Keep your gift cards in a safe place and keep track of the balance so you know how much you have left to spend.



Some gift cards have fees that may be charged after a long time of inactivity. You can call the number on the back of the card or visit the store's website to check the balance. If you find an old gift card, check before assuming it's empty. And once the balance reaches $0, ask whether the card can be reloaded or recycled.

WHAT IF YOUR GIFT CARD ISN'T ENOUGH?

If you have $15 left on a gift card, but the game you want costs $20, you can still use the card. You would use the $15 on your gift card and pay the remaining $5 another way. This is called splitting a payment. You can use your debit card, a credit card, cash, or even another gift card to cover the remaining balance.



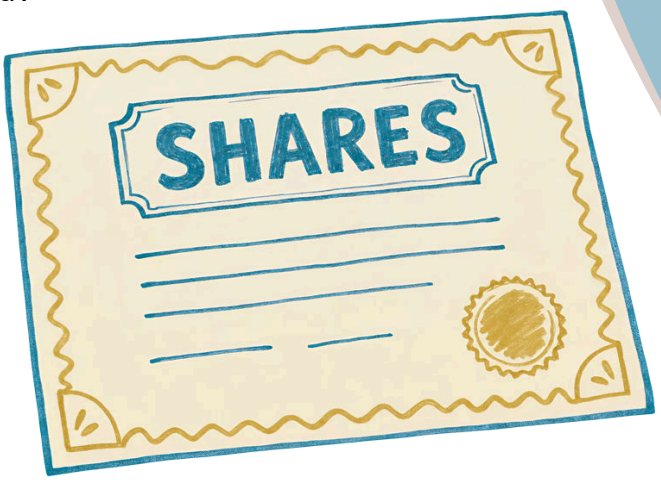
Want to learn more?

We want to answer your questions! After asking your parents' permission, write to us at **marketing@altairadvisers.com** and tell us the money questions and issues you would like to see covered in the next edition of Money Matters.

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WHAT DOES IT MEAN TO OWN A STOCK?

Imagine you received shares of stock as a gift from a family member. You can't spend it at a store like a gift card, so what exactly did they give you?



A stock is a tiny piece of ownership in a company. Some companies sell shares of stock to the public as a way to raise money to build the business. If you own a share, it means you own a piece of the company. As a shareholder, you have the potential to make money from your stock investment in two ways:

- **Dividends** – A sum of money paid regularly (typically four times a year) by a company to its shareholders out of its profits.
- **Stock Value** – You pay a set price for company stock on the specific day you buy it. When you sell your stock in the future, if its price is more than what you originally paid, you make money. If the stock price has fallen below the price you paid, you lose money.

When you own shares, you are hoping that over many years your stock purchase will become much more valuable than the price you paid. There are risks involved. A company you own shares in may go down in value or go out of business.

You might wonder how to pick all winners and avoid losing money. You can't. No one can predict the future. Losing money is always a possibility, particularly if you put all your money into one stock. To prevent significant loss, you should take a "diversified" approach to investing. That means buying stocks in many different companies to spread out the risk. There are no guarantees that a stock you own will go up in price. To improve your chances of success, you should learn about a company and how it plans to grow its profits in the future before you buy its stock

If you are gifted shares of stock, find out which company or companies you own and follow it over time. What do they make or do? How has the value of your shares changed? What other companies would you be interested in investing in the future?

LET'S MAKE HELPFUL MONEY MOVES!

Draw a line from each situation to a helpful money move. What should you do in each scenerio?

SITUATION	MONEY MOVE
A toy costs $9.99	Check the balance
You find a gift card you haven't used in a long time	Remember that stock prices can go up and down
You buy a $6 book with a $20 gift card	Round the price up to about $10
A bright sign says "SALE!	Think about what you learned for next time.
An adult gifts you a share of stock	Compare the original price with the sale price
The value of your stock goes down	Keep track of the $14 you have left to spend
You want to buy something that costs more than you've saved	Find out what the company makes or does
A friend wants to hang out, but doesn't want to spend money	Make a plan to save the amount you still need
You buy something and later wish you had chosen differently	Suggest a game night, a walk, or a visit to the library

Answers on the back page

TEEN CORNER:

WHEN YOUR BESTIES HAVE DIFFERENT BUDGETS THAN YOU



As you start making plans with friends on your own, you may notice that you all do not spend money the same way. One friend might drop hundreds of dollars at *Alo* without thinking much about the cost. Another might browse the sale rack and another friend may skip the shopping spree altogether.

These differences can feel awkward. Sometimes these inequities are hard on the teen who has stricter limits on spending but wants to keep up with friends. Other times, teens may push a friend who appears to have more cash to pay for things, putting that person in an awkward position.

If you're the friend with extra money, treating a friend is a kind gesture, but be clear about whether the money is a gift or a loan. And if a friend offers to pay for you, it's okay to accept or decline. The goal is for both of you to feel comfortable, without anyone feeling pressured or keeping score.

When you suggest an outing, remember that an invitation can feel hard to turn down, even when the price is out of the budget. Let friends know what tickets, food, or transportation might cost, and offer a less expensive option, too. You don't need to guess what anyone can afford. Giving your friends a choice lets them decide what works for them financially.

Remember that you don't need matching budgets to have a good time together. Being thoughtful about costs, honest about what you're willing to spend, and respectful of each other's choices can make it easier to focus on what matters, which is enjoying your time together.

WAYS TO HANG OUT WITHOUT SPENDING MONEY

- Host a game night
- Make a viral dish together
- Pick a random TV series to binge-watch
- Start a book club
- Take a walk and explore a new neighborhood.
- *Finally* learn that Tik-Tok dance
- Play sports at the local park

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PARENT'S CORNER:
GIVING CHILDREN ROOM TO MAKE SMALL MONEY MISTAKES

Watching a child spend their money on something they soon regret can be frustrating. When you can easily replace the item or give them more money, it may be tempting to do so to erase the disappointment. However, a small mistake can help a child learn to weigh choices and understand trade-offs.

Give your child an age-appropriate amount of money to manage and clear guidelines for spending it. Before a purchase, ask what appeals to them and whether they are saving for anything else. If the choice fits within your guidelines, let them decide what to buy, even if you would choose differently.

If the purchase disappoints, respond with curiosity rather than criticism: "Was it what you expected?" or "What might you do differently next time?" You do not need to immediately replace the item or reimburse them. The aim is to help your child notice what they learned without making them feel foolish for buying that item.

This approach does not require withholding help when a child needs it. The stakes should remain small and appropriate for their age. It simply means allowing a manageable choice to have a manageable consequence.

For families with the resources to smooth over every disappointment, those moments can be especially useful practice. A child who learns to reflect on a $15 purchase is building skills they can draw on when the decisions become more significant.



Families of significant wealth often face unique questions around how and when to introduce financial education. To support these conversations, we've created our Raising Balanced Children Guide, a curated sourcebook of recommended books, activities, and resources for children and young adults.

It's designed to help families have thoughtful, age-appropriate conversations about finances, responsibility, gratitude, and the opportunities and challenges that come with family wealth.

View the full digital guide by visiting our website at altairadvisers.com or scanning the QR code.



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ANSWER KEY

Toy priced at $9.99: Round the price up to about $10.
Old gift card: Ask a grown-up to help you check its balance.
$6 book bought with a $20 gift card: Keep track of the $14 left to spend
“SALE!” sign: Compare the original price with the sale price.
Gift of stock: Find out what the company makes or does.
Stock value goes down: Remember that stock prices can go up and down.
Item costs more than you’ve saved: Make a plan to save the amount you still need
Hanging out without spending money: Suggest a game night, a walk, or a visit to the library.
A purchase you regret: Think about what you learned for next time.

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Parents: connect with us!