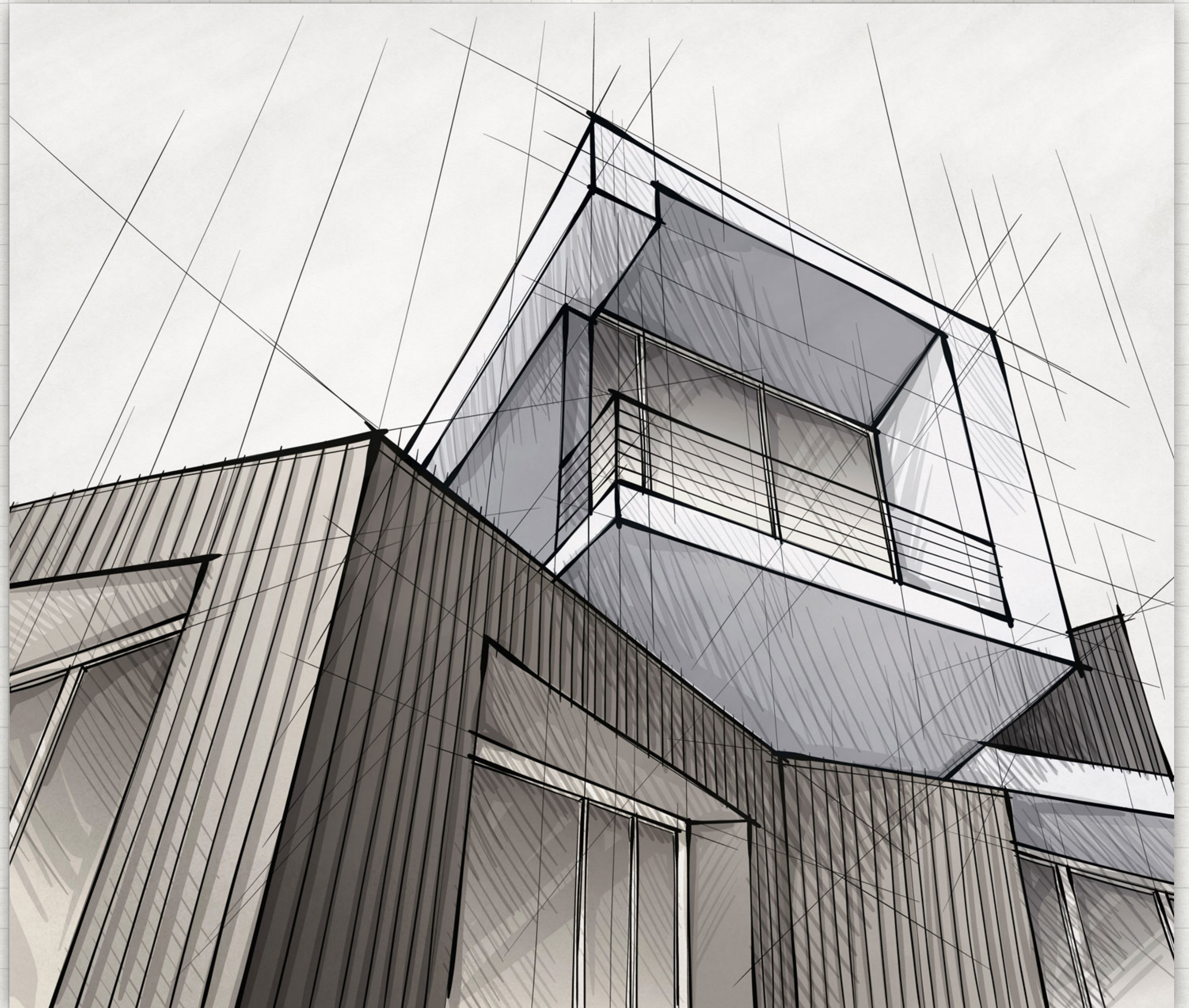


CS 007: SESSION 4

PERSONAL FINANCE FOR ENGINEERS



EVALUATING OFFERS

Final Thoughts

LAST WORD: NEGOTIATION

- The market is fairly efficient, but companies vary significantly in their approach.
- Some reward negotiation. Others explicitly work against it. Lack of negotiation is one of the contributing causes to pay disparity. Polite but firm is often the right approach.
- High quality companies do a lot of work on fair compensation, but startups can vary widely. Know the market data.
- Some terms are more flexible than others. Base comp is often more difficult to move than signing bonus or equity. If you are going to a private company, it's almost always a bet on equity anyway.
- Don't be afraid to approach the topic of fair compensation with your manager. Understand the difference in roles between a recruiter & a manager.
- Be emotionally honest with yourself on what is a deal breaker. Lines in the sand can be hard to erase.



CS 007

SAVING & BUDGETS



INCOME & EXPENSES

Spend less than you make

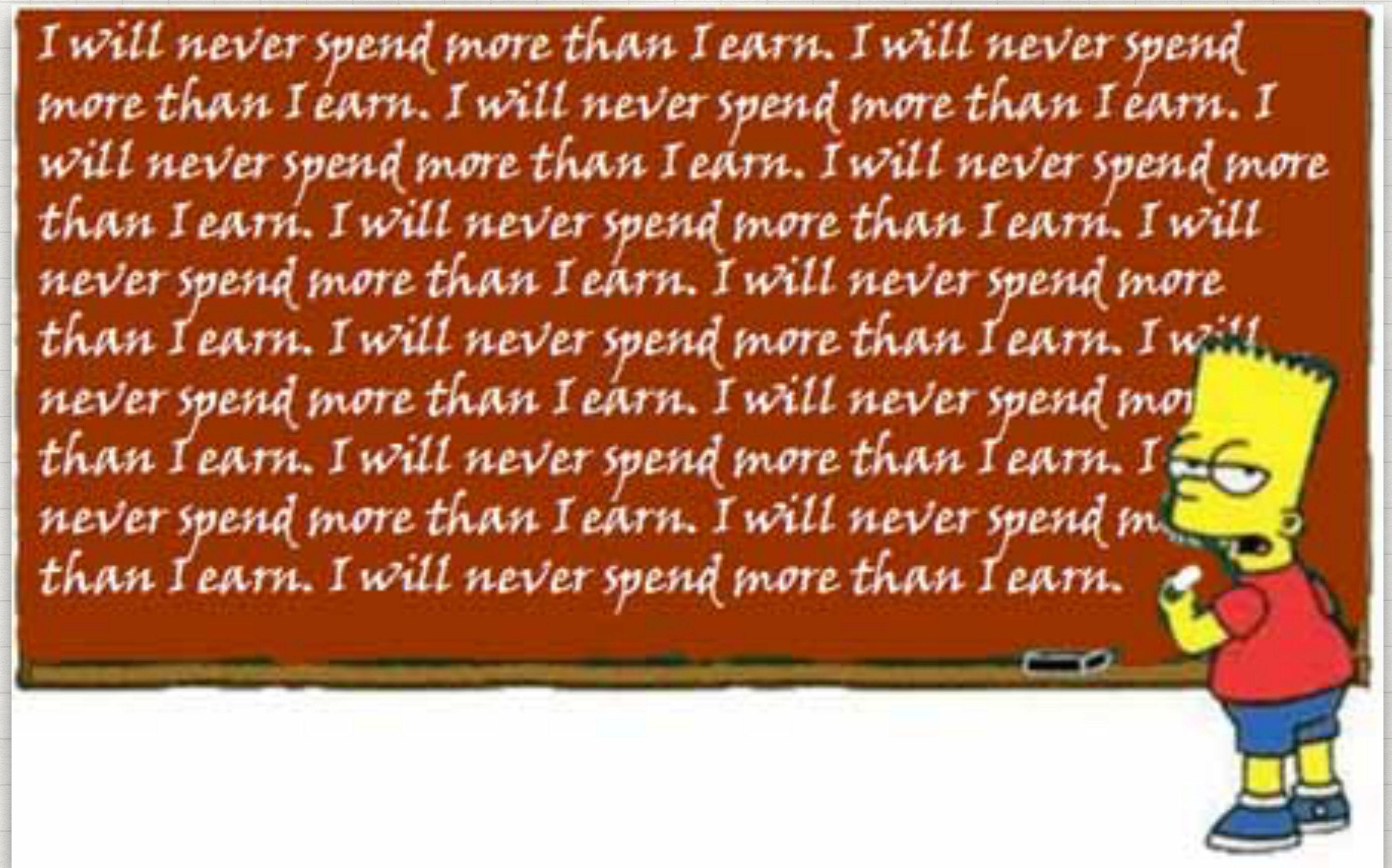
DON'T BUY STUFF YOU CANNOT AFFORD



<https://www.nbc.com/saturday-night-live/video/dont-buy-stuff/n12020>

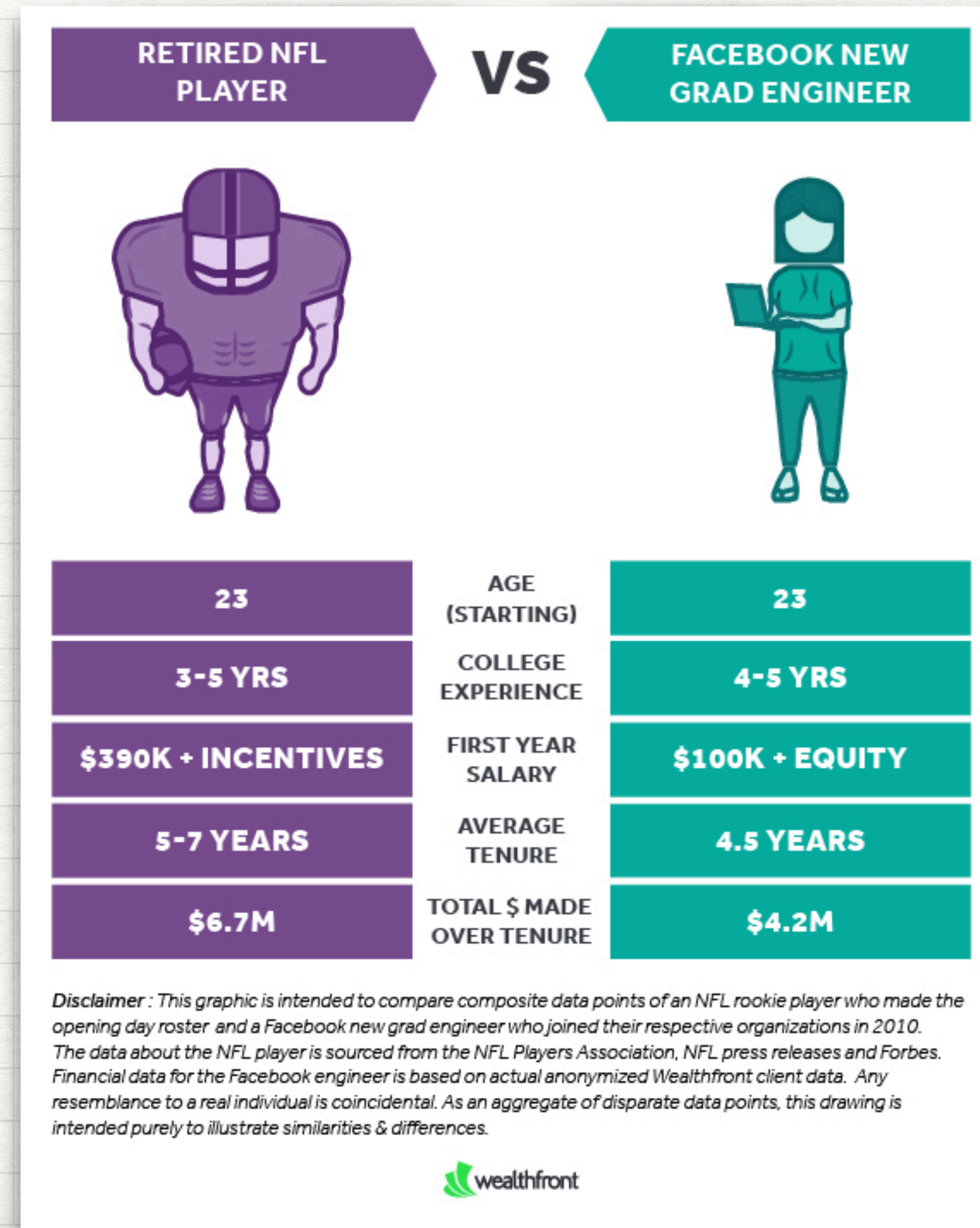
SPEND LESS THAN YOU MAKE

- This is the **ultimate secret** to personal financial success.
- Important at almost every level of income & wealth.
- Important for all levels of success & intelligence.
- There is no amount of money that you can't spend. There are reasons why multi-millionaires go broke.
- Very easy to measure, few people do.



WHY IS THIS DIFFICULT?

- Not all expenses happen in the same time frame as income. Paycheck every two weeks vs. monthly or annual bills.
- Not all expenses are predictable
- Endowment effect can be counter-productive. A budget of \$300 for clothing per month turns into a license to spend more than you need.
- Credit cards make it trivial to overspend
- Incomes fluctuate but lifestyle & expenses are sticky. Very difficult when you make a lot of money in a short amount of time (Hollywood, Pro Sports, Silicon Valley)
- Taxes are complicated.



STOP KEEPING UP WITH THE JONESES

- Why do we do it?
 - Desire to show off our success
 - Need to have what other people have. Even worse when it's an aggregation across a wide variety of lifestyles.
- They are broke.
- You have to set your own priorities.

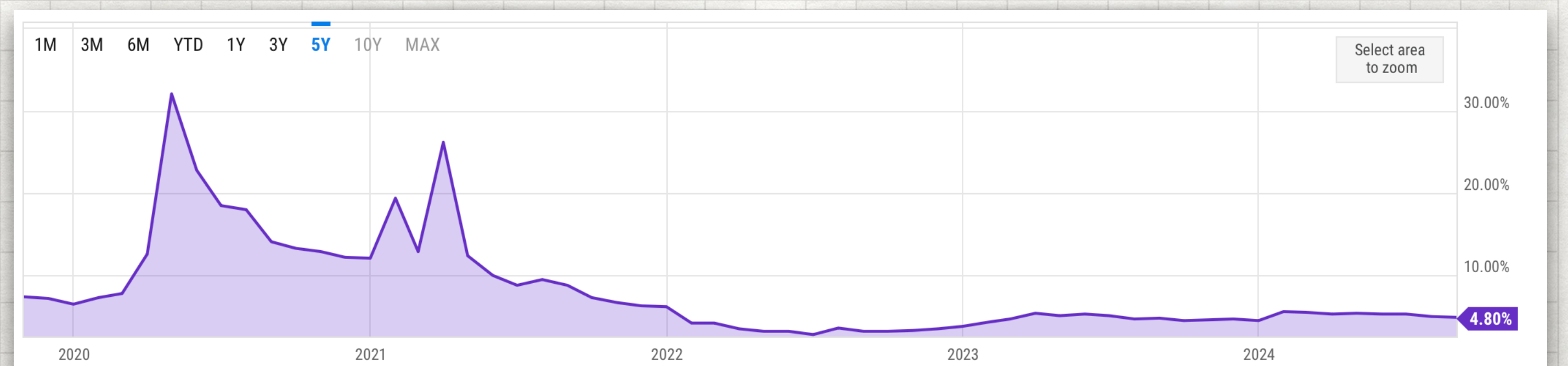
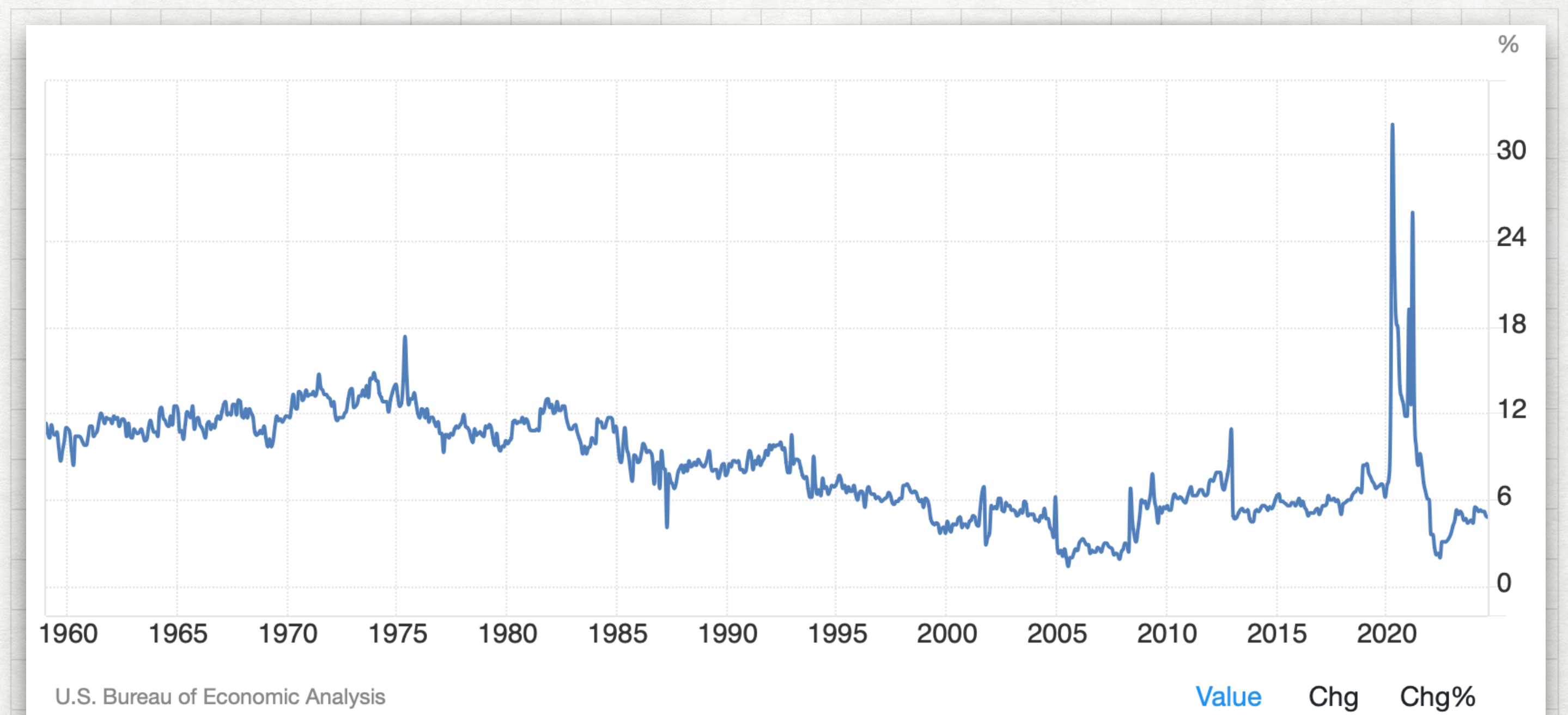


SAVINGS RATES

How Much Should You Save?

US SAVINGS RATE

- Actually a number that governments track as an important macroeconomic statistic.
- US Personal Savings Rate was 3.6% in August 2017, but 8.1% in August 2019. Peaked at 32% in 2020, but as of August 2024, is at 4.8%.
- $\text{Savings} = \text{Income} - \text{Spending}$
- Does not account for non-income value generation or for future liabilities



* <https://tradingeconomics.com/united-states/personal-savings>

* https://ycharts.com/indicators/personal_saving_rate

WHAT'S THE IDEAL TARGET?

- Most common recommendations: 10% & 15%
- No mathematical basis for 10%. Humans just like the number 10.
- 15% is based on historical assumptions of length of time working, rate of return, wage inflation, and 80% retirement income goal.
- Real answer: every % matters.
 - You lower the amount you need to live on / lifestyle.
 - You increase the pool of capital to hit that goal.



When you graduate, what percentage of your salary do you believe you should save every month?

113 out of 113 people answered this question

20%+

83 resp. 73.5%

15%

16 resp. 14.2%

10%

14 resp. 12.4%

0%

0 resp. 0%

6%

0 resp. 0%

EMPLOYER BENEFITS TO SAVING

- Compensation structure can affect savings rates.
- If you receive a 10% bonus and don't spend it, that boosts your savings rate.
- Unfortunately, most people spend **more than their expected bonus** before they receive it.
- Three systemic ways to boost savings rates:
 - Forced savings (e.g. Australia) makes it a requirement to save a % of your pay.
 - Employer match (e.g. 401k) can contribute significantly to overall savings rates. (It's free money. Take it.)
 - Health savings accounts (HSA) may contribute to savings as well, although empirical evidence is limited.

401k Employer Matching Contribution Facts

\$1,336

The average amount of employer match employees missed out on in 2014.

\$42,855

The average amount of employer match an employee will miss out on over the span of 20 years.

\$1.4B

The total amount of unclaimed employer matching contributions, according to a survey of over 1 million employees.

\$24B

The annual amount of lost employer matching contributions due to employees not saving enough.

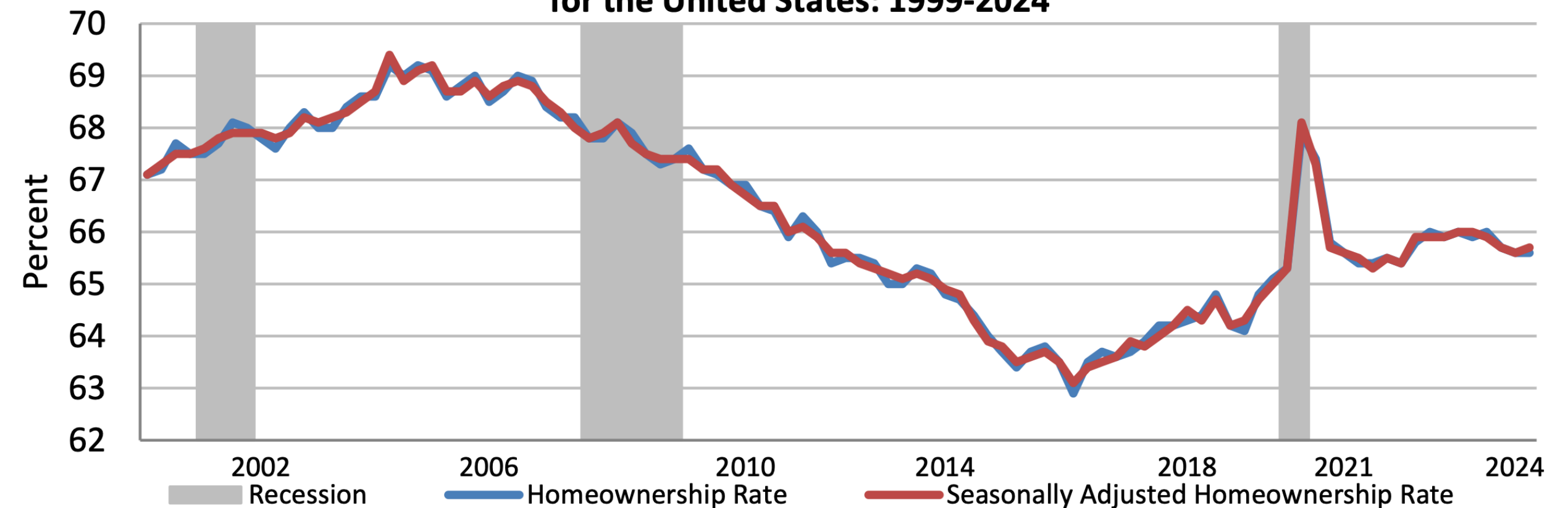


MORTGAGE AS FORCED SAVING

- 65.6% of Americans are homeowners (as of Q2 2024)
- Mortgage payments are made of two components: interest & principal.
- Paying off debt wipes a liability off your books, leaving the asset. This boosts your net worth, just like savings does.
- For many Americans, the forcing function of monthly principal payments effectively leads them to build significant value in their homes over long time periods (decades).

Figure 4

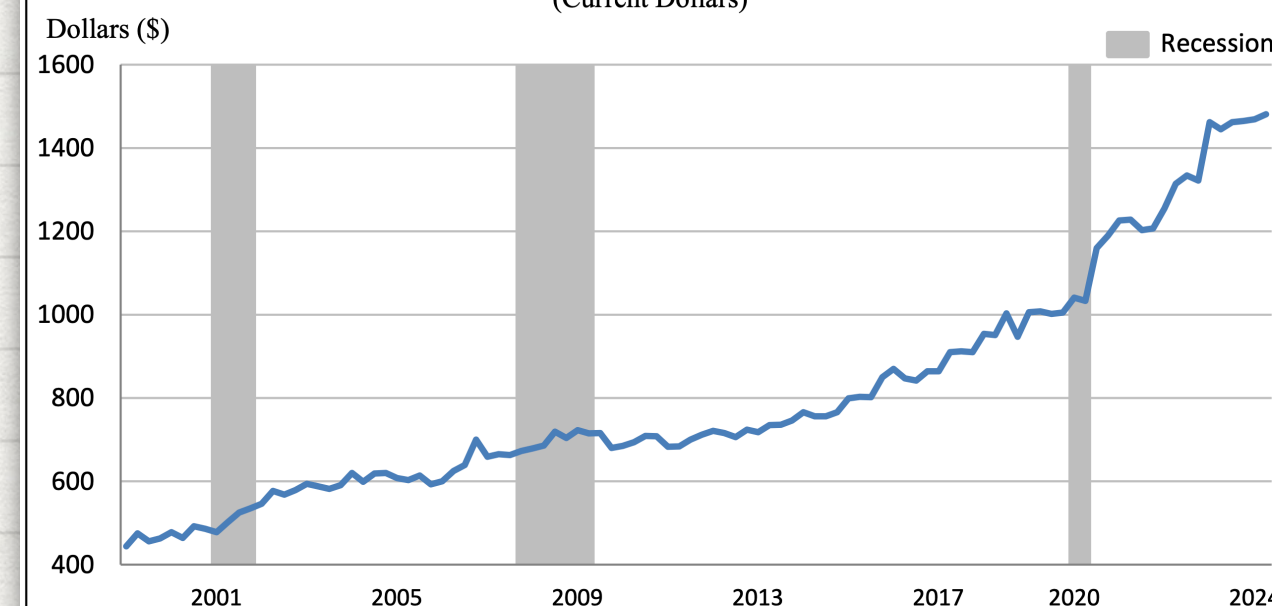
Quarterly Homeownership Rates and Seasonally Adjusted Homeownership Rates for the United States: 1999-2024



Source: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey, July 30, 2024, Recession data: National Bureau of Economic Research, www.nber.org

Figure 2

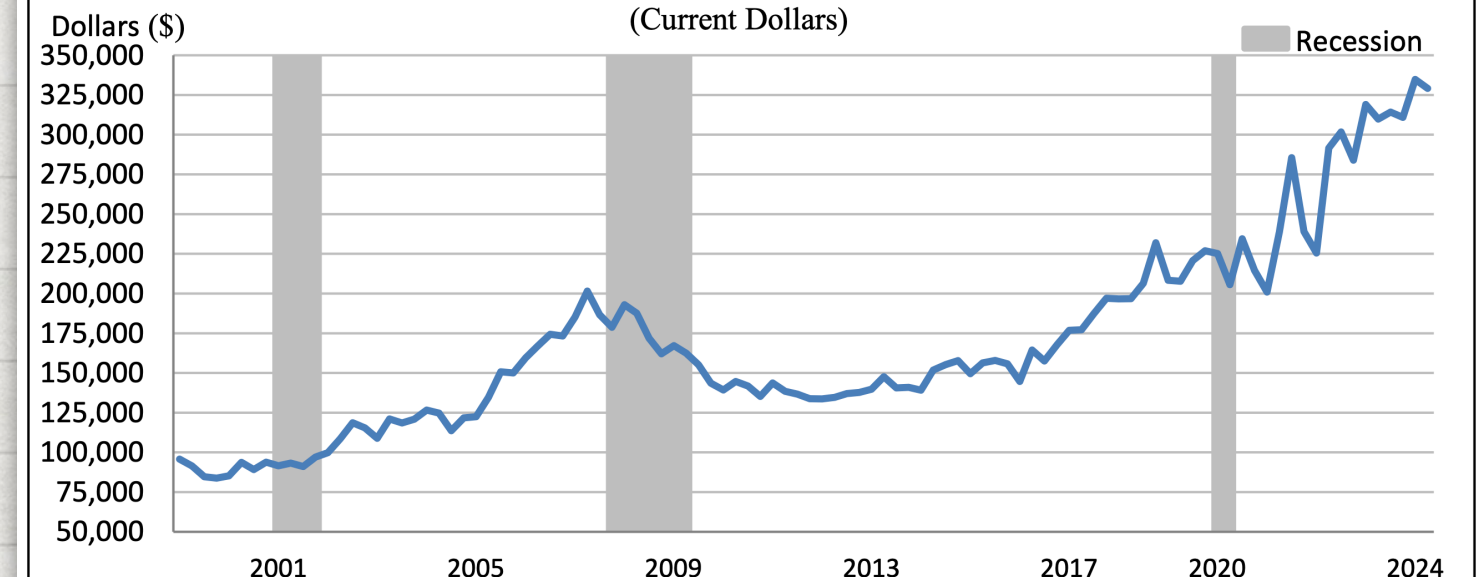
Median Asking Rent for Vacant for Rent Units: 1999-2024 (Current Dollars)



Source: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey, July 30, 2024
Recession data: National Bureau of Economic Research, www.nber.org

Figure 3

Median Asking Sales Price for Vacant for Sale Units: 1999-2024 (Current Dollars)



Source: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey, July 30, 2024
Recession data: National Bureau of Economic Research, www.nber.org

THE BENEFITS OF AUTOMATION

- Pay Yourself First
- Build a budget, calculate your savings, automate the withdrawal, just like taxes.
- Opt-out enrollment in 401(k) plans is far more effective than Opt-in.
- Automatic increases in 401(k) contributions is far more effective than Opt-in.
- When your salary increases, try to save that percentage. You can boost your savings rate over time.
- Money not seen is less likely to be spent.



BUDGETING

Where Does Your Money Go

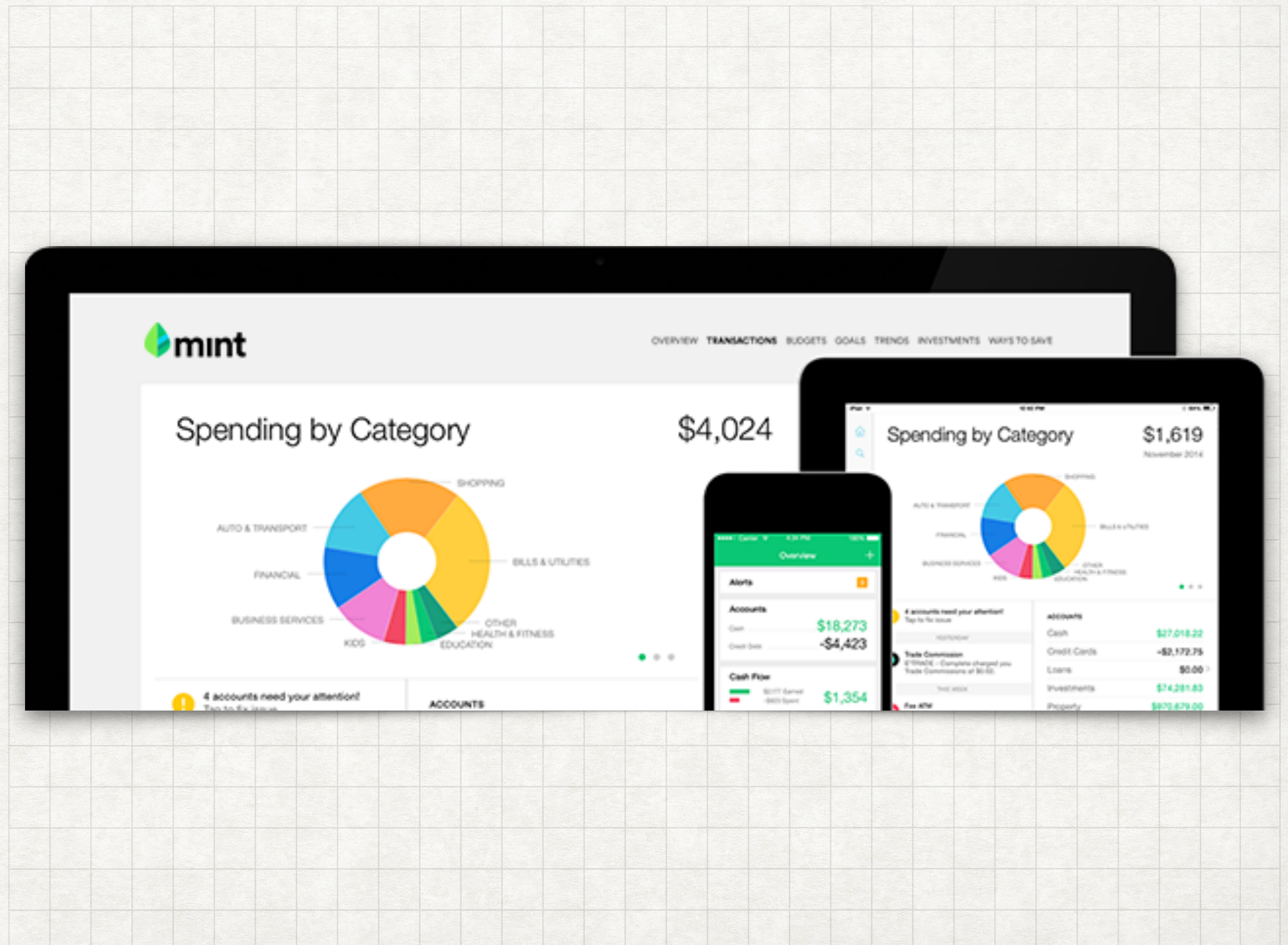
WHAT IS A BUDGET

- Breakdown of spending, by category
- If you are settled, you can build a surprisingly accurate budget by looking at your spending for the last 3 months and averaging.
- Don't forget annual expenses
- Emergency fund is meant to handle truly unusual expenses, not overspending on holiday gifts.



TRACKING EMPIRICAL VS. IDEAL RESULTS

- Big difference between what you are spending in a category & what you need to spend in a category
- Comparables from colleagues / friends are valuable, but need to be taken in context
- Track your ideal vs. empirical results on a regular basis.
- The key metric for a budget is whether or not it is realistic



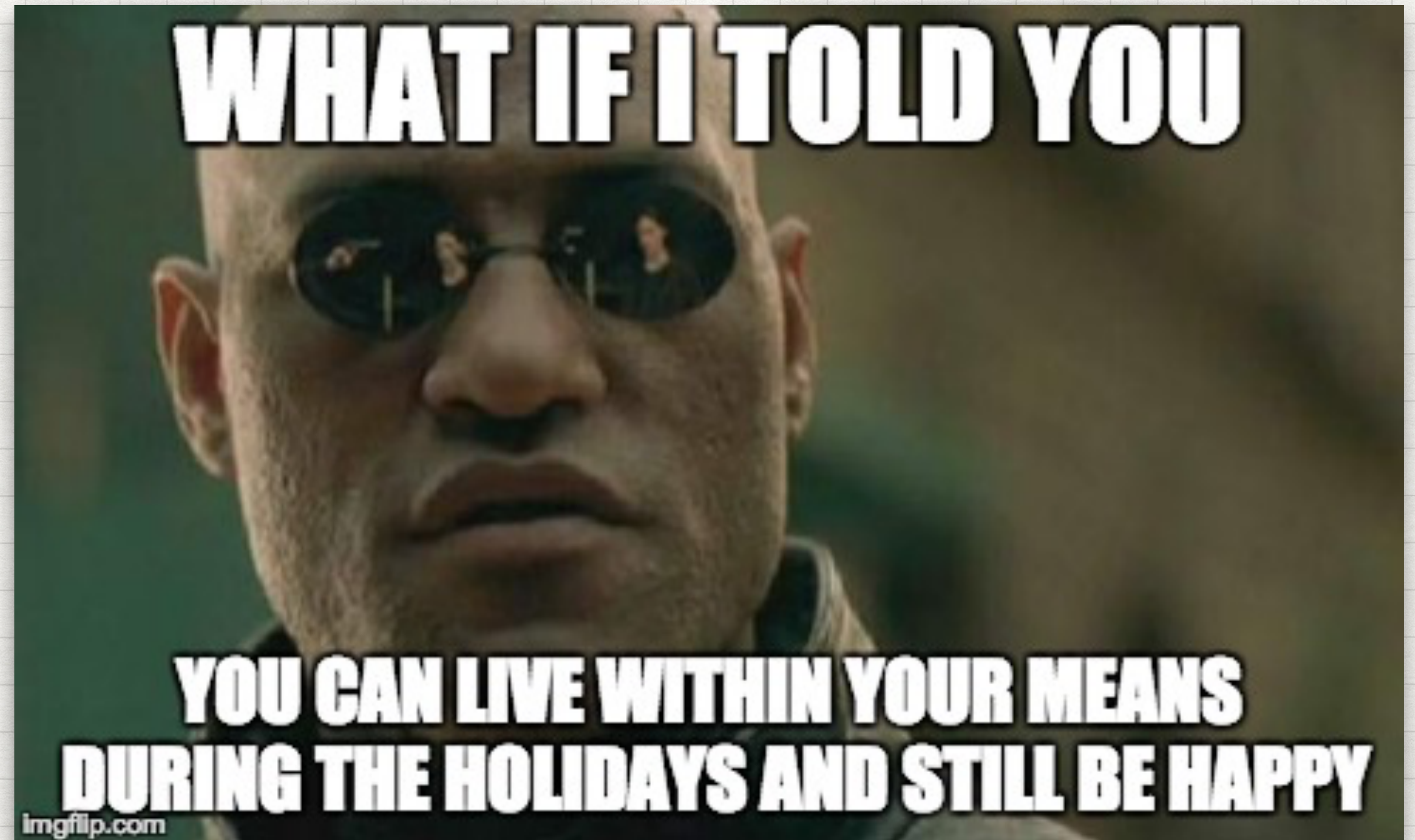
NEEDS / WANTS / SAVINGS & DEBT

- “All Your Worth” - Elizabeth Warren (D) co-authored with her daughter
- 50 / 30 / 20 in the book, but those are unlikely to be your #'s.
- **Needs:** Keep roof over your head, safe, healthy and able to work.
- **Wants:** Any other consumption
- **Savings / Debt:** Paying down debt, building emergency fund, saving for long term goals



YOU CAN MAKE IT WORK

- There are people who make less than you who manage to save 💰
- There are people who make more than you who go bankrupt.
- Beware of emotional justification: language like “I’ve earned this” or “I deserve this” or “why not me?”
- It has been demonstrated that just the act of making a budget reduces the amount that people spend.
- Do not be surprised if you go over your budget. Leave a buffer estimating income & allocating spending.



INCOME STATEMENT

Pulling It All Together

WHAT IS AN INCOME STATEMENT

- An **income statement** is a financial statement that reports a company's financial performance over a specific accounting period.
- A **personal income statement** reviews a time period including income, expenses, and savings.

Paul's Guitar Shop, Inc. Income Statement For the Year Ended December 31, 2015			
Revenues			
Merchandise Sales	\$	24,800	
Music Lesson Income		<u>3,000</u>	
Total Revenues:			\$ 27,800
Expenses			
Cost of Goods Sold		10,200	
Depreciation expense		2,000	
Wage expense		750	
Rent expense		500	
Interest expense		500	
Supplies expense		500	
Utilities expense		<u>400</u>	
Total Expenses:			<u>14,850</u>
Net Income			<u><u>\$ 12,950</u></u>

EXAMPLE: INCOME STATEMENT

- Best source for income data:
Pay Stub
- Best source for expenses?
Last 3 months of spending
- Best source for comparables?
Colleagues / Friends / Family

Income			
Salary			
	UnicornTech	\$ 12,000.00	100.0%
	- Taxes	(\$ 2,430.40)	20.3%
	- Insurance	(\$ 739.98)	6.2%
	Total Salary	\$ 8,829.62	73.6%
	Total Income	\$ 8,829.62	73.6%
Savings			
Retirement			
	Roth 401K	\$ 500.00	4.2%
	IRA	\$ 0.00	0.0%
	Total Retirement	\$ 500.00	4.2%
College			
	Pride & Joy 529	\$ 250.00	2.1%
	Total College	\$ 250.00	2.1%
	Total Savings	\$ 750.00	6.3%
Debt Repayment			
Housing			
	Mortgage	\$ 2,500.00	20.8%
	Total Housing	\$ 2,500.00	20.8%
College			
	Stanford Loans Consolidated	\$ 250.00	2.1%
	Total College	\$ 250.00	2.1%
	Total Debt Repayment	\$ 2,750.00	22.9%

Annual Expenses			
	Life Insurance	\$ 800.00	
	Property Tax	\$ 7,800.00	
	Total Annual Expenses	\$ 8,600.00	

Expenses			
Housing			
	Utilities	\$ 300.00	2.5%
	Water/Garbage	\$ 120.00	1.0%
	AT&T Wireless	\$ 120.00	1.0%
	TV / Netflix / Hulu	\$ 110.00	0.9%
	Home Insurance	\$ 76.50	0.6%
	Maintenance	\$ 200.00	1.7%
	Total Housing	\$ 926.50	7.7%
Auto			
	Toyota Prius	\$ 323.50	2.7%
	Auto Insurance	\$ 132.29	1.1%
	Gas	\$ 100.00	0.8%
	Repairs/License	\$ 0.00	0.0%
	End Auto	\$ 555.79	4.6%
Household Expenses			
	Groceries/Costco	\$ 800.00	6.7%
	Dining Out	\$ 400.00	3.3%
	Entertainment	\$ 50.00	0.4%
	Clothing	\$ 150.00	1.3%
	Periodicals	\$ 38.00	0.3%
	Personal Spending	\$ 100.00	0.8%
	Pets	\$ 50.00	0.4%
	Computers/Gadgets	\$ 200.00	1.7%
	Gym	\$ 70.00	0.6%
	Gifts	\$ 100.00	0.8%
	Charity	\$ 300.00	2.5%
	Medical	\$ 100.00	0.8%
	Total Household Expenses	\$ 2,358.00	19.7%
	Annualized Expenses	\$ 716.67	6.0%
	End Expenses	\$ 4,556.96	38.0%
	Cash Flow Buffer	\$ 772.66	6.4%

ONGOING MAINTENANCE

- Quarterly
 - Check your progress, real vs. expected
- Annual
 - Model in changes & learnings from real behavior.
- Automate
 - The more you automate your savings & spending, the less room for error.



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QUESTIONS



NEXT WEEK: YOUR FINANCIAL PROFILE

- Liquidity
- Emergency Funds
- Assets & Liabilities
- Net Worth
- Personal Balance Sheet

