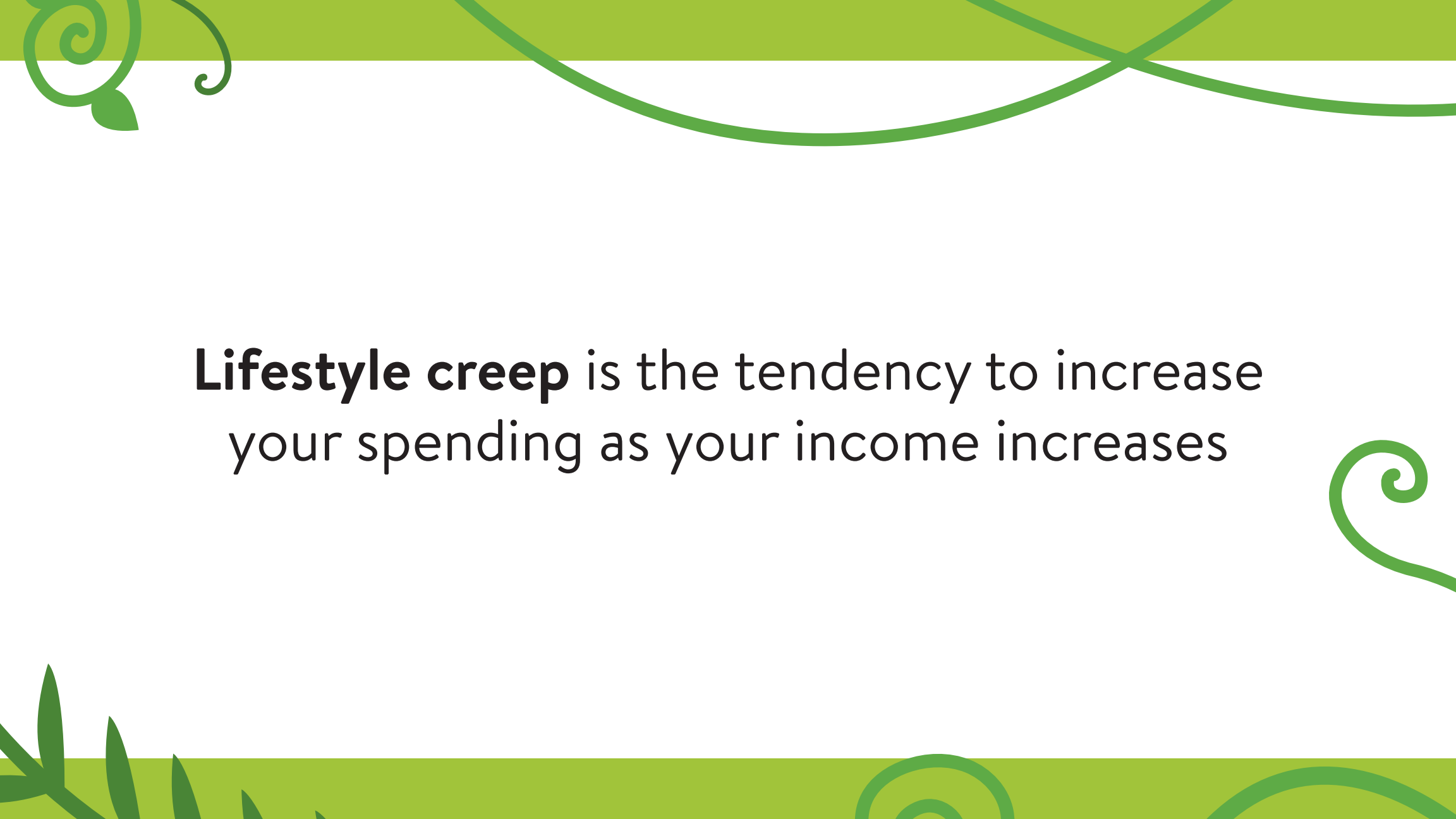


Avoiding **LIFESTYLE CREEP**

BROUGHT TO YOU BY



- IT'S A -
**MONEY
THING®**



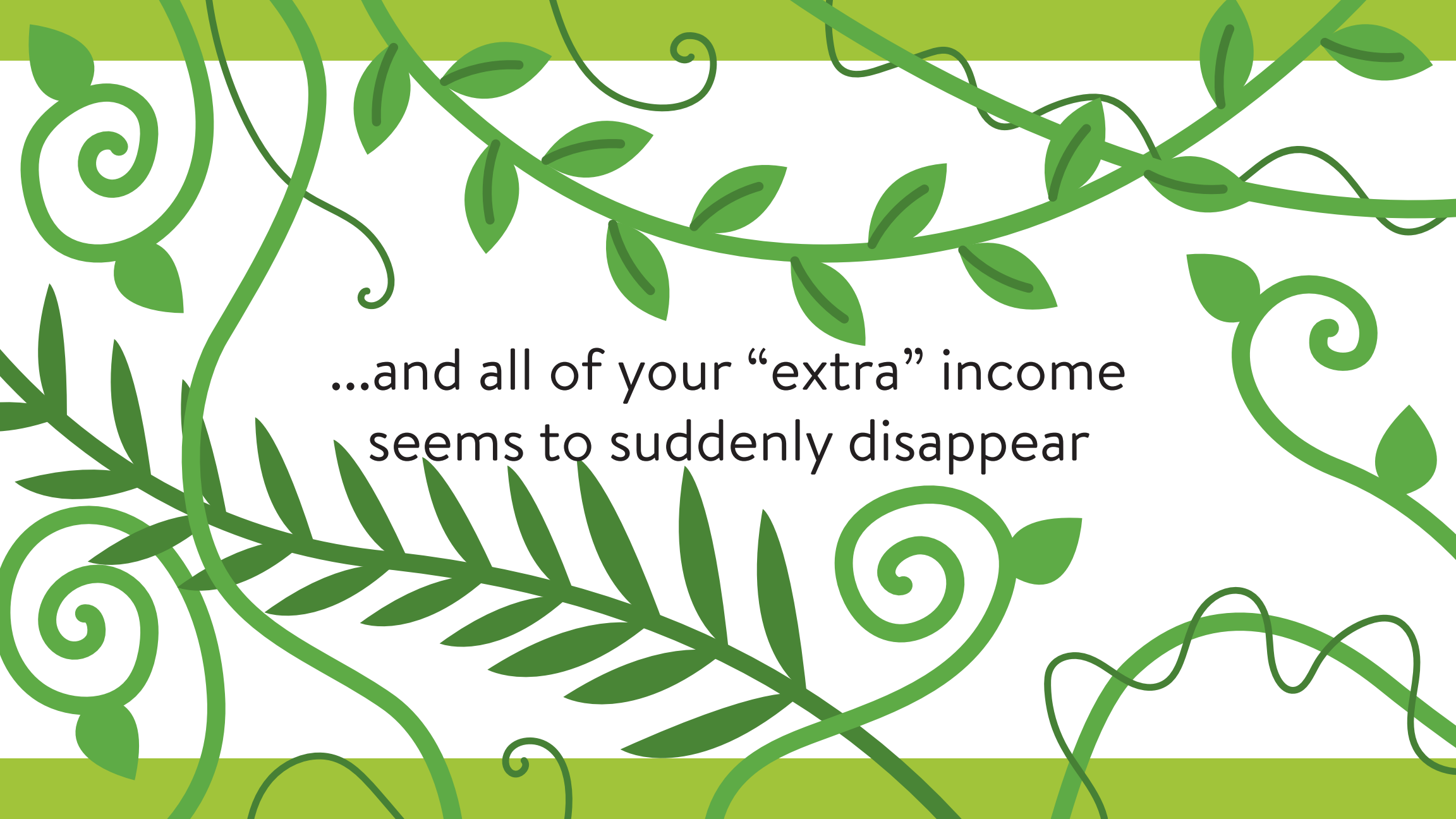
Lifestyle creep is the tendency to increase your spending as your income increases

The image features a white background with decorative green vine and leaf patterns. At the top, there are horizontal green bands. A thick green vine with small leaves arches across the top. On the left, a spiral vine with leaves is visible. On the right, another spiral vine is present. At the bottom, there are more horizontal green bands. A thick green vine with many small leaves runs across the bottom. There are also spiral vine motifs at the bottom right.

The spending increase can happen so gradually that you don't even notice it



Things you once considered to be luxuries
start getting treated as needs...



...and all of your “extra” income
seems to suddenly disappear

What Does Lifestyle Creep
LOOK LIKE?

Lifestyle creep can reveal itself in many
different ways within your budget

LIFESTYLE CREEP WARNING SIGNS



You tend to buy only brand-name items—never generic



You tend to upgrade or replace items sooner than necessary



You're subscribed to more services than you have time for

The Dangers of
LIFESTYLE CREEP

DANGERS OF LIFESTYLE CREEP

SAVINGS SABOTAGE

More money spent on insignificant lifestyle upgrades means less money going toward your savings goals and financial priorities



LACK OF RESOURCES

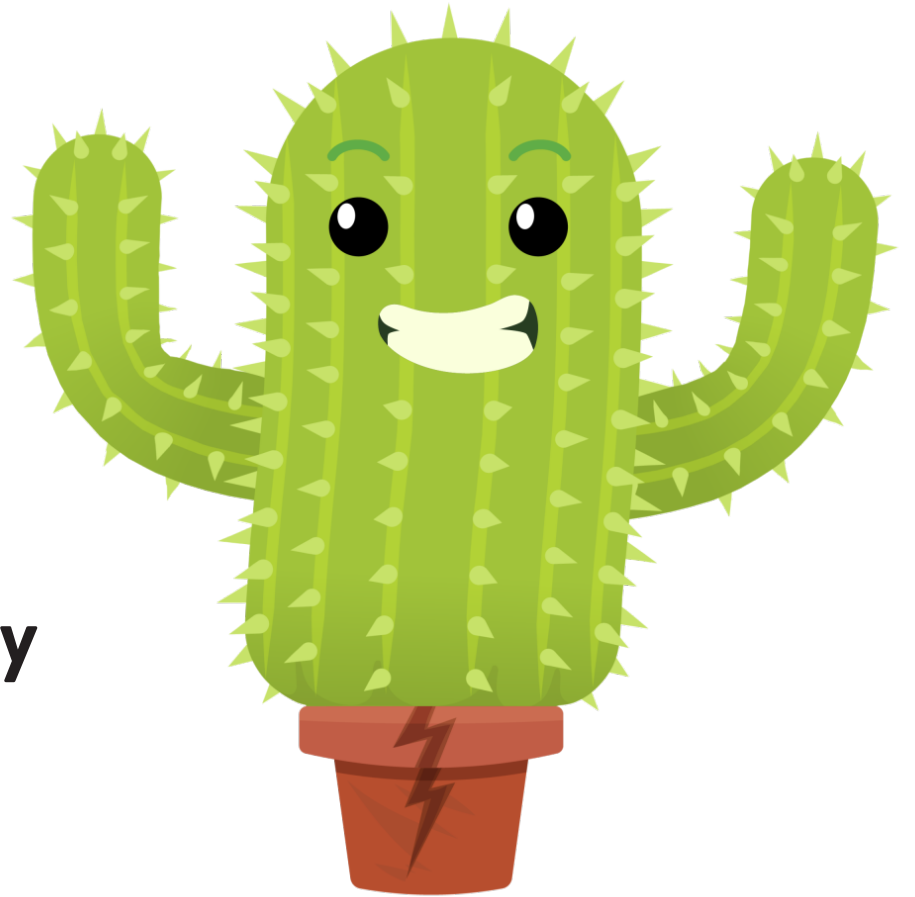
Lifestyle creep makes it more difficult to adjust to future decreases in pay from unemployment or retirement

How to Stop

LIFESTYLE CREEP

Stop lifestyle creep with three simple rules:

- 1. Raise Your Savings**
- 2. Choose Value Over Luxury**
- 3. Resist the Pressure**



1



Raise Your Savings

When your income increases, fund your savings goals before considering lifestyle improvements



Choose Value Over Luxury

Resist costly,
meaningless upgrades
by appreciating
the value of what
you already have



DO THIS!

BUY THAT!

SPEND!

Resist the Pressure

Stay true to your own priorities and resist spending pressure from family, friends, neighbors and media

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Branches
Grow Deeper, Climb Higher

Sources: BusinessInsider.com, Forbes, Investopedia

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