



THE MAKING OF ASSETCOIN

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Importance of Community Wealth Building



When families possess assets; valuable skills, social networks, a home, some savings, and ownership stake in a business, they enjoy greater resilience. Meaning, they can plan for their future, send a child to college, feel secure in retirement and can withstand occasional shocks like unemployment or illness.

A job may start or stop, but it is assets, of various kinds, that yield greater stability and security. As this is true of families, it is also true of communities; for instance, jobs may be drawn into a community, but then leave without warning. More importantly, if attracting jobs means degrading community assets through pollution, low-wage jobs, or the loss of tax income through excessive tax breaks — a seeming gain can in fact represent a net loss.

Traditional economic development is about attracting industry to a community; however, building community wealth is about using under-utilized local assets to make a community more vibrant. It's about developing assets in such a way that the wealth stays local; more importantly, aims to help families and communities control their own economic destiny.

Community wealth building represents a fast-growing economic development movement that strengthens our communities through broader democratic ownership and control of business and jobs. It builds on local talents, capacities, and institutions, rebuilding capital to strengthen and create locally owned family and community owned businesses that are anchored in place, that aren't moving.

A broad range of models and innovations have been used to achieve community wealth.

This includes cooperatives, employee-owned companies, social enterprise, land trusts, family businesses, community development financial institutions, investment outlets, and more. Another powerful team of local partners are anchor institutions, like hospitals and universities who represent the largest economic drivers in their communities. Increasingly they see the synergy between restoring local health and wealth with their success.

These strategies reverse the focus on “chasing companies to relocate to minority communities. All too often this includes greater tax breaks and lower wages for companies tend to relocate again for a better offer in another community.

ASSETCOIN'S COMMUNITY WEALTH BUILDING STRATEGIES

Community wealth is deeply tied to a place; meaning, the people who own and control the businesses live there. Assetcoin aims to improve urban communities and individuals by:

1. **INCREASING ASSET OWNERSHIP OPPORTUNITIES.**
2. **CREATE ANCHOR JOBS LOCALLY BY BROADENING OWNERSHIP OVER CAPITAL.**
3. **HELP ACHIEVE KEY ENVIRONMENTAL GOALS (WASTE MANAGEMENT & CARBON EMISSIONS).**
4. **CREATING LOCAL ECONOMIC STABILITY.**

INVESTING LOCALLY

Significantly strengthening and growing local capital is critical; therefore, strategies geared at investing locally include::

1. **BUILDING NEW, AND STRENGTHENING EXISTING, COMMUNITY-BASED FINANCIAL INSTITUTIONS;**
2. **PREVENTING LOCAL FINANCIAL RESOURCES FROM “LEAKING OUT” AWAY;**
3. **LEVERAGING THE USE OF PROCUREMENT AND INVESTMENT FROM EXISTING LOCAL ANCHOR INSTITUTIONS (HOSPITALS, UNIVERSITIES, FOUNDATIONS, CULTURAL INSTITUTIONS, AND CITY GOVERNMENT); AND**
4. **GROW AFFORDABLE CAPITAL BY WORKING WITH ALIGNED IMPACT INVESTORS AND FINANCIAL INSTITUTIONS COMMITTED TO BUILDING LOCAL WEALTH.**



Welcome to Assetcoin's Helping Hand, a place to find answers to your financial questions. We want to remind you that you are not alone, we are here to lend a helping hand to help lift you to a new stable financial status.

Today we answer a very common question often posted on social media:

Is there a simple way to build wealth?

Contrary to popular belief, building wealth is simple, it doesn't require luck, genius, or special connections. In fact, it's so simple it can be explained in just two sentences:

1. Make more than you spend and invest the difference wisely.
2. Develop simple daily habits that result in wealth accumulation.

You can reduce spending immediately through various forms of frugality. You can increase your income through various strategies including changing jobs, getting a raise, or starting a business.

Simply put, you must *create a gap between how much you earn and how much you spend* that results in savings to invest for growth and additional income.

FRUGALITY

Frugality is about living on less and requires self-discipline. For most people, there is a feeling of sacrifice when following this path, thus making it difficult to succeed.

Sources:

Community Wealth. (2014). What is Community Wealth Building and Why is it so Important? [What is Community Wealth Building and Why is it so Important? | Community-Wealth.org](http://Community-Wealth.org)

Tresidder, T. (2020). How To Build Wealth (It's Ridiculously Simple). [How To Build Wealth: The Ridiculously Simple Path To Financial Freedom \(financialmentor.com\)](http://financialmentor.com)

For others, frugality is a pleasurable journey in simplification where fulfillment results from redirecting earned income toward financial freedom goals rather than squandering it on spending.

Another alternative is to raise the income side of the equation. The advantage to this approach is there is no theoretical limitation to how fast your wealth can grow because your earning capacity is unlimited.

Many wealth gurus teach the income side of the equation as the "fast path" to wealth; however, if you don't master the spending side of the equation, you still run a high risk of failure due to the all-too-common mistake of allowing spending to rise as fast as income.

The greatest wealth builders focus on both sides of the equation together. They maximize savings by controlling spending while growing income at the same time.

It's the quickest, most certain path to increased savings for investment.

INVESTING

Finally, you must invest wisely! You don't have to take investment seminars or build extraordinary expertise. There are three well proven paths:

Paper Assets: Conventional buy and hold stocks using low cost index funds and proven asset allocation models.

Cryptocurrency: Now is the time to tap into the booming crypto industry. Security tokens like ASSETcoin is the preferred stable choice for investors.

Real Estate: Direct ownership of positive cash flow real estate in your local area.

In summary, achieving financial freedom is really quite simple. Spend less than you make and invest the difference wisely and repeat the process until the income from your investments exceeds your expenses.

NEW



ASSETCOIN'S CROWDFUNDING CAMPAIGN

JOIN THE MOVEMENT

Go to: <http://www.asetcoin.gold>
click on the **Join the Movement**
or **Invest Now** button

QUOTE OF THE MONTH

"There is nothing more beautiful than someone who goes out of their way to make life beautiful for others."

— Mandy Hale

WORLD PREMIERE ([now on Youtube](#))



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