

BlackBerry shares rise

Shares of BlackBerry rose more than 8% on Monday after Bernstein Research said it was upgrading the stock to “outperform” after last week’s launch of the company’s new line of BlackBerry 10 smartphones.



# Don't let your wants get the better of you



**GAIL VAZ-OXLADE**  
Special to QMI Agency

Meet people all the time who can't tell the difference between what they need and what they want. In our consumption-crazed world, virtually everything has become a need and, with the ease of a credit card swipe, we can turn every need into a purchase.

Needs are the things we must have to keep body and soul together. You need a roof over your head, you need food in your belly, you need to get to and from work so you can make money. You also need to save for the future, get out of debt and make sure your butt is covered in case the caca hits the fan.

Wants are the things we really like. While we need a roof, we might want one over a spiffy kitchen with granite counters and stainless-steel appliances. While we need food, we may want the steak, twice-baked



Sure, that steak dinner would be delicious, but do you really need it? Making sure you understand the difference between your needs and your wants is key to getting your finances under control. FOTOLIA

potatoes and garlic bread. Are you one of the people who claim that they “need” a vacation? Do you need a full-out cable package? How

about that smartphone? If you simply can't imagine your life without all the extras you've come to know and love, you've lost track of

what a need really is. Of course, never getting any of the good stuff is a bummer.

Wants are fine. You

shouldn't only satisfy your needs and leave all your wants to wilt from a lack of attention. I'm all for satisfying wants, but it's a matter

of making sure your needs are dealt with first before taking care of your wants.

Find yourself scrambling to cover your bills? It may be that your wants got in the way of your needs. Spend more than a couple of days a month in overdraft? You may have a needs/wants problem. Are your credit-card or line-of-credit balances still going up? Your wants may be getting the better of you.

This week as you write in your spending journal — and you are tracking what you're spending in your spending journal, aren't you? — write a “W” beside the things that are wants and an “N” beside the things that are needs. If something you want stands in the way of paying for a need and you don't walk away, you're not really serious about fixing your money problems, so you should stop pretending.

Serious about your money? Then you'll make sure all your needs are covered before you venture into the want zone. You'll need a budget to do that!

— Gail Vaz-Oxlade's latest book, *Money Rules*, is published by HarperCollins and will make you say, “Really? I didn't know that!”

## Are you a hedonist with your money?



**BARBARA STEWART**  
Special to QMI Agency

I will be releasing research next month on how women are investing their “wealth.” What I have learned is that some invest time in their children, others spend their energy producing technology and some put their money into providing water testing and more-reliable electrical grids for the Third World. In other words, many are using their resources to literally save the world.

But there are also successful women not afraid to admit they have already done enough “giving back” through various means and are now embracing the “life is short” philosophy when it comes to their resources.

We are constantly deluged with news of high household debt and fiscal cliffs and the like, so, to counter that, I thought it might be fun to share the perspectives of some who are enjoying themselves.

• A university professor in Toronto told me she spends money on the simple things that make her happy; stuff

that makes her life better in some way. She has spent a lot of time abroad and appreciates the European approach to enjoying life — taking in opera, art museums, fine wine and spending time with friends.

• A housewife in Zurich, Switzerland, told me of her passion for singing. After years of agonizing, she cashed in her pension and self-financed an album. For her, success isn't defined by record sales or the knowledge that there will be financial security in retirement. Music is the language of the soul and it

allows her to express herself. She is now on her third album.

• A branding expert in Paris said that after years of contributing to various causes, she no longer feels a debt to society and she has started entering a phase that feels a bit hedonistic. She is focused on doing more of what she enjoys and allowing herself to have deeper experiences. The challenge, of course, is to keep a balance and continue to earn, to invest and to save for her later years. When she travels on business, she makes a point of adding on an extra few days to explore the location in a fun and stimulating way.

The hedonist approach



Taking in an opera is not going to pay the bills, but there's only so much you can do with your time and money to look after other people — you need to enjoy yourself sometimes. FOTOLIA

isn't in the majority and it likely won't pay the bills but, used sparingly, we could all embrace a bit of it to round out the spiritual

side of our portfolio.

— Barbara Stewart, CFA, is with Cumberland Private Wealth Management Inc. Visit her website at [www.barbarastewart.ca](http://www.barbarastewart.ca)

How do you “invest” your wealth?