

# COIN: THE IRREVERENT YET PRACTICAL GUIDE TO MONEY MANAGEMENT FOR RECENT COLLEGE GRADUATES

BOOK BY JUDY MCNARY

Judy McNary's *Coin: The Irreverent Yet Practical Guide to Money Management for Recent College Graduates* is like the film *Toy Story*—it speaks the language of a younger generation, but with serious, yet hilarious, overtones the older generation will recognize. A mother of three 20-somethings, McNary has the lingo down cold, and she delivers practical advice without an ounce of finger-wagging. She must be one of the cool, hip moms all the Gen Z young adults want to hang with.

At 80 pages, *Coin* provides near-instant gratification for short attention spans. Yet, at least one 22-year-old I know (a friend's daughter) took the time to do the quizzes and exercises, and then she opened a Roth IRA. Covering spending, savings, debt, taxes, gifts, loans, and insurance, *Coin* is a compact, first-time financial planning session.

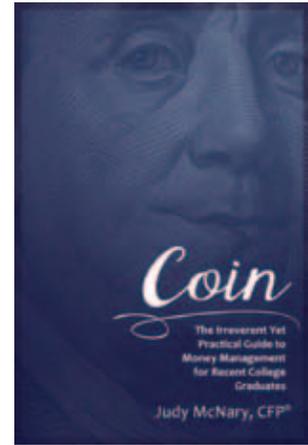
McNary covers the little behavioral choices that turn into big bad habits—or good ones—over a few decades. Choosing to pay yourself first. Choosing only one credit card. Choosing to tell your frat bro

to call his folks for bail money. Choosing the fadeaway tattoo instead of the permanent one. Choosing to be one of the 35 percent of credit card holders who pay off their balance every month.

Making the complex simple is the challenge for this target reader. *Coin's* coverage of student loan repayment options is not the most comprehensive, but it is the first I could readily comprehend. Sure, we get a lot of information from our august sources, but (no offense to those guys) McNary makes navigating student debt a lot more fun (a typical tongue-in-cheek tip for not-fun-but-essential concepts: "Put ketchup on it.").

Meanwhile, the retirement chapter is appropriately simplified. For the age group the book is targeting, the main message is the power of compounding and the employer match on a 401(k), not the correlation coefficient between managed futures and large cap. Similarly, *Coin* spends the least ink on life insurance and the most on health and auto insurance choices.

Admittedly, I have not wanted to contemplate advising anyone how to live without a car, how to live with a roommate you are not in love with, or how to choose between cell phone plans and gym memberships, but *Coin* tackles with gusto the choices many 20-somethings are really facing. Woven into the irreverence are cartoons, diagrams, and *Mad Libs* from illustrator Jenna Kusmierek that make the book more of a ride than a read. No matter your generation, I dare you not to laugh out loud with *Coin*. 



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