



Interview **STEVE YANG**

By Michelle Henson

Achieving financial security and building generational wealth is not out of grasp – it's more attainable than you probably think. It's definitely within reach if you focus and set your mind to it. It also

takes a lot of perseverance, a ton of sheer will and loads of determination. Plus, a solid network with mentors to advise you along the way. Just ask Steve Yang of Steve Yang Insurance with State

Farm.

Although Yang hails from a family with deep-rooted ties to Texas civic and community organizations and a multibillion-dollar chemical



Generation X Spending Pattern on Wants (3/3)

- As people age, their spending and saving behavior change. Needs of a person also changes with age and have direct impact on their spending.



Takeaway

- Gen-Xers spend more than both in all categories including Alcohol, Reading & Education, Entertainment and Apparels
- In terms of % Gen Xers spend only 4.4% of their income on personal care products however millennials allocates 5.0% on the same
- On reading & education millennials, Gen Xers and baby boomers allocated 2-3% of their annual spending however Gen Xers spent the most in gross value, \$2,260, and as a percentage of spending i.e. 3.0%

people to unload and sort three truckloads of donated supplies for the Salvation Army. He also donated money and a crew to work the Houston Jaycees "Mask, Sanitizer and Lunchbox" giveaway event. "We will continue to come together to help those in need in our community," Yang said.

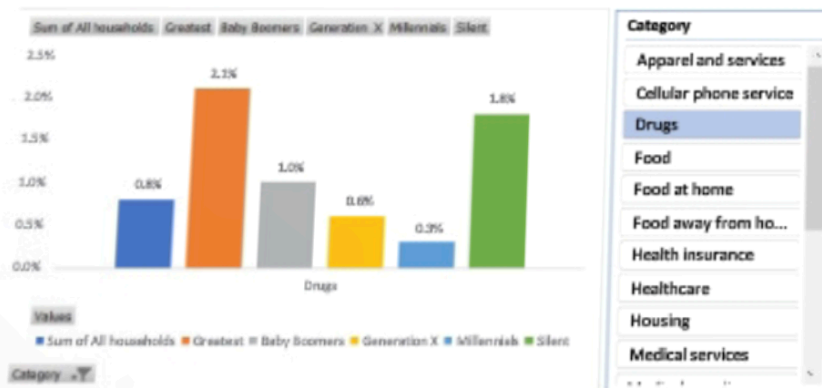
Yang had several paths for a career in finance with a degree in economics, so, why insurance? "It was purely by accident, if you ask me," he said. "But I've been in sales all my life, and I've always been very competitive. Add my knack for finance and relationship building, and insurance was just a good fit." Now Yang finds himself among State Farm's top performers as a recipient of the company's coveted Chairman's Circle award in 2020. Today, only 3-5% of

the company's more than 19,000 agents receive the annual recognition. "It is a measurement of how well we meet the company's agency expectations based on sales production in all lines and customer satisfaction," Yang said, also adding that the award has become the team's benchmark. "I share with my team every January 1st that it's our annual goal,

period."

The hard work Yang has put in has come full circle. His sacrifice, tenacity and determination have certainly paid off, and today, he and his wife run a fully staffed agency. The best part? "I am able to play golf and plan vacations whenever I want to," Yang said.

Spending pattern of United States generation as on 2016



Interactive Chart, drag open and close legend and click to view changes