.....15 Years and still rolling.....

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Remember: **FFF** (Fact Finder First), product second.

LATEST NEWS

Open MIC

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Our brand can be your brand"

My new flag

Second lawsuit filed against DOL this week.

http://www.investmentnews.com/article/20160603/FREE/160609970/nafa-files-second-lawsuit-against-dol-fiduciary-rule

The move Thursday by the **National Association of Fixed Annuities** comes one day after a group of financial and business trade groups **filed a similar lawsuit against the rule** that will have a profound effect on the way many financial advisers deliver retirement advice when it is implemented on April 2017.

NAFA, a trade association representing insurance companies, independent marketing organizations and individual insurance agents, filed its **lawsuit** in the U.S. District Court for the District of Columbia.

We are pleased to announce our new *Life Insurance Guide* is now available. 20 pages, easy to understand. It can also be customized for you.

Contact any of us for a copy....

LIFE INSURANCE GUIDE

Important Facts You Should Know Before Buying Life Insurance

Life Insurance Is Financial Protection.
Life Insurance comes in many different forms and what you choose for protection should be in line with your goals.

RETIREVILLAGE

A Retire Village Publication

Editorial and Comment

I really appreciate the emails, calls and questions I receive from all of you. Often I will add to Open MIC notes inquiries about different topics. This week I have decided to make Open MIC about questions that have accumulated....so this is a Q&A session, ...BB

Please feel free to ask anything you wish, David, Chad, Anthony and I will do our best....

Questions this week regarding leads. BTW...**Thanks for the questions**, they help all of us!

Q: Bill, in Open MIC a couple years ago you talked about a health newsletter you always gave away. Can you explain it again?

A: Yes, for me this always worked. The reason is twofold, it has nothing to do with annuities, ad second, the information is terrific and it comes

from a well-respected source. (University of California, Berkeley) Over the years I had more positive feedback from this marketing effort than any other. It was delivered via the US Mail. I did have them delivered in bulk to my office and resent out, but that turned out to be a hassle, so I outsourced. Every now and then my office would touch base with those receiving it. That gave us a good "touch" opportunity.

BTW, the cost is still the same, $24 a year, and a print edition is still the delivery source. www.berkeleywellness.com.

Here are the Open MIC notes from **2013:**

Caution: some states have limits on gifts

Want referrals? One sure way to grow your referral base is bribery! Well bribery in a "gifting" sort of sense. People respond to gift and a sure fire way to worm your way into more referrals is to offer your clientele a ***"thank you"* in the form of "perks."**

My favorite tool and the one that has always produced the VERY best results (I have given away more than **1,000 subscriptions**) was the *UC Berkeley Wellness Newsletter*. The cost in bulk was about $15 a subscriber and it reminded them of me each month. Generally at the end of a year I (or Betty) would call and ask if they wanted to renew, this gave me a chance to explore a little more, conduct some fact finding and ask if they knew of others who would benefit from this information.

Since 1984, the *Wellness Letter* (http://www.berkeleywellness.com/) has provided factual, up-to-date information about health issues. Medical fads come and go, and the *Wellness Letter* provides facts based on scientific studies and research. Do you want to know if a much publicized health supplement will really provide the benefit it claims? Check out the *Wellness Letter*.

Wellness Letter

The **Wellness Letter** delivers practical, evidence-based coverage of the news about preventive medicine, self-care, nutrition, fitness, and mental well-being in clear, engaging, easy-to-use language. Our editors at the School of Public Health at UC Berkeley constantly review the latest research to clarify often-conflicting and superficial media reports and give you the edge in your quest to live the best life you can.

PRINT EDITION
$24.00
Buy Now

Print edition is just **$24 a year**, a bonanza of good will and the best door opener ever.

I opened a lot of doors and wrote a lot of business from this marketing effort. It is my "agent" share with you.

Q: I know that "assets under management" can have fees charged by the broker or planner, but what exactly is a "wrap" fee?

A: Here is the answer from **2014:**

Learning about **Wrap** fees will provide information for you to explain how their broker/advisor generates income from them. This is important information....BB

Wrap Fees: Fees charged by investment advisor for the entire account value. The fees can vary based on the amount of the account, the type of investments being wrapped and the specific broker dealer.

As an example, an account with $100,000 value will be charged more than an account with a value of $500,000.

Here is a dirty little secret about wrap fees, they can wrap around assets which are already paying fees. As an example, a mutual fund may have expense fees being charged for the fund management, the wrap fees are wrapped around the account value of the mutual fund, the investor could be charged double fee.

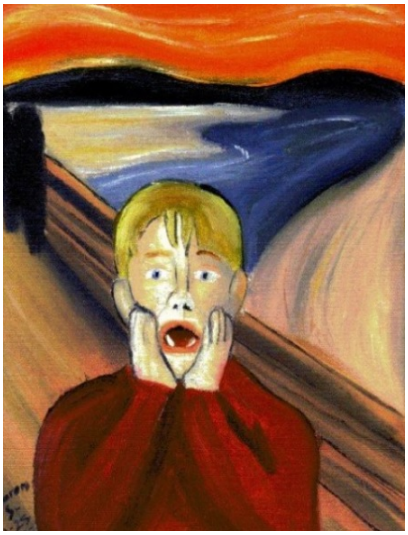
Mutual fund with value of $50,000 and fees of **1.25%** is wrapped by a advisor fee of **1%** making the total fees suffered by the investment owner is (under our example) **2.25%.**

DEFINITION (from Investopedia)

A comprehensive **charge levied** by an investment manager or investment advisor to a client for providing a bundle of services, such as investment advice, investment research and brokerage services. Wrap fees allow an investment advisor to charge one straightforward fee to their clients, simplifying the process for both the advisor and the customer.

Q: I get this question constantly, **Bill**, I have bought 15 leads, I have only made 3 appointments and I have made no sale so far, why do these leads not work?

A: For the 500th time……



Sometimes I just want to scream. I had a call from an agent upset about the cost of leads, he knew he was getting ripped off and he wanted me to do something about it.

Advisor World charges $300 per scrubbed lead

Financialize charges $250 per scrubbed lead

From there they go all over the place, with other sources charging less (and more) and other services selling leads more than once and on and on and on…….

I finally asked him calculate his average cost per lead and how many leads he would average to make a sale. He said he needed "about" 7 for a sale. His average from all sources was $150 to $250. The cost of leads per sale was over $1,800.

By then I was out or patience, what in the world was he concerned about, why would he only focus on the cost per lead, why not look at the bigger picture.

Quit Focusing on Cost per Lead

Did you know you can buy annuity leads for about $10? Yes, that is true; you can call Kevin at Financialize and buy a whole bunch of them. What is the catch? Well, they are a little old and have been picked over a bit. I suggested that avenue to my agent friend and he said he would never buy old leads….so his real option?

FOCUS on Lead Cost per Sale.

I wish I had more to say on this topic, over the years we have beat it to death and frankly I am weary of it. Find a marketing system, stick with it long enough to have a fair evaluation and then put together a marketing plan. Guys, this is not brain surgery.

Q: A few years ago you have an explanation about investments and deposits, what was it?

A: Here is an important tip about explaining the difference between investments and deposits. I would urge you to let this become part of your selling agenda.

Here is the difference

Deposits are guaranteed, the original principal is safe and secure. Examples could be Bank CDs, Bank Savings Accounts, Money Market Accounts, Insurance Company Fixed Annuities and US Treasuries.

Investments are not guaranteed. The principal is always at risk. Examples are stocks, bonds, real estate, municipal bonds, etc.
So as a summary. **Deposit accounts are guaranteed and Investment accounts are at risk.**

It may seem like a small issue but to our target market it is very real and it becomes important. Safety and security is always explained as deposit accounts

Q: Can you send me that terrific chart with the example of compounding? The one where a penny doubles every day?

A: Here is a great test to illustrate tax deferral

The Power of Tax Deferred Compounding

And The Effects of Taxable Investing

Days Every Day	Double 1 Cent Every Day	Double 1 Cent
	Without Taxation	28% Tax Bracket
1	$0.01	$0.01
2	$0.02	$0.02
3	$0.04	$0.03
4	$0.08	$0.05
5	$0.16	$0.09
6	$0.32	$0.15
7	$0.64	$0.26
8	$1.28	$0.45
9	$2.56	$0.77
10	$5.12	$1.32
11	$10.24	$2.27
12	$20.48	$3.90
13	$40.96	$6.70
14	$81.92	$11.53
15	$163.84	$19.83
16	$327.68	$34.11
17	$655.36	$58.68
18	$1,310.72	$100.92
19	$2,621.44	$173.58
20	$5,242.88	$298.57
21	$10,485.76	$513.53
22	$20,971.52	$883.28
23	$41,943.04	$1,519.24
24	$83,886.08	$2,613.09
25	$167,772.16	$4,494.51
26	$335,544.32	$7,730.56
27	$671,088.64	$13,296.57
28	$1,342,177.28	$22,870.10
29	$2,684,354.56	$39,336.57
30	$5,368,709.12	$67,658.90
31	**$10,737,418.24**	**$116,373.32**

Q: Bill, a couple years ago, you had a chart showing the booms and busts of the stock market, can you please send me a copy?

A: Of course...from **2014**

The stock market has been in positive growth the last couple years, what happens if the "bubble" bursts? What happens if your important money is not available when you need it for retirement?

1901, 1906, 1911, 1929, 1941, 1950, 1954, 1959, 1970, 1973, 1974, 1982, 1989, 2001, 2007.

The Great Depression, Viet Nam, Oil Crisis, Black Monday, Dot-Com, Banking Crisis.

Boom, correction, boom correction, boom correction.

The above graph identifies **three major economic booms** during the last 100 years.

The 20's saw a large **industrial boom** in the US fueled by cars, popular culture, new media and speculation on the stock market.

The 50-60's was the **"Baby Boom"** following WWII, a period of large population growth, consumer demand and peacetime conditions.

The **third boom is the technology** and financial boom of the 90's and early 21st century, including the introduction of the internet and advanced communications.

The events of September 11 2001, the middle-eastern "war on terror" and the "dot-com crash" threatened to end the boom--but easy credit, fueled by policy responses to these events such as low interest rates and lack of regulation allowed the boom to continue.

Q: Bill, a couple years ago you featured on Open MIC a presentation about “bond” ladders. I have used the information many times, but now I have lost it, can you put it back on Open MIC? I remember the ladder was yellow.

A: Yes, of course....here it is with the yellow ladder....BB

Definition of 'Bond Ladder'

A portfolio of fixed-income securities in which each security has a significantly different maturity date. The purpose of purchasing several smaller bonds with **different maturity dates** rather than one large bond with a single maturity date is to minimize interest-rate risk and to increase liquidity.

In a bond ladder, the bonds' maturity dates are evenly spaced across several months or several years so that the bonds are maturing and the proceeds are being reinvested at regular intervals. The more liquidity an investor needs, the closer together his bond maturities should be.

What could possibly go wrong?

The downsides of laddered bond portfolios

Why bond laddering isn't the solution to a rising rate environment
We think investors who build laddered portfolios to protect against rising rates will be disappointed — by locking in low yields with traditional ladders or by hidden risks of higher-yielding ladders.

Laddered portfolios are built with bonds spaced evenly across maturities so that bonds mature and their proceeds are reinvested at regular intervals. These portfolios are assumed to be simple, provide return certainty and capture higher yields as interest rates rise.

They're definitely simple, and they do provide a relatively certain return. But in today's low-yield environment, that return is likely to be locked in at **below-inflation yields** for the next few years. A portfolio laddered from one to 10 years yields only about 1.5 percent before accounting for the costs of trading and other annual fees. At that low yield, there's **little chance to beat even a modest rate of inflation**.

To improve yield in a low-rate environment, laddered portfolios sometimes include longer-maturity bonds, which increase their interest-rate risk; or portfolios include **lower-credit-quality bonds**, which increase credit risk

Putting money into the riskiest parts of the bond market, without the ability to monitor and manage those risks, jeopardizes the value of what investors often consider the safest part of their portfolio.

Risks, how could there be risks in bonds, aren't bond guaranteed? Remember, the guarantor of the bond is the issuer of the bond, buying a bond is becoming a creditor.

http://www.investinginbonds.com/learnmore.asp?catid=3&id=383#sthash.BAQDRugz.dpuf

Risks of Investing in Bonds:

All investments offer a balance between risk and potential return. The risk is the chance that you will lose some or all the money you invest. The return is the money you stand to make on the investment. The balance between risk and return varies by the type of investment, the entity that issues it, the state of the economy and the cycle of the securities markets.

As a general rule, to earn the higher returns, you have to take greater risk. Conversely, the least risky investments also have the **lowest returns**. The bond market is no exception to this rule.

The higher the risk in a given bond, the higher its yield needs to be to compensate the investor for taking the risk. http://abcnews.go.com/Business/bold-bond-moves-make-nowlate/story?id=22649607

Credit (or default) risk. Bonds with good credit quality — known as investmentgrade — are generally considered to be among the planet's safest investments, but nothing is absolutely guaranteed. And many bonds don't have good credit. Regarding corporate bonds is knowing the crediting rate, an alphabet soup that starts with AAA and goes down from there. Any bonds with credit ratings of BB or below are considered **junk bonds** because of their relatively **high risk of default** compared with investment-grade bonds.

Interest rate risk. As the interest rates of new bonds reflect the economy's prevailing rates, new bonds issued during such periods pay higher rates than those issued when rates were lower. **So, if you own a bond that pays 3 percent when new bonds are being sold at 5 percent, this means your bond is worth less**, should you choose to sell it. If you choose to hold on to a bond of good credit quality until maturity, you'll probably get your money back plus the interest. But if the bond has a long term — for example, 30 years — and prevailing interest rates ratchet up high enough, you could be losing because of inflation, which tends to rise with interest rates. Let's say you have a 10-year, $1,000 bond that pays 3 percent annually. Every year, you'll receive $30 in interest, and at the end of the 10 years, you'll get your $1,000 back.

Inflation risk, although related to interest rates, is slightly different. If inflation has run at 5 percent, consistent with the rise in interest rates during that period, you'll have **less buying power** and be unable to sustain the same cost of living that you had

10 years ago when you purchased the bond. Thus, your standard of living can easily be cut because your return on the bond didn't keep up with inflation.

Longevity risk. With investing in general, this is the long-term risk of not getting returns high enough to sustain you through retirement. To control for this risk, bond investors should avoid having too much money in long-term bonds. While U.S. Treasury bonds have the best credit quality, those who over-invest in long-term Treasuries during retirement set themselves up for severe losses in buying power, increasing the risk that they will **outlive their money**.

Of course our alternative is to ladder annuities; their value does not diminish with interest rate changes.

Q: I always loved your definition of "risk", can you put it back on Open MIC?

A: **Risk:**

The natural state of affairs in the world is uncertainty—it means that more things can happen than will happen.

Risk is the exposure to loss

Risk too big or too important is passed to a risk bearer

A risk bearer is an insurance company

Q: There was a chart on the notes showing the end result of different fees on 401k and how they affected the amount available for retirement. Do you still have it?

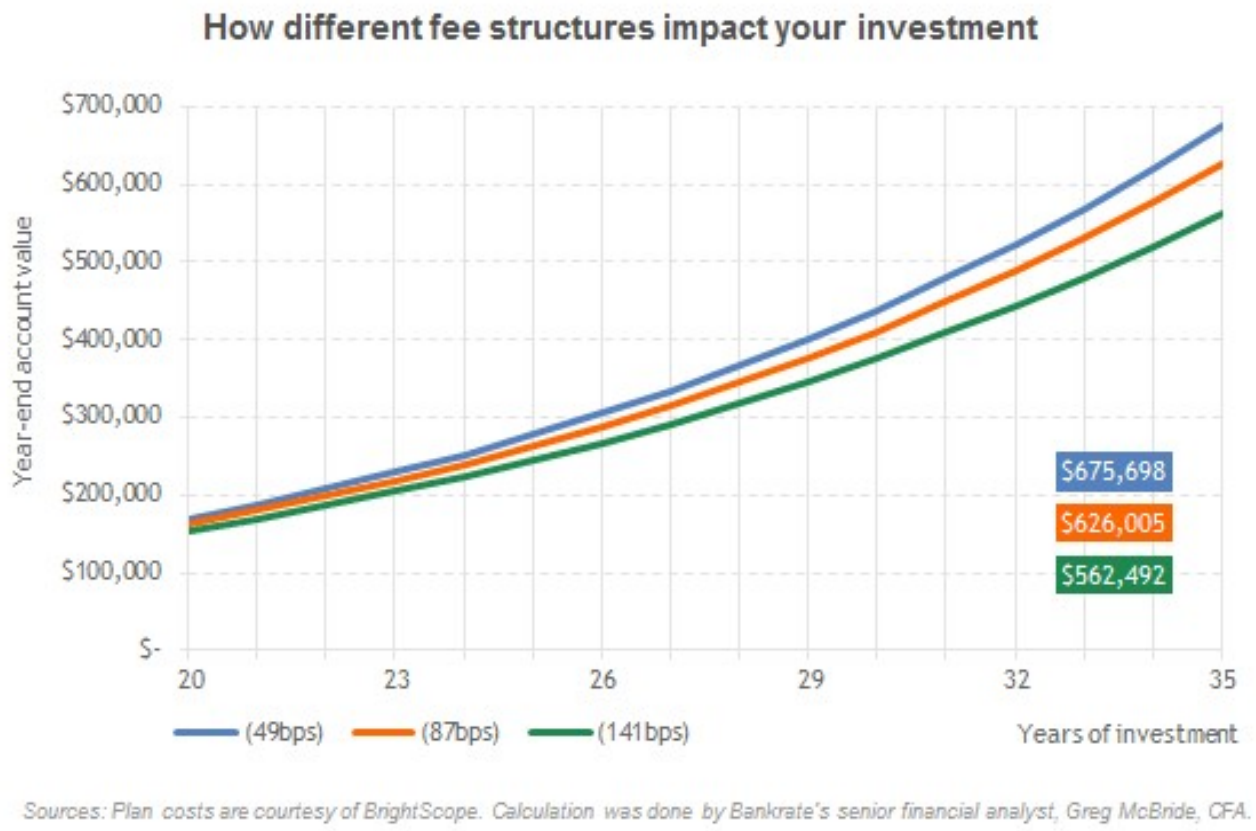
A: Yes, here it is, from www.bankrate.com

Recently, Betty and I moved money from a 401k to an FIA in a self-directed IRA. The client was 60 years old and still working, still paying into his 401k and had no plans to retire prior to age 70. He was however concerned about exposing himself to any losses he didn't have the time to recover from.

His misconception about moving funds from a 401k are very common, he didn't know he could. He thought that as long as he was still working, he was locked in.

Once we had the opportunity to discuss the fees associated with his 401k, the sale became easier and easier. He was unaware of the affect fees could have on his actual retirement account.

www.bankrate.com had an interesting graph which helped illustrate the effect of fees.



While this graph is just an illustration, it does paint a picture he could understand.

To actually calculate the fees he faced in his 401k was difficult. It was difficult because many fees are not readily available.

Here is Bankrate's point on hidden fees: **Back fee paid to 401k provider.**

Entire article here: Read more: http://www.bankrate.com/finance/investing/secrets-401kfees-1.aspx#ixzz3E9w3TqKR

Q: Is Social Security disability taxable?

A: Claimants may pay taxes on their Social Security Disability Insurance benefits if 50% of the benefits and their other income exceeds $25,000 (for singles) or $32,000 (for couples filing joint returns), according to The Motley Fool. If they receive Social Security disability benefits under the Supplemental Security Income program, clients will face no tax liability since the program is for those who have limited income and financial resources.

Q. What exactly are dividends paid by a stock, are they the same as dividends paid by a mutual life insurance company. What does the earned dividend ratio mean?

A: Dividends are taxable payments to shareholders from a company's earnings, the owner of the stock, share of profits. These payments generally come from retail profits and tend to be distributed in the form of cash or stock. They are usually paid quarterly, and the amount is determined by the company's board of directors.

Before 2003, dividends were taxed as ordinary income tax rates reaching as high as 35%. The American Taxpayer Relief Act of 2012 instituted a 20% tax rate for qualified dividends for taxpayers in the 39.6% federal income tax bracket. The act extended both the 0% qualified dividend tax rate for individuals in the 10% and 15% federal income tax brackets and the 15% qualified dividend tax rate for all other federal income tax brackets.

Higher-income taxpayers should be aware that they may be subject to an additional 3.8% Medicare unearned income tax on net investment income (unearned income includes dividends) if their adjusted gross income exceeds $200,000 (single filers) or $250,000 (married joint filers). **This is an outcome of the Patient Protection and Affordable Care Act of 2010.**

When investing in the stock market, it's important to remember that the return and principal value of stocks fluctuate with changes in market conditions. Shares, when sold, may be worth more or less than their original cost.

A: No, dividends credited to a life policy are actually different than dividends paid to a common stock owner. In life insurance, a dividend is returned as unused premiums, more like a refund of overpaid premiums. This type of dividend is rapidly disappearing as most mutual life companies convert to stock companies.

A: From Investopedia

DEFINITION of 'Dividend Yield'

A financial ratio that shows how much a company pays out in dividends each year relative to its share price. The dividend yield is the return on investment for a stock. Dividend yield is calculated as follows::

$$= \frac{\text{Annual Dividends Per Share}}{\text{Price Per Share}}$$

(From Bill) Example: $3.00 (dividend paid per share of stock) divided by the value of a share of the stock. $100 (example)
Yield is **3%.**

Read more: http://www.investopedia.com/terms/d/dividendyield.asp#ixzz3Xshd48eM

Q: My client's mother is a widow and in a nursing home, she had a lien filed on her home when she applied for Medicaid, does that mean she will lose the home?

A: I do not practice law and neither should you unless you are authorized and licensed to do so, your client should consult a lawyer for the correct answer. As a non-lawyer, the general rule is the lien will be enforced if and when the home is sold. The title of the home will be clouded and need to be settled at the time of title transfer. The lien will be satisfied and any excess passed to her named beneficiaries (generally the will).

Q: Several years ago, you and Anthony presented a piece about comments Mark Cuban had made. I thought it was terrific, could you please send it to me.

A: Here it is in its entirety, enjoy!

I received this from Anthony; I opened the link and read Mark Cuban's comments. Anthony's is in **red**, mine are in **blue**. The points made are about as important as anything we have ever put on Open MIC.
Mark Cuban just posted this. Think it is worth sharing with some of my notes in **red:**

http://www.businessinsider.com/hard-truths-entrepreneurs-need-to-know-2015-4

1. **Nobody gives a s&%* about you or your company until you give them a reason to.**

Anthony: This is why vested interest partnerships are so important. For example, I don't make money unless you make money. That keeps everybody on the same page. I had a captive agent once that couldn't tolerate the fact that I was making money off of his business even though I was paying for 100% of his expenses. I let him go independent and he was bankrupt in three months. Never disparage someone making money off of your efforts as long as they are doing something to help you make money. Also, if someone is making money off of you and you are not utilizing them to help you make more money (i.e. I get guys that contract with me and I never hear from them even though they are not hitting the goals they set when they contracted with me) you are making a huge mistake. Someone that makes money from your efforts should want nothing more than to see you succeed and be willing to help you reach your goals.

Bill: Early in my career I had a mentor who helped me mold my approach to our business. One thing he said to me has been a core value and why we have always focused on lead generation for ourselves and for our crew.

"I don't care if I only make 3% and you make 10%, if you could show me how to make $1,000,000 a month, I could care less how much you make. Having a person to talk to, that is the key. Marketing is the road to success."

I always remembered that, we do our best to share everything with you, how we do it from case preparation to **Open MIC**. We are fully open and available. You get to share in our history, our financial investments in our business and our experience (and our brand). A vested relationship is the most powerful of business relationships.

We once had an agent in a terrible situation with an insurance company, he was about to be fired for something we all disagreed on, we as a group told him this: **"You go we go!"** That was enough to get the insurance company to back down, that really is our long term motto.

When you are part of this crew, we all stand together.....BB

2. Employees will never care as much about the company as you do.

Anthony: This is why I am so resistant about getting employees. The hard part is finding the good ones. I often joke that if God gave me a choice to get rid of mosquitos or W2s, I would choose W2s. The only reason I say that is because it is really hard to find good employees but if you can find them they are worth paying extra for.

This is true, but I have found there are truly wonderful people who can be an employee and still commit to you and the business, and Betty Arellano is one of them. The simple truth is this Why should they, they have no skin in the game and are there for their own agenda, accept the fact and learn how to manage the situation.

- **Write a Vision Statement**
- **Write a Mission Statement**

Mission **statements** are similar to **vision statements**, in that they, too, look at the big picture. However, they're more concrete, and they are definitely more "action-oriented" than **vision statements**. Your **vision statement** should **inspire** people to dream; your mission **statement** should inspire them **to action**.

You may not have noticed because it is so constant, Tony says his mission statement every week....it has become part of him

Share with your employee/partners, this helps build a better relationship

3. Once your start raising money, you'll never stop raising money. EVER. Don't start until you absolutely have to.

Anthony: We are fortunate because we can raise our own money through sales. Pinch yourself every day because we are in a business like no other with the potential for million dollar revenues with little to no leverage.

Bill: In no other business that I am aware of is raising capital as easy as this formula. Also consider the Return on Investment (ROI) any American company would consider our 'Cost of Goods Sold" (COGS) as a fantasy goal, something nearly unattainable. And yet even with the changes I made 5 years ago from 10% to 15%, the cost of obtaining leads (our COGS) is still extremely low. I was asked why I increased the expense percentage. Simple reasons, insurance companies lowered compensation because of low available interest investment options and FEAR, fear I would not have enough people to talk to.

I increased my percentage to feel more comfortable. ***"Don't let paranoia destroy ya",*** increase your marketing budget.

If I had to have $150k raised for something in 6 months, merely adjusting marketing

4. **Trying to convince investors to say "yes" after they've said "no" is a waste of time and energy.** See number 3.

Bill: But this works with prospects that say no and don't buy or say they want to "think" about it. It is a waste of time to chase them, it is so much nicer and easier to find someone new to talk to. Remember **Open MIC** a few years back when I explained the ***"Barber Syndrome"*** to you?.....**NEXT!**

5. Luck will be a big part of your success.

Anthony: This is very true. The question is what have you done to be ready for luck? Chad and I had a lucky sale of 2.5 million our first year in the business that basically kept us from going bankrupt but without buying the lead that produced the sale we wouldn't have had the opportunity to get lucky.

Bill: My answer is slightly different although I can trace the start of my real success to a lucky break. But for me luck isn't really a part of the3 equation, my goal was always to be active and see new people weekly. The more I got in front of people, the more case opens, the more FF, the more sales. So I relate luck to work, here is a quote from Sam Goldwyn: *"the harder I work, the luckier I get"*. Looking back at my career, luck did have a large play in it, through luck I met David, Joe, Anthony, Chad, Tom and all those who we are associated with in this crew, so yes, luck does play a role in success.

I always like a remark **Bill Gates** once made, he said: *"I have always been lucky when it came to **picking my partners, this crew is our partners**."* I feel the same way

6. If you start your business with a friend or family member, it probably won't end well.

Anthony: For Chad and I it has worked out but it wasn't easy in the beginning. If it meant risking my relationship with Chad I would quit the business tomorrow. No money is worth losing a relationship with someone I love. I would say that Chad and I are by for the exception to this rule and you should be very cautious about going into business with friends and family in most circumstances. When it works there is nothing better. When it doesn't work it is hell on earth.

Bill: Fortunately, David and I have worked well for almost 15 years, Joe even longer. I think it comes down to respect, we each know our territories and we stay within our borders. That being said, sometimes I get a little crazy with ideas and schemes (David says I get a LOT crazy). David is there to let me bounce ideas and to help keep me between the yellow and the while line. The idea of starting a business with a family member or close friend is correct, it usually doesn't end well, I was just lucky.

If you do, get things in writing

7. Splitting equity equally is a bad idea and will come back to bite you.

Anthony: Chad and I broke this rule also. We are 50/50 but the reality is that I am in charge of some parts of the business and Chad is in charge of others and we respect each other's authority based on our individual strengths. I would say our relationship is rare and difficult to repeat in business so I would agree with the author's advice.

Bill: David and I are equal partners, which is a way of saying neither can fire the other, that being said, the "respect" word pops up, you have to respect one another's area of expertise and areas of responsibility. In almost every business relationship I have known about, the saying is true, there needs to always be a boss, one who can settle a decision. Once again, I was lucky. But, I would never suggest a 50/50 business relationship will work, the buck needs to always stop somewhere. Someone always needs to be the boss, in our case we just worked that issue out. BTW, put everything in writing.

8. Working throughout the night is totally unnecessary. Rookies thinks it makes them look dedicated.

Anthony: If you work 100% of the time you don't understand efficiency. There is an undisputable law of diminishing returns. Work smart and be efficient. Measure your productivity (average case size and conversion rate) and constantly try and improve on those metrics. You will find that you can produce much more in much less time but also understand that a price must be paid to get to your goals. Many times you work much harder when you start something than when you maintain it.

Bill: I had a few simple rules, a **work week is a work week and a play week** is a play week. **(you have to separate)** I would set my calendar each year in advance and

know which was which. If it was a work week then that was the entire focus and a play week the same. For me it worked that way. This of it as planning and being smarter, I knew exactly how much I had scheduled for marketing, that allowed me to balance the marketing with the work weeks, it put me into control.

9. Networking IS working, and totally worthwhile. The old adage stills hold true, "It's not what you know, it's who you know."

Anthony: This is where Chad and I have tons of room for improvement. This is my resolution this year to make strategic contacts in the industry that will support you, my partners.

Bill: I can remember one of my early life lessons from my dad. He repeated the line above, *"It is who you know."* I learned that example early, I asked my local bank for a small car loan and I will always remember the banker's statement: *"Bill you are just getting started and you have no credit yet, but since I know your folks, I will approve the loan."* $900 for a Chevy to go to college).

That being said, our world has evolved and changed, especially with the advent of social media.....wait, that is not true, social media has always been there. Remember as kids when our parents had bridge games, supper club and social gatherings? Just after the war in my home town of Emmett Idaho, the great social gathering was to meet downtown on Saturday night, sit on the hood of your car and visit with the town people and exchange social interaction. How is that different now? It is not, we simply have a different form, Facebook, Twitter etc....and yet, my most important form of social media is my men's group at church. So has it changed or not?

From a business point of view, social media is a fast and simple way to keep an interaction with your clients and prospects, that is the basis of **Retire Village**. Did you know that RV is now over 20 years old? Social interaction however you paraphrase it if really human interaction, sharing, caring and being able to gossip in an acceptable form.

10. It's more likely than not that you're not a billion dollar company. It's OK.

Anthony: How much money do you need? If you keep your expenses low not much. Don't live like a rock star! If you do then you will just have to work harder. **GET CAPITALIZED**, keep your personal overhead low (smell the roses but don't dip them in gold), and you can have a lifestyle greater than other business owners that are working twice as hard and making twice as much money.

Bill: True words, **GET CAPITALIZED**, that probably has been my biggest error over the years. I have had so many great opportunities slip away from simple not being able to get the capitalization. Lower any debt; make your money more important.

I remember a good friend of mine (a physician now deceased) who as he got older spent more and more time on the golf course and less as a doctor. Playing golf with him once he told me how his philosophy of life had change from a 70 hour a week doctor, to learning how to really live.

"You can only eat so much during a day; you can only drink so much wine, you only have time to do a few things every day, why not make your day a lovely as possible. Pay your bills, tithe, help others and play golf."

His name was **Ralph Goodwin MD** a long and valued friend with great advice.

11. Nobody will believe you if you say that you're going to build your business on word of mouth and press. Always talk about "real" customer acquisition.

Anthony: It is very rare that a business can indefinitely be maintained and grow on referrals or "word of mouth". Facebook would be one of those rare exceptions. In our business if you are not marketing you are kidding yourself.

Client acquisition is about marketing, radio, internet, referrals, RV helps change relationships

Bill: If I could make one point to you that has been my most singular focus it is this: **Always Be Marketing!** Word of mouth and referrals are terrific; use all the tools, Safe Money Radio, Retire Village, ACOM leads, all the tools are there for you. How many of you have even looked at the tools available to you that are free, free because David and I pay the bill every month for you: **www.annuity.com/agenttools** . Our how many of you use Anthony's **Annuity Income Illustrator?** How can you be in business without it? How many of you ask the same questions over and over about mutual funds when you could increase your knowledge and expertise for $1400 a year by subscribing to Morningstar *Principia Pro*?

Have you ever thought what it takes to create **Open MIC** each week, 44 weeks a year? I start on Sunday night, collect info from Anthony, Joe, David and others, I read at least 40 articles and publications, I spend many hours researching, I subscribe to annual journals and I try and put myself into your shoes, each and every week. I ask: ***"as an agent what would be important to me in this pile of information, what would help me make a sale?"*** I then summarize and prepare it for you....each week and guess what, we GIVE it away, not only to you the crew, but to the industry.

Bill: Open MIC is not the only thing I have given away. In 1977, due to necessity (fruit flies) I invented the "plastic (neoprene) bung for wine barrels, it replaced the redwood bung that had been used for years. The redwood bung attracted fruit flies which were a huge problem in wine cellars, the neoprene bung stopped that. Instead of "patenting" it, in 1978 at a grape and wine growers meeting I produced a paper showing it and gave it to the industry, you cannot enter a winery in the world that does not use it. Why did I give it away? Because I felt it would benefit the industry and a whole, the very same reason we share **Open MIC** each week. We know that many industry "competitors" listen to **Open MIC** and use our information, which is ok with me.

12. 80% of your employees are going to mess around for 20% of the time. Get the most out of the 80% they'll give you and highly reward the 20% of employees that give you 100%.

See number 2. Agreed, Betty made $165,000 one year.

13. Testing everything as quickly and as inexpensively as possible sometimes gives you a false positives (and false negatives).

Anthony: I think they are speaking of product testing but in the context of our business I would say **"Know your numbers".** Numbers don't lie. It is easy to deceive yourself and make yourself think you are busy, productive, and successful when you don't "test yourself" by knowing your numbers and measuring them for improvement.

Bill: I once had the privilege of listening to Howard Shultz (Starbucks CEO) talk at the UW. His remarks were wonderful but the one thing I got from him that made sense to me was this:

"90% of everything we try to market will fail, we are in a constant whirlwind of new ideas and new products, that is our real success, we never stop marketing."

Like Anthony said, ***"know the numbers."*** Take your time and if you are not sure, spread around your marketing dollars, ever hear of radio? Internet leads? Retire Village?

Plus you sort of have a gut feeling

14. Hard decisions never become easier. But, they are part of your responsibility, so make them.

Anthony: If I had a dime for every time I talked to a prospective partner that was afraid to leave his current FMO because he knew it would be a difficult conversation even though he knew that his business was suffering under that relationship because they didn't provide the marketing and sales support that we do. Being in business isn't for cowards.

Bill: Here I disagree with things getting easier, for me they haven't. Certainly selling has become easier and I do outsource my marketing so I guess that is easier. When it comes to making hard decisions that affect people's lives, it is still difficult for me. I know there are several agents in our crew that really shouldn't be in our business and yet I do not have the courage to suggest they go find a job, instead I try and make it work for them. One in particular I was in a discussing with (xxxxx). He shouldn't be in this business, a very nice guy but one sucking the life out of himself and his family, he needs to find a different career and yet I find it very difficult to tell him.

We also have agents who use us, write business elsewhere and demand attention. These agents are the easy ones to end a relationship with. One in particular is being terminated this week, not terminate in the since of firing him because he doesn't sell anything with us, but he does use **Retire Village** and always complains if something isn't perfect. Poison. That is what a good friend of mine said a few years back, "*you can't let anyone poising the crew*." He is right and I intend to clear out those who abuse and use us, not because I don't care but because the abuse is so one sided.

In case you don't know, Anthony, Chad, David and I make **ZERO** dollars off the leads that are sold, instead we help you market, prepare your cases, prepare Open MIC and a myriad of other things. **All we have is a chance to earn an override on any**

business written through us, please don't write away from us, it is our only life line....BB

15. Never sign for business expenses/credits personally.

Anthony: This is an idealistic suggestion. It's hard to get credit when your business is new. Our business cards are personally secured because that is the only way we could get a business card when we started our business. That being said, if you have to take on debt try and make it the liability of your business, not you.

Bill: Idealistic is right; it is very hard for a small business to raise capital without personal guarantees.

Might work for Cuban...but for most small business's it is all in

16. Sales solve everything. EVERYTHING.

Anthony: This is probably the most important advice offered here. You can't save your way to success. You have to overwhelm your expenses (or other problems) with revenues.

Bill: Calculate your available marketing budget, hedge your bets with a wide range of lead systems, use **RETIRE VILLAGE**, work the leads, leave time for family and church, and enjoy life. Keep records of your marketing results, look long-term, readjust your marketing, and never give up. If you take a month off, **NEVER** turn off or put your lead systems on pause **NEVER**. Sales solve everything.

17. There will always be someone more successful than you, it's OK to be jealous. Especially if it drives you harder.

Anthony: I wake up every day praying for one of you to do better than Chad because once I share your results with him I know he will work even harder.

Bill: Look...we are human with human traits both good and frail. I start every day of my life at mass, for me it is how to get the day started, how to get thoughts flowing. But I know my days of being effective are limited, we all face that. So every day I try and make sure I have done my best, even if I know I haven't, I still try and learn. I have a successful career of being able to sell a lot of annuities, but guess what, my highest year

was eclipsed by Chad and then by Jed and this year I would say that as many as 10 agents in our crew will surpass $10 million a year in sales. Here is what I say: "Yippee!"

Jealousy is no longer on my vocabulary, I have replaced it with assume that comes from being 68 years old. I remember well when 3 agents from Oregon wondered into my office in Olympia and asked me ***"How are you doing this?"*** I showed them, then I showed Joe, David and they all showed other and the crew as born. That is what I am proud of.

18. If you find success, there will always be someone trying to knock it down.

Anthony: Let them try, who cares.

Bill: Indeed who cares? To me this is not about who can stay on the mountain, it is about sharing and being part of something bigger and greater than myself. Why do you think we openly share our info on **Open MIC**? We do so because it is the right thing to do, I had mentors help me when I started, why not offer a helping hand?

19. There are going to be stretches where you feel you've lost your passion and interest. This is normal. Every entrepreneur goes through it.

Anthony: I have been in a rut all just until the last couple weeks this year. Call after call after call and nobody will contract with me and now all of the sudden I am getting agent after agent that wants to contract. Chad went into a rut for almost three months last year selling relatively almost nothing compared to usual. My dad used to say, "*There are sometimes you will feel like you don't love your wife. How you treat her when you feel that way will determine if you really love her.*" How you run your business when things don't seem to be working will determine your passion, not the warm fuzzy emotions that we mistake for passion.

Bill: A few years back, I felt like I had hit a wall, I wasn't selling as much as I wanted to, leads seemed weird, I thought maybe my run was ending, and that I was no longer pertinent.

The secret is to keep at it, never quit running your marketing, it is only a numbers game

I received a call from a long time client of mine, her husband had just passed and she was a mess. I met with her and her children, she said to me this: ***"If we hadn't met and you hadn't convinced us to deposit our money in an annuity, we would be broke now. I can hold my head up and have dignity. Thanks Bill."*** She and her adult children hugged me and tears were shared by all. It was at that moment I knew this wasn't just about selling annuities; it was about affecting people's lives in a way that clearly made a difference.

This Monday I received a call from **Habitat for Humanity** in Olympia, thanking me for helping them. I really didn't do anything, my client did, I was merely the agent. He and his wife were lifetime supporters of this charity; they donated their money and their time. Years ago they asked me to sell them a life insurance policy that would benefit Habitat when they were gone. Dick died a month ago (his wife had died 10 years ago) and today a check for **$161,904** was delivered and made payable to the beneficiary, **Habitat for Humanity**. How do you quantify that? Does that mean I am more pertinent in other people's lives? I don't know, but it sure was a nice warm feeling.

We all get in a rut, we all go through periods of disillusionment, and it is just a natural phase. But you have help available, how many other organizations publish their phone numbers and personal emails making them available to all? We are here and we can help, pick up the phone, get on an airplane, come visit, come share, let us help you.

Passion is a funny thing, I have so much passion for so few things, but that is the way it should be I think. I love this crew, I love writing **Open MIC**, I love experimenting on sales ideas, and lead concepts. That is the business side of my life; my personal side has far more passion, family, church, community, and friends.

Where is your passion?

Thanks for the biz,

Anthony R. Owen and William E. Broich

Here is another often asked for marketing piece, Legacy Arbitrage: Please review.

Legacy Arbitrage

Estate Planning for Generations

Definition of 'Arbitrage' from Investopedia

The simultaneous purchase and sale of an asset in order to profit from a difference in the price. It is a trade that profits by exploiting price differences of identical or similar financial instruments, on different markets or in different forms. Arbitrage exists as a result of market inefficiencies; it provides a mechanism to ensure prices do not deviate substantially from fair value for long periods of time.

Read more: http://www.investopedia.com/terms/a/arbitrage.asp#ixzz2Lw8b8WoC

Legacy Arbitrage is a system to maximize asset transfer while at the same time removing 100% of any risk. It is simple and it requires low maintenance by the agent in the future. Prospects for this program are everywhere, but like those who have pitched sales ideas without knowing the need of the prospect (split dollar), failure will be the end result.

Legacy Arbitrage is only a vehicle to help the prospect achieve their desired goals, nothing more. But, when used in conjunction with the needs discovered in the fact finder, it becomes the easiest of sales.

When the **Legacy Arbitrage** strategy is designed correctly the benefits can be substantial. The annuity income is guaranteed, the insurance premiums are guaranteed, the ultimate death benefit is guaranteed. Fully guaranteed and removing all risk.

Legacy Arbitrage could provide the prospect benefits to solve both income (if needed and desired) and legacy needs (assets to heirs). With total control over the products and the process

In the financial world, **arbitrage** means buying and selling the same asset from two different sources. The reasoning behind doing such a thing is profit and it is legal. It is legal to buy an asset from one source and sell via a second source for a higher price. The benefit to the general public is that it keeps prices and fair value in balance internationally. For the past 100 years this has been an accepted and used process by Wall Street and many investors. Typically, the trade would involve stocks and bonds but occasionally it could be commodities or any asset where the price moves based on market conditions.

In the insurance industry, arbitrage means something slightly different, but it does involve capturing one segment to maximize benefits in another. **Legacy Arbitrage** can accomplish the same goal with the simultaneous purchase of a life insurance policy and a special type of annuity with the same person as the annuitant and the insured. The arbitrage spin is that two different companies are used normally, one specializing in annuities and one specializing in life insurance.

The life insurance company is underwriting the risk of the person dying before their life expectancy, while the carrier issuing the annuity assumes the risk of the person living beyond life expectancy.

Remember, insurance companies are **risk bearers** and price these contingencies into their premiums and rates of returns. While your use of **Legacy Arbitrage** as a solution to needs may be just on one life, the insurance company looks at a large pool of people and knows some will live longer than others.

Because the annuity provides "lifetime" income (through the income rider) and the life insurance policy provides death benefits, we know at some future date, one will cease and one will fund. That is **Legacy Arbitrage**.

How can this concept be used?

The prospect has accumulated funds intended for inheritance. In my practice this is a common occurrence, maybe you have heard these answers during a fact finder:

- My portfolio is for my daughter so she can have a nice retirement
- I don't want to touch my IRA so my son can inherit it
- My church needs to build a new chapel, when I die I am going to leave it to them

The answers go on and on.

Ask these leading questions:

*"Mrs. Jones, I know you are saving your stock account for your daughter, have you ever heard of **Legacy Arbitrage**?"*

"Did you know that you can remove all risk of how much she will receive and at the same time know the benefit she will receive is far greater than the current value of your portfolio?"

"Mrs. Jones, if I could show you a system where you could stabilize the assets in your portfolio, create a tax free gift to your daughter and still be able to have control over your funds should you need them, would you be interested?"

It doesn't have to be just one insured, it can be a husband and wife and the ultimate beneficiary can be more than one person.

The special type of annuity? A FIA with an income rider.

The life policy? Any policy which has low funding with guaranteed premium and guaranteed death benefits.

Example One: Mrs., Jones, age 70 has $500,000 in an account and wants to leave it to her daughter and granddaughters. $500,000 on deposit in a FIA with an income rider would provide an annual income of $32,000 in one year.

Mrs. Jones is just in average or slightly less than average health. (many companies are now rating up to table 4 as standard). She will say she couldn't qualify because of health issues, this is generally not true, the possibilities available now are large.

"Mrs. Jones, one of the wonderful things about Legacy Arbitrage is it is a contract and fully guaranteed. And you do not have to make any final decision until the benefits are presented to you in writing. Obtaining rates

and information to make the offer to you will take about 30 days, I will come back and discuss it all with you then."

Some life insurers will require a medical exam but many will make their decision based on medical records, this will need to be finessed. The policy may need to be shopped at several companies, the easiest way of doing this is to have Shaun or Amber provide this service to you. They know how to do it and there is no fee for this service. (their contacts are at the top of Open MIC notes).

The $32,000 removed from the annuity via the income rider, at standard rates, provides a life insurance death benefit of $1,116,279. (at standard rates, preferred would be even more death benefit)

This benefit is paid tax free and without the need for probate (beneficiary).

Example Two: Mrs. Jones, age 70, Mr. Jones age 70 have $500,000 in an account and wants to leave it to their daughter and granddaughters. $500,000 on deposit in a FIA with an income rider would provide an annual income of $28,000 in one year.

The policy used would be a second to die, which pays at the death of the second insured. If health issues are a concern, 2nd to die is easier to underwrite because it is based on two lives instead of just one.

The $28,000 removed from the annuity via the income rider, at standard rates, provides a life insurance death benefit of $1,497,288. (standard rates)

This benefit is paid tax free and without the need for probate (beneficiary).

By changing the **asset allocation from risk to guarantees** puts in place the plan to add guarantees for the prospect.....but....

Q. What is the tax liability of removing the income from the annuity?

A. The income can have tax liability. After completing a fact finder, you will be able to determine whether to withhold the taxes, I like to use the term "at the source" which means the annuity company will withhold and send to the IRS for benefit of the annuitant. Also, the current asset being converted to **Legacy Arbitrage** could also be generating a taxable event, such as buying and selling in a mutual fund or capital gains on stock dividends.

Also, if the funds are now in mutual funds, there could be fees and other expenses (expense ratio) which have reduced the net return on the investment.

Q. What happens if the annuitant decides to stop paying premiums?

A. All life insurance policies sold in America have settlement options. These options allow for contractual changes in an existing policy. One of the settlement options is "reduced paid up" which allows for the policy to be changed from a premium paying contract to a fully paid up policy. The face amount is adjusted based on the age of the insured and the amount of cash value.

To make the point more directly, in Example One above, if the insured paid premiums ($32,000) for 5 years, total investment of $160,000 and stopped and took the policy as reduced paid up, the paid up death benefit would be $216,000. Still far more than the total of premiums paid. (ask Shaun for specific policies with paid up features)

Q. Can the life insurance policy be cashed in prior to death if the funds are needed?

A. Yes, the owner of the policy has direct access to the policies available cash value (less any surrender expense). The owner of the policy may also borrow against the available cash value under most contracts.

Q. Can an IRA be used to fund Legacy Arbitrage?

A. Yes! The only issue is tax liability for removing the funds, simply determine the overall tax liability of the prospect and have the tax withheld at the "source".

Q. How long does it take to get an offer from the life insurance company?

A. That depends. It depends on what is initially required and how soon the medical records can be received by the company, normally less than 3 weeks to an offer.

Q. Will I receive multiple offers for the life insurance policy?

A. Yes, we will shop the case throughout the industry to find the best policy for your insured's specific situation.

Q. Where do I go to find the best annuity with the best income rider for my prospects age?

A. Duh! Call any of us.

Q. What do I do if an income rider is not available for my prospect?

A. Simple, use the settlement options in the annuity (SPIA) and generate the income just like you would a pension. The income is based on the age, and the available amount of deposit.

Q. Why wouldn't I just make a single premium deposit into the life policy instead of the annuity making annual payments?

A. You can, but the reason you do not want to do this is to make sure you have maximized the benefit to the beneficiary. In the event of death, any remaining balance in the annuity is also inherited by the beneficiary, this allows for the possibility of more funds being received by the heirs. This is how you maximize **Legacy Arbitrage** and show your client that they still have complete control.

Q. How do I get the premiums paid each year?

A. It is automatic if your prospect chooses. The annuity company will send the funds directly to the life company and send the receipt to your client. If taxes are withheld, the company will also send the receipt to the client. It can be completely automatic.

Q. Is Legacy Arbitrage trademarked? May I use it as a sales concept.

A. No, yes.

A word about the legal side. It is not in your best interest to practice law or give tax advice unless you are licensed and authorized to do so. You can however explain the benefits of this level of planning and how **Legacy Arbitrage** can benefit your prospect. Never proceed unless you have conducted a full and complete fact finder. The best way to uncover prospects who could benefit from **Legacy Arbitrage** is to ask this simple question when you are discussing the prospects assets and goals.

"What is the purpose of (IRA etc.) and what would you like it to accomplish?"

The answer will allow you to say....

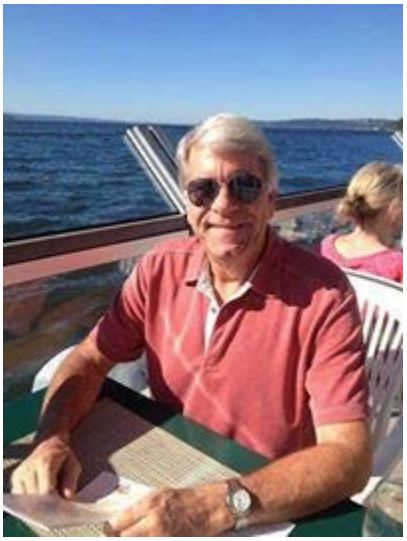
"Mrs. Jones, have you ever heard of ***Legacy Arbitrage****? It is a guaranteed risk free method of maximizing the asset transfer to your daughter and at the same time it is tax free while avoiding all probate expense."*

If you say that sentence, you will open many cases!

Compensation: Before I give you a view of how much Legacy Arbitrage can provide you in compensation, I would like to make this point. These cases are not for the wealthy; they are for your everyday ordinary prospect. They are everywhere and people want to buy this concept because:

- It provides a tax free (wealth) transfer
- It is probate expense free
- It allows for risk to be removed from the equation
- It is simple

Product Information:



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LTC Videos to Help You Educate Clients

A key part of your clients' retirement plans should include long-term care planning. Nationwide's suite of client-approved videos support those client conversations. To view these resources and learn more about Nationwide YourLife CareMatters®, click here.

Teach Your Clients to Put Their Money to Work

Like 70 million Americans, your clients likely need more life insurance.1 And while their current portfolios may include traditional investments, your clients may also have money designated for legacy planning sitting in bank accounts, CDs, or even have excess capital in their businesses. Show your clients an attractive option that can help put their money to work - permanent life insurance and the cash value accumulation it offers. Read more.

We Have an Rx for That: June is Men's Health Month

When you want to provide your clients with quick information about how Underwriting considers specific conditions, look no further than our Rx for Success series. This month, become familiar with how prostate cancer may affect your clients' ratings. Read more.

College Planning and How Life Insurance Plays a Role

When planning for the future, a big concern many clients have is helping their children pay for college. The cost of attending college, including tuition and fees, as well as room and board, has increased at a rate that exceeds the rate of inflation. Understandably, many parents would like to keep their children from starting out life deep in debt. This is where life insurance added to their financial strategy might be able to help your clients help their children. Read more.

Tax Preparation is Seasonless

Tax preparation: consider not only what was done – but what potentially should have been done. Learn about the layers of federal taxation that may affect your clients. Learn more.

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Forward

Every week, First Annuity sends you an update with any recent, important carrier changes to help you prepare for your week ahead so you'll know exactly which carriers to be mindful of. Only those carriers that have changes are listed. Any interest rate adjustments, product changes and even new state product approvals are included with links to receive complete details.

NEW ANNUITY CARRIER UPDATES

AIG MSG

The spread on the Builder 2-Year MLSB strategy has dropped to 2.4% effective today. This is a great opportunity to capture safe accumulation business with no fees during very turbulent equity market conditions. I would anticipate this spread reduction to be good through June only as the 10-Year Treasury took a dive to 1.7% shortly after this improvement was announced. Feel free to give us a call for your illustration needs.

Allianz

Effective June 7th, Allianz has announced a decrease in rates for June. Please click here for additional details.

American Equity

Effective June 7th, American Equity will be lowering rates on its Guarantee Series (MYGA). All applications must be received on June 6th to receive the current rates. Please click here for additional details.

Athene

Effective June 4th, Athene Annuity will be adjusting rates on its Ascent Pro, Performance Elite and Target Horizon Series. Applications must be received by June 3rd to receive current rates. Please click here for additional details.

F&G

Effective June 6th, Fidelity and Guaranty Life will increase the interest rate on the FG Guarantee- Platinum 5 to 3.15%! This is a limited time offer so take advantage of it while its available. Please click here for additional details.

Global Atlantic

Effective May 31, 2016, the rates on our SecureForeSM Series fixed annuities have changed. Please refer to the new rate sheet here to get the most current rates.

North American

North American has announced a change to their MYGA rates. Most rates have decreased about 10 basis points. Please contact your First Annuity Advisor Consultant if you want a current rate quote

ONGOING ANNUITY CARRIER NEWS

Guggenheim

1% Commission Bonus on TriVysta business issued from 4/4/2016 to 6/30/2016. Maximum case size is $1,000,000. Click here to download the new production bonus information.

North American

North American is unveiling a brand new crediting strategy for the Income Choice, and Performance Choice 8 & 12 products. The all new Threshold Participation Strategy (TPS) will be available on June 7th in approved states. This new strategy has the potential of offering enhanced interest credits to maximize above average index returns. Please seen the product client piece here.

Please note that product training is required prior to selling these policies with the new strategy.

The Short List: Articles of interest for the working agent

Millennials Will Change how Life Insurance is Bought

Survey: 70 Percent will seek to buy online instead of through an advisor NEW YORK, May 31, 2016 —Gathering every revealing bank statement and financial document to your name, sitting down at a table with a guy in a suit, [...]

Life Insurance Sales Growth a Priority with Most Banks and Credit Unions Surveyed

Though concerted efforts to penetrate markets have seen slow development; false starts In a new LIMRA study, 78 percent of banks and credit unions with established life insurance programs said growing life insurance sales is an important priority for their [...]

The 10 biggest global life insurance markets

Outside of the United States, the insurance industry is divided into life and nonlife, or general insurance, rather than life/health and property/casualty. In total,world insurance premiums rose 3.7 percent in 2014, adjusted for inflation, after stagnating in 2013, according to [...]

DOL 101: The fiduciary rule's impact on insurance-only agents: Opinion

The Department of Labor's new fiduciary rule is the most significant industry game-changing development we have seen since the tax reform to annuities in the early 1980s. As a compliance expert with a leading consulting company, the biggest question I [...]

The new life insurance sales process

Why don't advisors sell more life insurance? It's the process, not the product. Which weighs more, a pound of bricks or a pound of feathers? They both weigh the same: one pound. But, which process is harder? Each brick weighs more [...]

Annuities for retirement income

Annuities are valued for their tax-deferred accumulation benefit, but they also provide an essential source of retirement income for many retirees. Matt Drinkwater, assistant vice president, LIMRA Secure Retirement Institute in Windsor, Connecticut, reports the institute has conducted an ongoing [...]

Axa to Sell Sunlife, Other Businesses to Phoenix Group in Deal Worth About £632 million

NEW YORK – Axa S.A. said it plans to sell its non-platform investment and pensions business and its Sunlife direct protection business in the United Kingdom to Jersey-based Phoenix Group Holdings, a closed life fund consolidator. These deals in total [...]

Senate Throws a Block on Fiduciary Rule

The U.S. Senate passed a resolution Tuesday evening that would block the Obama administration's controversial fiduciary rule. While likely a

ceremonial vote (the White House has said Obama will veto the bill), fiduciary rule opponents say it keeps the momentum [...]

We Recommend:
www.annuity.com/agenttools
If you are not using this "Free" resource you are missing out....did I mention it is free?

There is a ton of info here, it requires no password and it is up to date information.

Disclaimer:

David Townsend and I own Annuity.com, but we have a lot of marketing friends, friends that you might be better off if you knew them. Sherilyn Orr at *Retire Village* and *Infofuel*, Anthony Owen at *Annuity Agents Alliance*, Kevin and Allison at *FinAuction*, Carl, Darin Tom and all the crew at *First Annuity*....and many more.

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