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

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 5556463

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ANTHONY OWEN

888-74AGENT (24368)

tony@annuityagentsalliance.com

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David, first dance with his daughter, the new bride, Danni

- **About $7,800,000,000 of global stock market capitalization has been wiped out since July 26, according to Bloomberg (8-8-11)**

"*In Omaha, the U.S. is still triple-A. In fact, if there were a quadruple-A rating, I'd give the U.S. that*." – "*Think about it. The U.S., to my knowledge owes no money in currency other than the U.S. dollar, which it can print at will. Now if you're talking about inflation, that's a different question*."

Warren Buffett

As you've surely heard, Standard & Poor's downgraded the U.S. credit rating one notch to "double-A-plus" late Friday. It's the first time in history the U.S. has not been granted the highest ("triple-A") rating.

He's right that the U.S. cannot technically default, because it can print money... But as even Buffett acknowledges, that money-printing will lead to inflation. And inflating your way out of debt is the same as default. It hurts anyone holding U.S. dollars despite the downgrade, Treasuries are still viewed as the safest asset in the world.

Prices rose and yields fell on the 10-year bond.

Fed promises to keep rates low for two years....does that mean QE3? What else could it mean?

http://www.msnbc.msn.com/id/44064023/ns/business-stocks_and_economy/

Fannie Mae and Freddie Mac downgrade

http://www.marketwatch.com/story/sp-downgrades-fannie-mae-and-freddie-mac-2011-08-08?source

"The downgrades of Fannie Mae and Freddie Mac reflect their direct reliance on the U.S. government. Fannie Mae and Freddie Mac were placed into conservatorship in September 2008 and their ability to fund operations relies heavily on the U.S. government," S&P said, in a statement.

To follow up on my opinion piece from last week:

Follow up on my opinion piece from last week....BB

http://www.cutimes.com/2011/03/08/long-term-cd-rate-rise-may-signal-higher-inflation

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Are annuities safe?

The answer of course is yes. Annuities have a safety net that the government will not allow us to advertise or we would probably run every stock broker out of the business....**The State Guarantee Fund**.

This link is from a competitor....but still helpful:

http://www.annuityadvantage.com/stateguarantee.htm

Good basic stuff in this article

http://www.annuitynewsjournal.com/are-retirement-annuities-a-secure-investment/

Allianz Paper on Indexed Annuities

Here is a "killer" paper on EIAs. Some very good points to learn and to tell your clients and prospects.

http://www.firstprotective.com/index.php?option=com_docman&task=doc_view&gid=1534&Itemid=42

Who you gonna call? Ghostbusters!

Once again our products will be there to guarantee and secure important dollars.

http://annuitynews.com/Article/Debt_Deal_Could_Spur_Annuity_Sales/271589

VIX: Summary of Volatility S/P 500

Also known as the **"fear"** index it follows the volatility of the S/P 500 Stock Index

http://money.cnn.com/2011/08/08/markets/vix_fear_index/index.htm

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Retire Village

Retire Village should be your basis for all marketing: data management of your clients and prospects.

Here is an example:

Bill,

Here's another example of the power or your/our every other week emails.
TREMENDOUSLY powerful.
This guy is a client.
Thank you for making me look good!

David Braun

From: Joe Client [mail to: Joe Client@yahoo.com]
Sent: Friday, August 05, 2011 5:23 PM
To: David D. Braun
Subject: Re: Fox Business Shares Why Baby Boomers Are Wary Of Investing

David

Thanks for sending this. This seems to confirm our (Kathy and my) actions. There are other factors, one that was touched on and on that wasn't. Companies taking away defined benefit plans have really put employees in private industry behind that in the government sector, where that may still exist. So instead of a 3 legged contribution stool it is really a 2 legged stool. The other factor not discussed is the Obama effect that has resulted in high and possibly structural unemployment which has severely impacted retirement planning for the boomers. That is more the situation that I am in. Since I have always been a saver, I had enough (hopefully) to be protected.

Joe

--- On **Thu, 8/4/11, David D. Braun <*david@ddbraun.com*>** wrote:

From: David D. Braun <david@ddbraun.com>
Subject: Fox Business Shares Why Baby Boomers Are Wary Of Investing
To: Joe Client
Date: Thursday, August 4, 2011, 1:24 PM

Dear Bob,

Learn why Fox Business and Gary Bhojwani believe baby boomers are wary of investing.
Click Here To See The Fox Business Report

David D Braun
ChFC, CLU, CSA, LUTCF

David D. Braun
ChFC, CLU, CSA, LUTCF | Annuity.com

Case Preparation

Here is a link to a very valuable tool for you and for your clients and prospects: http://crfb.org/compare/index.php?id=01

I am 64 and can receive full retirement at 66. I was stunned to learn my SS monthly income benefit was $2,800 a month.....BB

Social Security is vital to most Americans as they/we prepare for retirement. Because of the enormous amount (78,000,000) of the Baby Boomers, the deficit and the overall National Debt, changes will come. Here are some key points your clients and prospects will have concerns over.

I suggest you read, learn and be prepared to discuss.

Leading candidates for change in the Social Security program are easier to summarize. The Committee for a Responsible Federal Budget was created 30 years ago by former federal budget experts. It bills itself as a bipartisan nonprofit and has developed a online tool (link above) to compare nearly three dozen deficit reduction plans, including those from President Obama's National Commission on Fiscal Responsibility and Reform, Wisconsin Republican Rep. Paul Ryan, and the Gang of Six plan, which is light on specifics.

Looking at these plans' thoughts about **Social Security** changes, these common elements emerge:

- **Benefits**. The most commonly recommended change is to create **new minimum and old-age benefits.** This would provide a floor for low-income earnings. It also recognizes longevity gains and the fear that many seniors have of outliving their money. Expect "means testing" to slow the rate of growth in benefits for higher earners.

- **Personal Accounts.** Several proposals would create **either optional or mandatory supplemental retirement accounts.** People would set aside more of their earnings and receive higher lifetime income payments when they retire. Social Security was designed to provide modest amounts of retirement income when the program was created in **1935**. But it has grown into the **dominant source of retirement income for most retirees**. Adding another layer of guaranteed, **annuity-like income** is appealing to many experts. They lament that employees do not voluntarily set aside more money in their 401(k)s and other retirement accounts.

- **Retirement Age**. Most proposals advocate raising the retirement age (now set to rise to 67) in steps over decades, with **70** being the most common age specified. Key details would include tying higher retirement ages to continued increases in life expectancy and to permit hardship exemptions for people forced to retire early because of health problems. A few proposals also would raise the so-called early retirement age to begin receiving Social Security. **It's now 62 and would increase to 64 or 65 under those plans.**

- **Cost of Living**. Reducing the annual cost of living adjustment (COLA) to Social Security benefits is the most commonly proposed change to the program. The current index used for the COLA measures price increases for urban wage earners. The preferred replacement is called the **"chained"** consumer price index. It is expected to **rise at a slower rate** than the other measure, but proponents defend its use on the grounds that it more fairly reflects actual consumer spending patterns and not just price increases.

- **Payroll Taxes**. High-income wage earners will pay more, but it's far from certain by how much and over what time period such increases would take effect. Employee and employer payroll tax contributions are now capped at **$106,800** of wage income. In 2009, **86 percent** of all wages were taxed. Many proposals would raise the wage ceiling gradually until it's high enough so that **90 percent** of all wages were taxed. Some plans from more liberal groups would levy a high-earner tax on all wages above the ceiling. A fair number of proposals would remove any wage ceiling from the employer tax, meaning employers would be **saddled with more of any increase in payroll taxes**. However, many labor experts feel that employers regard payroll taxes as part of their total employee compensation expense, and that raising the employer portion of payroll taxes might come at the expense of future wage and benefit increases.

- **Other.** The recommendation most often seen beyond using a **chained CPI COLA** would require newly hired state and local employees to participate in Social Security. Proponents say it would reduce financial pressure on stressed state and local pension programs and create a more stable retirement outlook for the many employees who work in both private and government jobs during their careers. Expect a transition period of about a decade for such a shift to take effect

Sales Tip:

$100,000 in a Bank CD earning interest. The interest is taxed.

$100,000 in an Annuity earning interest. The interest is tax deferred.

We all knew that right?

In a recent poll by **AARP** only **8%** of the respondents (5,000 participated) knew that fact. The means 92% of those who participated (4.600) did not know one of the key benefits of annuities.

I could write out a whole case preparation for you but why?

Sell the benefits.

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