.....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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tony@annuityagentsalliance.com

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- Annuity product info and industry knowledge a plus. Will train otherwise qualified applicant.
- Work from home possibilities.
- Applicant can also sell annuities as long as business goes through us.

Broncos in white, first kickoff at the new Husky Stadium, UW and Boise State. Huskies won

It's Open MIC Time!

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

Words of Wisdom

"Trust in Coach Pete" Bronco Nation

Our common ground is we both understand the benefits annuities provide….BB

Bernanke and Broich: We have common ground.

I eagerly ready about Federal Reserve Chairman's **investments in annuities**, I certainly agree with his decision. I too have the majority of our assets in annuities (no variable).

Why is the real question, my answer is simple; because of the benefits annuities provide. Chairman Bernanke also must feel the same way, his major investment assets are annuities.

The most powerful many in the US is of course the President, but number two is certainly Chairman Bernanke. He is in control of our money and our money policies. So, it only make sense we listen to him regarding important money matters, his choice is obvious; annuities.

Here is a recent article about his investments

http://www.lifehealthpro.com/2013/08/28/bernankes-largest-investment-holdings-are-two-annu

Bernanke's largest investment holdings are two annuities

One fixed, one variable

By Marcy Gordon
AUGUST 28, 2013 •

Bernanke, who is expected to step down in January after eight years in the job, refinanced his family's Washington home in 2011. He was among the beneficiaries of the Fed's policy of record-low interest rates, taking out a 30-year mortgage with a fixed 4.25 percent rate that replaced one in 2009 at 5.375 percent.

The mortgage is valued at between $500,000 and $1 million, Bernanke's 2012 disclosure form shows.

He held between $1.1 million and $2.3 million in assets excluding the home, unchanged from his 2011 report.

Bernanke's investments still are largely plain vanilla with the focus on safety, such as annuities and U.S. Treasury securities. His largest holdings continued to be two **annuities** managed by TIAA-CREF, each with an estimated value of between $500,000 and $1 million. Bernanke earned a total of between $30,000 and $100,000 last year from the two annuities, which were part of a retirement plan he set up while teaching at Princeton University.

One is **a fixed annuity plan**, the other a variable annuity. An annuity provides an investor with a series of regular payments. With a fixed annuity, the payments don't vary. **With a variable annuity**, payments can fluctuate depending on the performance of the underlying investment.

Sounds like an old song….sell the benefits and guarantees! It is our marketing advantage….BB

Stan Haithcock

See this link for the entire article: http://www.lifehealthpro.com/2013/08/28/the-need-for-annuity-gravitas?t=sales-marketing

The need for 'annuity gravitas'

The message should revolve around contractually guaranteed transfer of risk strategies. Boomers and retirees continue to tell us they want contractual benefits and guarantees, so let's give it to them and tell it to them over and over. The growth story should not be part of the message. Sell the worst case scenario, and stick to that from a recommendation standpoint. Sell the **guarantees** only.

If we do this now, then when the next market correction happens, the public will immediately reflex to the need for contractual-type guarantees. If our message has been simple and consistent, then annuities will be where the public's brain immediately goes to for a guaranteed solution.

Protect the brand

The industry needs to create its own "annuity neighborhood watch" program and be constantly policing each of our local areas and also national ads for anything that hurts

the annuity brand. What I am talking about is a professional and consistent approach to reeling in those few annuity cowboys out there, both local and national.

Protecting the brand is so important, one way you can help do it is education, being a better annuity salesperson elevate the brand….BB

The Seattle Times

I love the comparison between variable and indexed annuities….BB

Coming to terms: annuities

http://seattletimes.com/html/businesstechnology/2021696997_biztermsoxml.html

In exchange for a big chunk of cash today, the insurance company agrees to pay you an income for a specified period, which can be a certain number of years or the rest of your life.

You often hear and read about annuities, but many people don't know exactly what they are. An annuity is a contract between you and (usually) an insurance company.

In exchange for a big chunk of cash today, the insurance company agrees to pay you an income for a specified period, which can be a certain number of years or the rest of your life.

Here are three broad categories of annuities:

Lifetime income annuities: These are basic, classic annuities — you hand over a lump sum and get a specified income for the rest of your life. The best ones offer cost-effective insurance against outliving your money. They're worth serious consideration if you're near retirement and your nest egg isn't as big as you'd like.

Equity-indexed annuities: Promising a "guaranteed" rate of return based on the performance of an index. But the fine print reveals that your **return will be several percentage points lower than the index's**.

Who wouldn't trade a lesser yield along with a no risk guarantee? BB (see our video: https://www.youtube.com/watch?v=ChHaRxguEkM **)**

Variable annuities: These generally sport high fees, iffy returns and "surrender charges" if you need your money back.

Call **Anthony Owen** about their terrific software (Annuity Income Illustrator), here is a quick link:

http://www.annuityis.net/Products/AnnuityIncomeIllustrator

Kiplinger's: Annuity Ladder, Hmmmm....have they been reading our Open MIC notes?....BB

http://www.kiplinger.com/article/retirement/T003-C000-S002-add-an-annuity-to-your-retirement-mix.html

Kiplinger

Timely, Trusted Personal Finance Advice and Business Forecasts

You can combat lower payouts a couple of ways: by laddering annuities or by buying a relatively new product that guarantees heftier payments if you pick a date down the road to begin receiving them.

The annuity ladder

One way to avoid locking in too much money at low rates is to buy an immediate annuity now with a portion of your savings and invest more in annuities every few years. Payouts will be higher because you'll be older; they'll also increase if interest rates rise.

Michael Ritschel of Colorado Springs retired four years ago as a financial consultant. He receives a small pension and Social Security, but most of his retirement income comes from his own savings. Ritschel, who is 73, has 20% of his portfolio in fixed-income investments and 60% in dividend-paying stocks. He plans to put the rest of his savings in immediate annuities to cover living expenses for himself and his wife. He recently bought his first annuity and plans to make two more purchases over the next six years. "My goal is to have enough income to cover the necessities and to provide growth with income that will keep up with inflation," he says.

The older you are when you buy an annuity, the higher the annual payouts—assuming interest rates don't fall further. For example, a 73-year-old man who invests $100,000 in an immediate annuity now could get $8,820 per year for life; a 75-year-old could get $9,432 per year for life; and a 77-year-old could get $10,200 per year for life. If interest rates rise by the time the man purchases the annuities, the payouts will be even higher.

You'll receive the highest payouts if you choose a life-only annuity, which stops paying when you die. (Ritschel chose that version because he already has a universal life insurance policy, with his wife as the beneficiary.) You'll receive a lower annual payout if you buy an annuity that pays out as long as you or your spouse lives. If you're worried that you might both die early, you can choose an option that guarantees payments (to you or your heirs) for at least ten years. A 70-year-old man who invests $100,000 in a single-life annuity could get $7,956 per year, or he could get $6,684 for payouts that continue as long as either he or his wife (also 70) lives. The income would be $6,588 per year if payouts continue as long as either spouse lives or for at least ten years.

Read more at http://www.kiplinger.com/article/retirement/T003-C000-S002-add-an-annuity-to-your-retirement-mix.html#48qFCK24mEfkiUOX.99

Private Equity Firms: What are they really up to?...BB

See link for complete article: http://ifawebnews.com/2013/08/27/second-firm-enhances-client-safety-as-part-of-ny-annuity-firm-deal/

NY Department of Finance and Private Equity Firms

New York State's **Department of Financial Services** says a second top firm has agreed to an enhanced set of policyholder safeguards in an acquisition of an annuity company in order to better protect retirees and others receiving annuity payments.

Recently, DFS has **highlighted** a spike in private equity firms and other investment companies moving into the annuity business. The trend raised concerns because such **firms typically have a more short-term-oriented business model** than traditional insurers, and the annuity business is focused on ensuring long-term security for policyholders.

The company, **Apollo Global Management**, has agreed to put in place a set of policyholder protections as part of Athene Holding Ltd.'s planned acquisition of Aviva Life and Annuity Co. of New York (Athene Holding Ltd is affiliated with Apollo.) The policyholder protections Apollo agreed to implement include heightened capital standards; the establishment of a separate, additional "backstop" trust account dedicated to further safeguarding policyholder claims; enhanced regulatory scrutiny of investments, operations, dividends and reinsurance; and other strengthened disclosure and transparency requirements.

The agreement follows the **Guggenheim Partners** approving a **similar set of protections** as part of its planned acquisition of Sun Life Insurance and Annuity Co. of New York.

More

http://www.desmoinesregister.com/article/20130903/BUSINESS/130903046/Apollo-cut-10-Aviva-USA-workforce

Apollo to cut 10% of the Aviva USA workforce

The **private equity firm** purchasing West Des Moines-based Aviva USA sent a letter to their future staffers today, outlining their intention to trim about 10 percent of the insurer's workforce.

The letter from Jim Belardi, chief executive officer of Apollo Global Management's Athene insurance arm, indicated **154 positions will be eliminated** at Aviva USA – including 90 in the Des Moines area – once the deal to acquire it closes Oct. 1. The insurer has a national workforce of about 1,500 people, according to the letter provided to the Register.

Apollo is paying $1.8 billion for the business – a price-tag that includes $1.55 billion in cash and the assumption of $257 million of debt from Aviva's London-based parent company.

"Of the 154 positions that are slated to be eliminated, 90 are in the Des Moines area," the letter reads. "Official notification of job eliminations will not be provided until after the acquisition closes, but we want to give those impacted as much notice as possible. This is an unfortunate situation for a small percentage of our staff, but the jobs being eliminated will become unnecessary."

http://www.fa-mag.com/news/annuity-sales-strong-15344.html

Annuity Sales Rising

SEPTEMBER 3, 2013 • FA STAFF

Annuity sales for the second quarter of 2012 were up 9.9 percent to $54.5 billion, from $49.6 billion in the first quarter, the Insured Retirement Institute announced Tuesday.

However, the sales were down 1.4 percent from the $55.3 billion that were sold in the second quarter last year.

The numbers were compiled from data from Morningstar Inc. and Beacon Research.

Fixed annuity sales totaled $17.14 billion, an increase of 14.6 percent from just under $15 billion in the first quarter and up 0.2 percent from $17.10 billion in the second quarter of 2012. This is the highest quarterly sales since the fourth quarter of 2011.

Variable annuity total sales rose to $37.3 billion in the second quarter, a 7.8 percent increase from $34.6 billion in the first quarter, but a 2.2 percent drop from the $38.2 billion in the second quarter of 2012.

http://billdemo.retirevillage.com/ login is theteam password is theteam

Joe Rych

Office 1-800-814-5378 joe@annuity.com

Retire Village on the Move!

Much of the summer has been preparing RV for updates and improvements. Many agents have provided us with their "wish" list and how RV can help generate more leads. Here are some coming attractions.....

1) "Contact us" tab on every page – will increase number of consumer leads, your database can now find you on every page, ease of contact.

2) About us bio will be visibly displayed so contacts don't have to click on a tab to bring it up, plus photos and an offer for your free *"Safe Money Book"*....the best premium giveaway in the industry.

3) Posting of radio shows for radio agents on their RV site. You will be able to direct your database to your radio shows, this would make a great off week drip and it helps elevate you to "celebrity" status.

3) Enhanced email delivery system for agents, easier to use.

4) Add a birthdate column so the agent contacts can receive an email birthday card from the agent automatically with an opt-in/out feature for the agent

5) Indexing of agents RetireVillage.com site creating site visibility on local search engines, we will have a new system which will allow you to be found in your local market. How would you like to compete against the big broker dealer firms? Now you can!

7) Blogging on Annuity.com redirect back to agents RV site, blogging should be on your list of marketing priorities, we will help you do it. And now a new service for you, if you choose, **we will automatically** send your new blog to your database, you need to do nothing except talk to the leads when they contact you!

8) Improve Agent picture quality

9) Update front page articles on a regular basis, new freshness is daily. Annuity.com content is automatically updated to your RV site!

10) More integration of Social networking, use Facebook, the blog, be part of where your database is.

Dave Townsend and Shaun Ebben

Life Insurance has lots of uses and numerous ways of helping a prospect understand the benefits of the product, here is one example:

Tired of rates and wondering how to make the best recommendation? Want to be more creative and prove your prospect with more "real" options? One thing is for sure, the future changes and keeping all options open provides great flexibility.

If you sell an immediate annuity payable for life, that is it! The money will come to your client each and every month, but what happens if their situation changes? How do you keep all options open?

I use Pension Maximization

THINK outside the box. Think about a different way to show the benefits of our fabulous products.

Life insurance is not an investment, I am sorry to be the one who informs you of this fact but it is not. Many agents use many different life products to accomplish many goals, but for me life insurance is not an investment. It is however one of the most diversified products we have at our finger tips, it can be an awesome solution to many scenarios.

You buy life insurance for one of two reasons: **love or debt.**

You either owe someone or you love someone, life insurance is for a specific reason. That said, life insurance is one of the most terrific products ever

created. There are many options for its use and many goals can be accomplished by using life insurance, such as **Pension Maximization.**

Here is an example of how I use life insurance as a tool to create future options, to help my client by not boxing them in by keeping all options open and available.

Ted and Mary are lucky, they have accumulated a nice retirement fund and they are still young, Ted is 59 and Mary is 58.

Ted has a pension form his company, Mary does not. They both will qualify for social security in a few years. They have saved $1,200,000 in their IRA and want to begin using the IRA funds for retirement now; they plan on saving their company pension for a few years as well as their social security. These are future options for additional income.

Ted and Mary went to the internet and obtained lots of quotes, they were inundated by agents, brokers and salesmen. Everyone wanted to bid on this case, bets price wins, right?

Instead of just submitting a bid, our agent conducted a complete fact finder, discovered what Ted and Mary were trying to accomplish and with our help designed **Pension Maximization.**

They desired income now but wanted to not be locked into a deal they couldn't change should something happen to either of them. Our competitors all showed joint life proposals, income for both of them as long as they lived, AIG had the highest quote.

But….what happens if one of them doesn't live a long time? What does that mean, a reduction in income because they chose joint life? If either Ted or Mary were to die early, a joint life income would be less.

Ted's IRA has $1,200,000 account balance, he is over 59 1/2 years old, and he can access the funds without excise penalty.

We suggested he use the funds in this manner, buy two different immediate annuities (life only on Ted) and buy a life insurance policy to "insure" Mary's future. It looks like this.

If Ted and Mary select a lifetime joint benefit annuity, they would receive **$5,360** for life.

Pension Maximization

$1 million deposited in an immediate lifetime annuity will pay Ted **$5,212** a month for life, he dies it dies.

$200,000 deposited in an immediate annuity pays **$1,042** a month, he dies it dies.

$1,042 in monthly premium buys **$1,200,000** life insurance death benefit

*******Life policy is owned by wife, she is beneficiary, protected in case of divorce etc. premium and death benefit all guaranteed to age 106

<u>Scenario:</u> He dies; $1,000,000 immediate annuity also dies. But, $1,200,000 life insurance policy pays Mary in tax free benefits. She can then rebuy the immediate annuity in her name, or she can decide at that time what her available options might be, she is in total control. When Ted dies, Mary is guaranteed to be older, the older you are the higher to immediate income rate would be.

<u>Scenario:</u> She dies first; he can discontinue the life insurance policy and keep the life insurance premium as additional income for himself.

Big Truck Partners

Q: Tell us about ROI?

Q. Which is more important, net income or ROI?

Q. How much of your revenue should you spend on marketing?

Q. Should you sacrifice ROI for net income?

From Bill…

15%

Over the years we have talked about Return on Investment, it is essential you know your costs and your sales results. Without that information, it is impossible to make any business planning decision. For years, my marketing costs was 10.5%, with the drop in commissions and the increase in marketing costs, mine is now 15%. 15% of my gross earned commissions is reinvested back into marketing, marketing to obtain new prospects or to increase relationships with existing prospects and clients. Once you know your marketing expenses, calculating ROI is simple.

Here is more information for you, some highlights in red….BB

The following article is no different than calculating ROI for yourself….It is the key to your business plan…..BB

FYI….ROI is Return on Investment

ROI is King

By Joanne Black

Welcome to the new world of sales. Now more than ever, your customers expect major bang for the buck. They want to know up front whether their investments will pay for themselves by delivering increased revenue, profits, employee loyalty or customer loyalty. And they won't just take your word for it anymore. **You have to justify their investment by *proving* you can deliver ROI.**

These days, the salespeople who close deals are the ones who can demonstrate the business impact of their solutions. They don't wait for their customers to ask about ROI. They lead with it. Throughout the sales cycle, they strive to translate expected business results into ROI early and often.

The typical scenario: You conduct a great meeting with a business prospect, engage in intelligent, goal-oriented conversation and exchange new and exciting ideas. The prospect gives you every buying signal you've ever heard of, and you leave feeling confident that the deal is done. You write a proposal, review it with your team and include detailed pricing and timelines. Then you send the proposal to your prospect along with a well-written email.

But then, instead of the quick response you expected, you get radio silence. What happened? It could be many things, but the first thing you should ask yourself is whether or not you demonstrated ROI. Did you engage the prospect in an ROI discussion and show him how he would be able to evaluate the ROI of your solutions? Did you make a compelling case for choosing you?

Before you leave that first sales meeting, arrive at an agreement on the criteria for success. Ensure that you can justify your ROI. For example, if you sell software, a prospect might say that his company will have justified their expenditure if they can increase productivity by 20 percent. So, find out how your prospect will know if this goal has been reached. Keep questioning until you both agree on the metrics for their ROI. Then gather your team and put in place the processes that will ensure that success.

Keep talking ROI. Your ROI discussion should continue throughout the sales and implementation processes. How are you measuring progress? How are the results beginning to show themselves? And don't stop working the ROI angle just because you have handed off the project to your account-management team. This client is yours. Continually manage and monitor their expectations, and strive to prove their investment was worth it. This is the only way to ensure they'll continue to be your client. And it's the only way to ensure they'll be a reliable referral source for the future.

Treasuries are on an uptick….this would make a good off week drip for your Retire Village database….BB

Treasuries at 2 Year High; Good News or Bad News?

A recent report on Bloomberg News stated the yield on US Treasuries 10 year benchmark has hit a 2 year high, 2.93%, the highest since mid-2011.

"Economic growth is continuing at a moderate pace," said Guy LeBas, chief fixed-income strategist at Janney Montgomery Scott LLC in Philadelphia, which oversees $11 billion in fixed-income assets. *"We've pretty much priced in the effects of the Fed slowing down bond buying later this year"*

What does this mean for us as depositors? Good news in the sense that the options for a higher yield is strengthening. For us as tax payers it can mean the interest we all owe on our national debt is going to be higher and our annual budget debt much bigger.

So good news or bad news, I think it is mixed news. One the good side it appears the job market and the economy are getting better. Higher yields mina annuities will have more to offer and banks will probably fallow suit later in the year.

If you are an owner of longer term US Treasuries, I do have bad news for you, according to the Bloomberg article said: U.S. government securities due in a decade and longer plunged **14 percent** in the 12 months through yesterday, the biggest loss of 174 debt indexes tracked by Bloomberg and the European Federation of Financial Analysts Societies.

It the old reverse value rule: interest rates increase then the value of current bonds will decrease.

Here is a link to the article: http://www.bloomberg.com/news/2013-08-22/treasuries-show-inflation-expectations-falling-before-tips-sale.html

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The IRS recently allowed this change, once again providing benefits from owning an annuity.....BB

Can Changes be Made to Your Annuity After Death?

A recent ruling by the IRS allows for the beneficiary of an annuity (specific case in regards to the PLR) to make changes to the inherited annuity. Beneficiaries who inherit an annuity may now have options thanks to a recent private letter ruling from the IRS.

Rather than being bound by the terms of the original contract, beneficiaries may be able to **exchange inherited contracts** for newer, higher interest paying contracts, according to the IRS under Private Letter Ruling (PLR) 201330016. This indication of change by the IRS can benefit the beneficiary because newer contracts can have lower costs, higher interest or better features such as policy riders.

Prior to the PLR ruling beneficiaries could elect to annuitize the contract within a 12 month period or remove the funds over a 5 year period. Now many more options could possible exist.

If the PLR results in tax code changes, the beneficiary could use an IRS approved transfer **(1035 exchange)** and move the funds from one annuity to another without incurring tax liability. This allows for a wide range of

new contracts to be considered and provides for a large array of investment options for the beneficiary.

Traditionally, a PLR is specific to a single question or request but it is not binding. What it indicates is how the IRS is thinking about a specific topic. Generally the PLR will lead the way to actual code changes.

This new PLR shows a clear benefit to owning an annuity; it would allow better management of the annuity by the beneficiaries and provide far more planning options.

Here is a link with more information: http://www.financial-planning.com/news/irs-approves-post-death-annuity-exchange-2686211-1.html?force_pg=/News/

Here is more information on the IRS ruling, see link

IRS Approves Post-Death Annuity Exchange

by: Donald Jay Korn

http://www.financial-planning.com/news/irs-approves-post-death-annuity-exchange-2686211-1.html?force_pg=/News/

Another off week drip topic for retire Village Database….BB

Bond Funds or Individual Bonds: Which is Best for You?

There are both advantages and disadvantages to investing in Bonds and Bond Mutual Funds. The real reason for choosing which method actually depends on your personal situation and what you wish to accomplish. What are your goals?

Let's examine both options.

The advantages of investing in bonds through a bond mutual fund are:

1. **Diversification:** Bond mutual funds invest in 1000's of different individual bonds, the fund is also owned by 1000's of individual investors. Rarely do bond mutual fund invest more than 1% of their assets into any one bond, so funds are diversified. The binds owned in the fund have many different maturity dates, different retying, and different amounts. The actual type of bond fund can also dictate the level of diversification, as an example a bond fund only investing in US Treasury Bonds would need little diversification while a fund investing in corporate bonds would need a wider level of diversification.
2. **Management:** Bond funds are professionally managed. Bond managers are selected based on their experience and knowledge of the subject. Most bond mutual funds have ample research available to help gauge the bond market.
3. **Convenience:** Instead of compiling your own research as an individual bond purchaser, the bond mutual fund does that for you. Investors in bond mutual funds simply buy shares of the fund, daily the price of the shares owned is posted and is available to the investor.
4. **Dividends:** Individual bonds pay interest once every 6 months, bond mutual funds pay dividends monthly (some occasionally quarterly). This is an advantage to investors who are using the bond fund as an income stream. .

The disadvantages of investing in bonds through a bond mutual fund are:

1. **Interest Rate Risk:** Bond as a whole have a risk to them in relationship to overall interest rates. It is a simple inverted interest topic, if interest rates increase, an investor having to sell a bond or bond fund would receive less than their initial investment. The opposite is true, when interest rates decrease the value of currently owned bonds will increase.
2. **Unstable income:** Because bonds within a bond mutual fund are bought and sold regularly, the actual amount of the monthly dividend can be unpredictable. There is no way to know with certainty what interest rates are going to be in the future. A bond fund's interest payments can fluctuate monthly based on the current bond portfolio and the earned interest.
3. **Taxes**: When a bond mutual fund sells bonds a taxable capital gain or taxable loss can be created. It is possible to earn a modest interest rate on your bond mutual fund dividends and still receive a taxable liability based on the activities

of the bond mutual fund's buying and selling of its assets. The percentage of assets sold on average each year is called the "turnover" rate and as a bond mutual fund investor it is important to know the tax liability of your bond mutual fund investments.

4. **Fees**: Bond mutual funds contain fees, fees for acquisition, buying and selling of the portfolio, fees for daily operation and often commissions paid to the sales firm. Make certain you fully understand the fees before investing, they are located in the prospectus.

If you invest in bonds or in bond mutual funds, make certain you fully understand the expenses and fees related to your investment as well as the financial rating of the bond portfolio or the individual bonds.

Wonder why I have been pushing "Blog" for the past 6 months? The answer is simple; your database is moving at the speed of light to social media. You must deliver information in a manner that they will accept and consider.

Blogging is a great first step, I wish I had a better way of making my point, **"blogging"** is the best social media entry point, it connects you with your database.....BB

http://www.lifehealthpro.com/2013/09/02/9-more-astonishing-social-media-statistics?eNL=5220a59c150ba0970c00014b&utm_source=TheLead&utm_medium=eNL&utm_campaign=LifeHealthPro_eNLs&_LID=97669248

9 more astonishing social media statistics

By Amy McIlwain
SEPTEMBER 2, 2013 • REPRINTS

Have you been wondering if your target demographic is using social media? The answer is yes! Not only are more boomers, seniors and affluent consumers using social media, they're sharing information. If you're not on the social media bandwagon yet, you should be. Here are some data to prove it.
Social-media users are interacting with financial* institutions:

Ninety percent of affluent consumers ($100,000 to $1 million not including primary residence) **use social media**. Forty-four percent of them engage specifically with financial institutions.

Forty-five percent of affluent investors consider **Facebook** a source for investment and financial needs, while 42 percent would go first to LinkedIn. (we automatically load your blog to your Business Facebook account)

Sixty-three percent of affluent investors take action after using social media to **learn** about financial products and services.

Forty-five percent of U.S. adults with Twitter accounts are interested in interacting with financial services firms via that social-media site.

Of U.S. investors who opened a full-service brokerage account last year, **40 percent** researched their choices online.

In 2012, **62 percent** of advisors with LinkedIn accounts gained new clients through the site.

Of that group, **32 percent** used LinkedIn to bring in $1 million or more in managed assets.

Slightly more than **one-third of adult** Twitter users in the U.S. agreed with the statement "I often recommend financial products and firms I like to my friends and acquaintances." This is compared to 21 percent of online adults overall.

Fifty-four percent of ultra-high-net-worth investors ($5 million to $25 million not including primary residence) between the ages of 55 and 64 use LinkedIn for financial communication and research.

The evidence is staggering: Social media is giving financial advisors access to a pool of affluent potential clients who want to work with them. Even more important, social-media sites are creating the contexts and platforms for financial conversations and information-sharing to take place. Don't get left behind; opportunity awaits you online!

Tips for using social media

Start with blogging and build more social media.....BB

Networking and Social Media: 5 People You DON'T Want in Your Network:

- **The Bad Influence** - Getting out of your comfort zone to take a calculated risk on a new innovation is a healthy part of any industry and builds your credibility. Have a plan and continue to build upon that plan without making a career-ending move due to poor advice. The Bad Influencer, who always seems to have a "shortcut" or a "get rich quick" strategy, may be appealing to your long-term plan, but there's always more than meets the eye. The Bad Influencer may try to turn you onto spammy Black Hat tactics like affiliate-link cloaking, doorway pages, article spinning, purchasing likes, and more. Stick to your guns and don't give these people a chance to infect your attitude, strategy, or sense of pride.

- **The Epic Complainer** - No one likes a complainer; wait, I take that back, other complainers do! Traveling in packs, Epic Complainers are thrilled to share their pessimism and anything to kill a positive mood. They appear on social media sites arguing and sharing their negative beliefs like it's their role in life to play the dubious devil's advocate or seeking out rare exceptions to prove you wrong. The toxicity of Epic Complainers will turn any bright dream into a nightmare. Don't try to argue with Epic Complainers - you cannot win as they wield their favorite words "but" and "actually." Stay positive in everything you do. Your network should be sharing information that will help you improve, not just giving you reasons to not pursue your passions. Search out those who are optimistic and listen to your ideas.

- **The Spammer** - You work hard planning, creating, and maintaining articles, products, and websites. You deserve respect and a good reputation, which the Spammer will promptly sabotage. If you allow the Spammer into your network, you may find your efforts diminish in light of constant promotion that will annoy your audience. No one likes to continuously opt out of emails or products they didn't sign up for. If you let these types of people inside your network, they will try and influence your direction to reach as many people as possible, but not in an effective way. The language they use can seem repetitive and robotic to advertise something that they most likely did nothing to help create. Keep the Spammer at bay and out of sight so you can catch the bigger fish using your own marketing and personal connections with your customers.

- **The Greedy Miser** - You've seen businesses and websites that always seem to want your money first, then they'll actually show you something. The Greedy Miser

encourages this behavior, salivates at pyramid schemes, and will overprice average products while failing to deliver quality content. This type of networker has a burning desire to use your money to make more money and doesn't believe in offering anything for free. If you have any ebooks or helpful tips for your audience you want to give away, keep the Greedy Miser's hands off your decision making. If you need someone who has experience with promotion and advertising, make sure they aren't just in it for the quickest payday and want to target a quality user experience.

- **The Phony Follower** - Real followers can be good contacts who will help you spread the word about your new products and interests. The Phony Follower, on the other hand, at first seems excited to work with you and establish a healthy relationship, but it all comes with a catch. The Phony Follower has 0 new ideas and is just riding your tail in hopes of catching wind of your secret to success. He will not assist you in your journey; he's just there and his lack of contributions will drag you down. It's best to end ties with the Phony Follower people before they latch on to your marketing recipe and take you for a ride.

As Michael Jordan once stated, "If you accept the expectations of others, especially negative ones, then you never will change the outcome." Steer clear of the above characters who will only push negative expectations and feedback that will stifle your successes. There are many levels of networking and an abundance of people who can give you motivation, sound advice or that extra help that can push you to the top. It's important to know who may be a good influence on your goals and productivity. As you sort through the various people to network with, think about who you would want by your side when it counts.

This article would make a good off week drip for your Retire Village database. Solid and important information. BB

Using Debit vs. Using Credit

How preferable is one type of plastic to another?

You're about to purchase a pricy good or service and you don't have your checkbook or enough cash on hand to do it. Should you pull out a debit card, or a credit card?

Given the choice, you'd probably pick a debit card – right? After all, aren't they preferable to credit cards? Usually, yes – but not always.

How debit cards actually work. Debit cards pull money straight from your bank account. What if you have insufficient funds in your account? If that happens, the bank can decide to do one of two things, per the terms of the particular debit card – it can elect to decline the charge, or shoulder the cost of the transaction and ding you for insufficient funds. Some banks give you overdraft protection for recurring debit card charges, but not for one-time transactions.[1,2]

Your debit card may bear a VISA or MasterCard logo. If that is the case, you have the option to use it as a credit card. If you choose that option, your transaction is then handled by the credit card firm rather than the bank, and the money may not be taken out of your account immediately as some retailers wait until the end of their business day to notify credit card companies of transactions.[3]

How credit cards actually work. A credit card purchase is processed in four phases. First, you authorize a purchase with your signature. Next, the purchase is compiled with other credit card charges into a "batch", which the merchant may wait until the end of the day to send. The batch is sooner or later sent to the card issuers, thereby requesting payments. Finally, the merchant gets the payments minus discount and interchange fees along the way.[3]

The small businesses you frequent likely prefer debit to credit. Debit card transactions come with lower transaction fees than those of their plastic cousins. A debit card purchase is not a cash sale, but it is remarkably close to one. Due to the larger transaction fees associated with credit transactions, some stores bar the use of a credit card for very small purchases – in those cases, it isn't worth the trouble for the retailer.

Banks charge merchants fees for the privilege of accepting debit cards, and retailers are hailing a July U.S. District Court ruling calling for lower caps on those fees. This summer, U.S. District Court Judge Richard Leon tossed out the current Federal Reserve cap of $0.21 in interchange fees per debit card swipe as too excessive. The Fed will likely appeal the ruling well into 2014.[4]

Debit cards may offer less fraud protection, however. Here is an area where credit cards look good in comparison. While a straight-up debit card payment is instantly deducted from your bank account, you ultimately pay credit charge charges only if you agree to the legitimacy of the charge and the delivery of the product or service. Translation: a credit card offers you a kind of signatory "firewall" against fraud (at least at the point of purchase). Your liability for fraudulent credit charges is capped at a certain level; fraudulently debited charges can be another story. Disputed charges on credit cards are often handled faster as well.[5,6]

Also, there are some situations where it is pretty hard to get by with just a debit card. If you want to rent a car or reserve a nice hotel room, a credit card is all but essential. You also build credit history through credit card use, not debit card use.[5]

Both kinds of cards are susceptible to "gray" charges. Tiny little monthly membership charges, small levies for "phantom" (additional) products or services sold to you at the point of sale, "zombie" charges for an ongoing subscription you don't formally cancel – they are some of the "gray" charges that may come your way with both kinds of cards, and they are entirely legal. Retailers bury them in the fine print, and made an extra $14.3 billion of cardholders this way in 2012.[7]

Debit is usually preferable to credit, but cash is still king. Sensible use of debit and credit cards can help you build your credit history and perhaps make things a little easier for you as a consumer. Runaway use of them may bring problems. Credit and debit cards are ultimately conveniences, and not replacements for cash.

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