# the Register


Vol. 14 No. 4 • April 2013
Official IARFC Publication

www.IARFC.org

# Time for Independence

## Albert F. Coletti

# TAKE COVER!

## Group LTD Coverage, that is...

### Announcing the IARFC's new group LTD plan for Advisors and their Staff

We are pleased to announce that the IARFC has partnered with Advisor Group Benefits, LLC and member Christian Roberts to launch the **IARFC Advisor Long-Term Disability & Staff Benefit Program.**

Two Thirds of your fellow RFCs indicated high interest during a recent test-market for this Disability Program. We listened and took action!

The **limited time, guaranteed issue open enrollment** begins **April 1st** and ends on **May 31st 2013.**

**Cost Savings:** Low group rates are 40% to 70% less than comparable Individual Policies

**Time is Limited:** Guaranteed Issue (no medical questions) enrollment ends May 31st

**Staff Protection:** Low cost Disability & Life Insurance option for your Staff

**Stability:** Underwritten by an A+ Rated Carrier

**Simplicity:** Fast, easy enrollment process with flexible payment options

**URGENT**

**Open Enrollment begins April 1st, ends May 31st 2013**

Advisor Group Benefits

**800.385.9401**
**IARFCplan@AdvisorGroupBenefits.com**
**www.AdvisorGroupBenefits.com**

IARFC
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

# 2013 Events Calendar

## MAY

**IARFC CE@SEA™ Venice Italy to the Divine Mediterranean**
May 25 – June 1, 2013

**WPI Buy/Sell Conference**
May 16, 2013
Rosemont, IL

**Business Owner Consulting Workshop**
May 17, 2013
Rosemont, IL

## June

**Drip Marketing System & Branding Workshop**
June 7, 2013
Middletown, OH

## August

**IDA 9th World Chinese Congress**
August 8-11, 2013
Kuala Lumpur, Malaysia

**RFC Graduation Ceremony**
August 16, 2013
Manila, Philippines

For IARFC event speaking or sponsorship contact: 800 532 9060

## NEW IARFC MEMBERS

David J. Arthur, RFC®, OR
Martin M. Bassett, RFC®, IN
Mitchell H. Beatty, RFC®, NC
Jessica M. Brinkman, RFA®, OH
Dwayne A. Bulls, RFC®, VA
Katharine A. Cooper, RFA®, OH
John Hathaway, RFC®, CT
Thomas C. Jackson, RFC®, CO
Paul M. Mallett, RFA®, OH
Karen K. McVay, RFA®, OH
Matthew J. Meyer, RFA®, OH
Jennifer E. Postema, RFA®, OH
Allen R. Schultz, RFC®, MI

### Members Who Recommended New Members

**Referror of the Month**
**Hannah Swigert, RFC®**

J.W. Rodeny Harris, RFC®
Lew Nason, RFC®
Jospeh Massaor, RFC®
Hannah Swigert, RFC®


the Register

www.IARFC.org/Register
2507 Northy Verity Parkway
Middletown, OH 45042-0506
800 532 9060

CEO & Editor-in-Chief
Edwin P. Morrow
edm@iarfc.org

Editorial Coordinator
Wendy M. Kennedy
editor@iarfc.org

Copy Editor
IARFC Program Coordinator
Susan Cappa
susan@iarfc.org

The *Register* is published monthly by the International Association of Registered Financial Consultants ©2013, It includes articles and advice on technical subjects, economic events, regulatory actions and practice management. The IARFC makes no claim as to accuracy and does not guarantee or endorse any product or service that may be advertised or featured.

Articles, comments and letters are welcomed by e-mail to:
Editorial Coordinator
Wendy M. Kennedy
editor@IARFC.org

Periodicals Postage Paid at Mansfield, Ohio.
POSTMASTER: Send address changes to:
P.O. Box 42506, Middletown, Ohio
45042-0506
SSN 1556-4045

# In This **ISSUE** Vol. 14 Issue 4

## Cover Story

**Register Profile:**
**Albert F. Coletti**



## Features



## Columns



## Departments

# From the **EDITOR**

This month's cover story features long time member and past IARFC Board Director, Albert F. Coletti. Al has served many rolls in the industry from advisor, association president to that of educator. As his career spans over 50 years, he is headed into unexplored territory building a program educating the public and financial advisors alike. "Register Profile: Albert F. Coletti, Time for Independence." (P. 8)

The Register Round Up question is receiving quite a lot of response. This month's question "What are your biggest prospecting challenges and how did you overcome them?", brought us an array of answers you may find worthwhile. Getting a sneak peak at another advisor's practice may give you fresh ideas or it may be time to dust off old ones.

Late in February on a cold and icy day, the IARFC Middletown Offices hosted the Annual Board of Directors meeting. I was pleased to see board members we have come to know and respect and meet newer board members. The "Chairman's Desk" shares the event details and outcome. (P. 7)

Lloyd Lowe Sr.'s series on woman and money continues with "A Woman's Legacy for Her Children". This article examines ways in which women, whether they be married, single or divorced, can establish a legacy using their own resources and those gained through inheritance. (P. 12)

New to the *Register* is David Lewis, owner and founder of Twin Tier Financial. David tackles the ethical issue in his article, "Altruism: The Real Ethical Dilemma that Financial Planners Face". Until the industry stands up and proclaims its right to exist without any government interference or regulation, until advisors learn to be truly proud of their profession and throw off the pretense of altruism, we will continue down our own road to moral and political serfdom. (P. 15)

Several of the articles help us work on our marketing strategy and outcomes, specifically our regular column by Michael Lovas. His article this month, "Mental Marketing: What Makes People Buy from You?" helps you get down to the real decision making of selling based on the emotional connection. (P. 18)

CE @ SEA™ guest speaker Shauna Trainor, The Covenant Group's marketing manager will get you on target with her article "Create & Stick to Marketing Schedule". Too many entrepreneurs run marketing as an afterthought, using it to haphazardly patch holes in their sales strategy. The better route is to create a plan with purpose and stick to a schedule. (P. 20)

Check in with these articles too; Burnett Marus on the economy and tangible markets, Roccy DeFrancesco and Chris Hill on products, Walid Petiri and Mark Wendell on consumer focus and dialogue.

The *Register* continues to expand with insightful articles and even more writers. The next issue increases by 4 pages and shares new perspectives on some established ideas.

Lastly, we are still on the search for a writer for a "Book Review" series. If you would like to volunteer the time and skill reviewing member and industry published books, call me at: 800 532 9060 x 308.

Wendy M. Kennedy, *Editor*
*the Register magazine*
*editor@iarfc.org*

# IARFC Domestic and International Directory

## DOMESTIC BOARD OF DIRECTORS

Chairman & CEO
Edwin P. Morrow, CLU, ChFC, RFC®

Vice Chairman
H. Stephen Bailey, LUTCF, CEBA, CEP, CSA, RFC®

President
Lester W. Anderson, MBA, RFC®

Vice President
Lloyd Lowe Sr., MBA, CSA, RFC®

Vice President
Rosilyn H. Overton, MS, Ph.D., CFP®, RFC®

Treasurer
Jeffrey H. Rattiner, CPA, CFP®, MBA, RFC®

Secretary
Nicholas A. Royer, RFC®

Director
Hank Brock, CPA, MBA, CLU, RFC®

Director
Isabel J. Cooper, MBA, RFC®

Director
Inshan Meahjohn, BA Hons Mgt, MABE, RFC®

Director
William J. Nelson, RFC®

Director
Jon M. Rogers, Ph.D., CLU, ChFC, RFC®

## INTERNATIONAL BOARD OF DIRECTORS

Asia Chair
Jeffrey Chiew, DBA, CLU, ChFC, CFP®, RFC®
China Development Organization (IMM)
(China, Hong Kong, Macao & Taiwan)
Liang Tien Lung, RFC®

Australia and New Zealand Chair
George Flack, CFP®, FPNA, AFAIM, RFC®

Bermuda Chair
Antony Francis, RFC®

China Chair
Beijing, Dailan, Guangzhou, Shanghai
Choo Siak Leong, RFC®

Greece Chair
Demetre Katsabekis, PhD, CiC, CiM, MCSI, RFC®

Hong Kong and Macao Chair
Samuel W. K. Yung, MH, CFP®, MFP, FChFP, RFC®

Adviser, Hong Kong and Macao
Teresa So, Ph.D., MFP, RFP, FChFP, RFC®

Executive Director
Alan Wan, RFC®

India Chair
Ralph Liew, RFC®

India Deputy Chair
Vijay S. Wadagbalkar, RFC®

Indonesia Chair
Aidil Akbar Madjid, MBA, RFC®

CEO
Lisa Soemarto, MA, RFC®

Malaysia Chair
Ng Jyi Vei, ChFC, CFP®, RFC®

Pakistan Chair
Zahid Khan, RFC®

Philippines Chair
Ralph Liew, RFC®

Taiwan Chair
Richard Wu, RFC®

Thailand Chair
Preecha Swasdpeera, MPA, MM, RFC®

Trinidad Chair
Inshan Meahjohn, RFC®

## INTERNATIONAL WEBSITES

China
www.iarfc.cn

Hong Kong
www.iarfc-hk.org

India
www.iarfcindia.org

Indonesia
www.iarfcindonesia.com

Philippines
www.iarfcphils.org

Taiwan
www.iarfc.org.tw

## IARFC HOME OFFICE ASSOCIATE STAFF

International Association of
Registered Financial Consultants
2507 North Verity Parkway
P.O. Box 42506
Middletown, OH 45042-0506
800 532 9060
info@IARFC.org
www.IARFC.org

CEO & Editor-in-Chief
Edwin P. Morrow, CLU, ChFC, RFC®

Operations Manager
Mark Terrett, CSA®, RFC®

Education Director
James Lifter, MBA, RFC®

Domestic Membership Services
Amy Primeau

Executive Assistant & Editorial Coordinator
Wendy M. Kennedy

Program Coordinator
Susan Cappa

# *Register* Round Up

***IARFC Leaders and Financial Industry Experts were asked for their insight and advice on issues facing consultants in today's economy. Note: Responses are printed in no particular order.***

**Q:** ***What are your biggest prospecting challenges and how did you overcome them?***

**A:** I tend to spend my working time with clients and colleagues while not reaching out to the community in a consistent manner. So, I joined a large, respected, local social service organization (The Exchange Club) with a commitment to myself that I would use attendance as my weekly marketing outreach. I make it a point to participate, be involved, meet new folks monthly and converse with the leaders. After two years, not only have I gotten known for my expertise, but now I'm on the board which gives me even more exposure. It's a luncheon meeting so I spend no more time each week than I would taking a client to lunch. Easy.

I've done seminar marketing for years but its time consuming, doesn't have legs and it's expensive. So I decided to work with local allied professionals, sharing the spotlight, to create "longer form" courses for the public. "Longer form" means a three or more part series, meeting once a week. "Allied professionals" means attorneys, CPA's and others that can refer business to me. I still do a lot of time-consuming set up work but the cost is spread among those of us who speak. The allied professionals know me better and are more willing to work together with clients which extends marketing effort of my seminars. Now, the marketing work has legs.

My favorite was "The People's Law School," a six week series done thru adult education schools complimented by 6 speakers doing mailings, social media, radio and some newspaper ads. Each of us contributes to promote the seminar series. Two of us who came up with the idea act as alternating hosts each week introducing the other speakers plus making our own presentations. Topics included 5 legal documents everyone needs, suing your broker/planner, knowing state insurance laws to protect you and reducing taxes. Standard topics but the experts bring it alive and bring in the people to make a successful promotion

Michael J. Zmistowski, RFC®
Tampa, FL

**A:** Today my biggest prospecting challenge is the constant need to focus on the most important cases which will maximize returns for my clients and my efforts.

Barry J. Dyke, RFC®
Hampton, NH

**A:** The key to prospecting is discipline and consistency. In our organization we use a basic approach to provide a consistent flow of leads. 1) We are always expanding our prospect data base through centers of influence and talking about our services. 2) We drip mail (and email) our prospects with financial education and current event information of interest to them. 3) Create a 15 second elevator talk about what differentiates our services from those of our competitors. 4) Walk and talk your value proposition using the 15 second elevator talk all the time. 5) Conduct educational workshops and invite existing clients, prospects and their guests on a regular basis. This approach keeps us in front of qualified parties and gives us ample supply of appointments. Social media can be a good tool to expand the data base and communicate with a broader audience.

Ed Ledford, RFC®
Carmel, IN

**A:** Having a viable pool of prospects is every professional's biggest challenge. I solved it by creating a reputation for knowledge and integrity and parlaying that from a base of satisfied clients through referred leads. It was a long and difficult path to take but it paid off in spades over the years.

Jack Gargan, RFC®
Ban Wan Phoem, Thailand

**A:** Today's environment reminds me of the introduction to the Lone Ranger Show from the days of yesteryear. The paradigm has shifted and continues to shift rapidly. Even most marketing companies and field marketing organizations are slow to catch on. After 25 years of conducting seminars and seeing the numbers of qualified attendees decline, we had to change what we did to continue to share our message with people. We started by building stronger relationships with our clients and prospects, constantly dripping on them in new ways. We use direct mail, postcards, and email to stay first in their minds and add more value to their lives with current information and strategies. Our weekly radio show touches people all over and helped us become the go-to-advisor in our area. The definition of insanity is doing the same thing over and over and expecting the outcome to be different. We wanted a different outcome and so we had to be comfortable with change or be comfortable with becoming a dinosaur.

Jerry Royer, RFC®
Haines City, FL

**A:** All advisors are seeking ways to help more people, and we are no different. We had to move with the times and get out of thinking that seminars were the "only way". That may have been true in the 90s, but it's not the 90s anymore. It reminds me of that book *Who Moved My Cheese*…the cheese moved and we had to come up with a unique way to allow our ideal clients to find us. For us this meant having a bigger web presence. People are searching on the internet now more than ever. We are finding a majority of retirees using Google and Facebook…so this meant we had to give them ways to find us and to research us. Getting on the web is one direction we took to communicate our message and it's worked well. We spent a lot of time and money putting together a fresh looking webpage and an email system to drip and communicate with people on a weekly basis. We are constantly looking for new ways to integrate the power of the internet into our practice. A lot of advisors think that turning to the web is taking the personal aspect out of the business and I disagree. We use it as a supplement or an addition to what we do, and because we use it to complement what we already are doing we find it helps us build deeper relationships. Don't forget, there was a time when seminars were "Cutting Edge".

Nicholas A. Royer, RFC®
Cincinnati, OH

**A:** 1. Sales keep you in business, but marketing keeps you in sales. Put another way, you have to pay to play. As we all know our careers in this industry begin in our "natural markets". However, the reality is our natural markets can only take us so far before this bridge ends. With regards to referrals, living off referrals also has a finite end at some point (at least until your business has been long-established and

successful). Therefore, in the early or middle stages of building a successful financial services practice, you must invest money into marketing. There is no other option. Some marketing options include buying leads, sending mailers, hosting seminars, purchasing radio advertising, and many more.

2. Don't stop or slow down your investment into your marketing game plan. Whether you have a good month or a bad month, you must invest in marketing. Getting in front of new people who need the products and services we offer is the heart and soul of our business. There is an old adage in our business; "Leads are the seeds that fill every agent's needs." We must have a constant and never-ending flow of new business opportunities in order to be successful over time. So don't stop investing in your business when you have a good month or quarter, and don't stop or slow down when times are tough either. You must continue in good times and in bad. Many people in our industry might say "I can't afford to do this". The truth of the matter is you can't afford not to do this. Find something that works for you, spend whatever money you can afford, and stick to it on a regular basis.

Christopher P. Hill, RFC®
Falls Church, VA

**A:** Prospecting should not be a big challenge for anyone who likes to speak with people, does the right thing by their client and has a well thought out system and process to how they conduct their business. Going on ten years now, we have worked off of referrals exclusively and we do business on a national basis. One of the greatest keys to prospecting is recognizing the importance of centers of influence and current clients. Centers of influence already know someone who knows your next client. Annual reviews bring more business and additional referrals.

Don Hansen
Elkhorn, NE

**A:** Finding time to implement can be a huge challenge. I tell advisors that any marketing/prospecting effort needs to be consistent. Just like meeting your physical fitness goals, you can't just work out one time and say, "There, I'm in shape." If you consistently make just five calls per day, that equals 25 per week, 100 per month, or 1,000 per year (with two months of vacation). Make 1,000 calls per year and I guarantee your activity will generate new business for you.

Max Bolka
Asheville, NC

**A:** Identify the target market. — Small Business owners.

Become active in specific associations that serve the target market.

Educate the target market through a series of workshops and courses.

Recruit new professionals to serve the target market.

Advertise regularly using appropriate media to reach the target market.

Albert Coletti, RFC®
Smithtown, NY

The ideas and strategies you receive from this and other sections of the *Register* may inspire you to send us your answer to one of our future *Register* Round Up questions. If you would like to share your tips and techniques with other RFCs, please do not hesitate to send in your response to editor@iarfc.org.


Our June issue will ask this question:

**How are you handeling the increasing demand on on mobile service, rapid responses and new communication protocols?**

## COACHES CORNER

The IARFC is pleased to provide contact information on persons who offer coaching, mentoring or tutoring services.

Some extend free time or a discount to IARFC members. This listing is not an endorsement or guarantee — as RFCs are qualified to judge who can help them in the areas where services are most important. This roster is alphabetical by last name.

**Wilma Anderson, RFC®**
Long Term Care & Critical Illness
www.CriticalIllnessCoach.com
WilmaAnderson@q.com.com
720 344 0312

**Max Bolka**
Comprehensive Business Consulting
www.MaxBolka.com
Max@MaxBolka.com
800 472 3288

**Connie S.P. Chen, RFC®**
Chen Planning Consultants, Inc.
CPCinc@ChenPlanning.com
212 426 1910

**Roccy M. DeFrancesco**
The Wealth Preservation Institute
www.TheWPI.org
Roccy@TheWPI.org
269 216 9978

**Mark Gremler, RFC®**
Billion Dollar Mentoring
www.BillionDollarMentoring.com
Marketing@BillionDollarmentoring.com
877 736 7492

**Donald A. Hansen**
The Ark Group
www.ArkGroup.com
DHansen@ArkGroup.com
866 725 0777 x201

**Kerry Johnson, MBA, Ph.D.**
Preformance Coaching
www.KerryJohnson.com
Kerry@KerryJohnson.com
800 883 8787

**Maribeth Kuzmeski, MBA**
Practice Management & Marketing
www.RedZoneMarketing.com
MK@RedZoneMarketing.com
847 367 4066

**Michael Lovas**
Practice Marketing Psychology
www.AboutPeople.com
Michael@AboutPeople.com
847 367 4066

**Fred Ostermeyer, RFC®**
Communicate with Congress
Fred.Ostermeyer@KMSFinancial.com
208 773 69245

**Katherine Vessenes, RFC®**
Consulting and Education
Vestment Advisors
Katherine@VestmentsAdvisors.com
www.VestmentAdvisors.com
952 401 1045


# From the Chairman's Desk…

## 2013 Annual Board Meeting

At the recent Board Meeting of the IARFC, a number of initiatives were reviewed, and various actions taken. While all Board Members were invited, a few were not able to attend. Their votes and considerations were gathered electronically. The attendees at the 2013 event were: Les Anderson, Steve Bailey, Hank Brock, Ed Ledford, Lloyd Lowe, Ed Morrow, Rosilyn Overton, Jon Rogers. Joining the event were Associates, Susan Cappa, Charlotte Isbell, Wendy Kennedy, Randy Kriner, Jim Lifter, Amy Primeau and Mark Terrett. Here is an overview….

**Board Retirements.** RFCs who serve on our board deliver valuable input — by attacking tasks behind the scenes and through their careful and deliberative input in the sessions and surveys. RFCs who completed their board service this year (by completing the maximum two terms) are: Wilma Anderson, Jeffrey Chiew, Bill Moore, Ed Ledford, Rosilyn Overton and also resignation by Mike Moeller.

**Director Elections.** Biographical details can be viewed on the IARFC website. The ByLaws call for limits to the terms, so naturally there were a few persons going off the board and others joining the deliberative body. New directors are: Lloyd Lowe of Dallas, Texas, Nick Royer who has offices in Illinois, Ohio and Florida, and Isabel Cooper from Ashburn, Virginia.

**Officer Elections**. Lloyd Lowe and Rosilyn Overton, who is both a practitioner and a university professor of financial planning, will serve as Vice Presidents. Secretary will be Nicholas Royer and the Treasurer will be Jeff Rattiner.

**IARFC Board of Directors:**
Chairman & CEO, Edwin P. Morrow
Vice Chairman, H. Stephen Bailey
President, Lester W. Anderson
Vice President, Lloyd Lowe Sr.
Vice President, Rosilyn H. Overton
Treasurer, Jeffrey H. Rattiner
Secretary, Nicholas A. Royer
Director, Hank Brock
Director, Isabel J. Cooper
Director, Inshan Meahjohn
Director, William J. Nelson
Director, Jon M. Rogers


**2013 IARFC Board Meeting attendees: (L-R) Jon Rogers, Les Anderson, Rosilyn Overton, Steve Bailey, Ed Morrow, Lloyd Lowe, Hank Brock, Ed Ledford**

**Major Projects for 2013.** We are working diligently on the necessary re-alignment of the association and the job definitions and examination development for Accreditation. As we proceed you will be kept informed through the reports by Jim Lifter. We will soon announce a new voluntary member insurance benefit plan. We are working on the development and distribution of more practice management workshops and tools, including those to help members enter the business owner market.

**2012-2013 Financial Plan Competition.** We have narrowed the submissions to three plan finalists and they will present their recommendations to the final judging panel electronically using Go-to-Meeting. The winner will be announced late spring.

**2013-2014 Financial Plan Competition**. We will soon be soliciting universities to sign up for next year. Les Anderson is seeking RFC members to form a close relationship with each school. This would be somewhat like mentoring, and also help you bond with the local professors — which might be extremely valuable when you are seeking a new associate. If you would like to participate mentoring a school, please send a short email, and explain if you already have an association with a local university that has a financial services curriculum. Email: Amy@iarfc.org, Subject: Financial Plan Competition.

**Website Expansion.** IARFC.ORG has added a blog to encourage prompt exchange between our membership. You are encouraged to visit and comment. We are also building a Web Store that will provide online purchasing of RFC materials, electronics components such as White Papers, Reports and eventually web deliverable programs. This will be a powerful service to the industry and our growing membership.

We look forward to a Challenging Year of Progress….

**Contact: 800 532 9060**
**edm@iarfc.org**
**www.iarfc.org**

Check out the IARFC Board meeting photo album on Facebook

Share current issues with the IARFC IARFC Board on LinkedIn

Profile Interview

# Albert F. Coletti

# Time for Independence


**Speaker, Al Coletti**
Will The Real Financial Planner
Please Stand Up?

*Knowledge is power and education is the key to a successful future. Professionals should have a common interest to educate all of the people on the planet, 7 billion strong, in helping them to make smart decisions about their money. This is a lifelong project that will enhance the future of financial services for generations.*

The *Register* had some questions about Al's career in the financial services industry and where he believes we are headed.

**How did you get started in the financial services business?**

I've been in business for myself since I was ten. By 21, I owned some real estate and got involved in that phase of the business first. I guess I looked mature, dressed reasonably well, and never found age to be a deterrent in working with people older than myself.

One of my real estate customers had been a recently appointed agency manager with a life insurance company, and thus recruited me into the life insurance industry. Even with some difficulty early on, I managed to qualify for the Million Dollar Round Table after my first full year in the business. Then I made the biggest mistake of my life — I did not attend the annual meeting of MDRT. Anyone who knows MDRT, knows that the annual meeting is one of the most dynamic, inspirational, motivational and educational meetings in the world.

By 1974, I became a CLU and still qualified for MDRT. This time I attended the annual meeting in Miami, Florida and found it to be the most extraordinary experience of my life! Attendees and presenters all shared their success and failures.

In 1984, I earned the ChFC and RFC designations as I became a founding member of the IARFC. Thereafter, I served on the National Board of Directors for 10 years, met Ed Morrow, who helped change my life for the better forever. Ed has great visionary insights and I learned a great deal from him about forecasting the future of our industry.

**What was your educational background?**

It took me six years to get through four years of college. There was a war going on, I had significant business commitments and was recently married. The college experience did not do much for me in specific preparation for a career in financial

services. I found the CLU studies and other courses offered by the American College to be extremely valuable in building my career.

**Did you have a mentor?**

I was extremely fortunate in my early years to have several mentors who taught me a great amount of what I needed to know for ***survival and success***. One was a master prospector, who helped me get involved in the small business market offering various types of employee benefit and executive compensation plans. Unfortunately, he passed away many years ago.

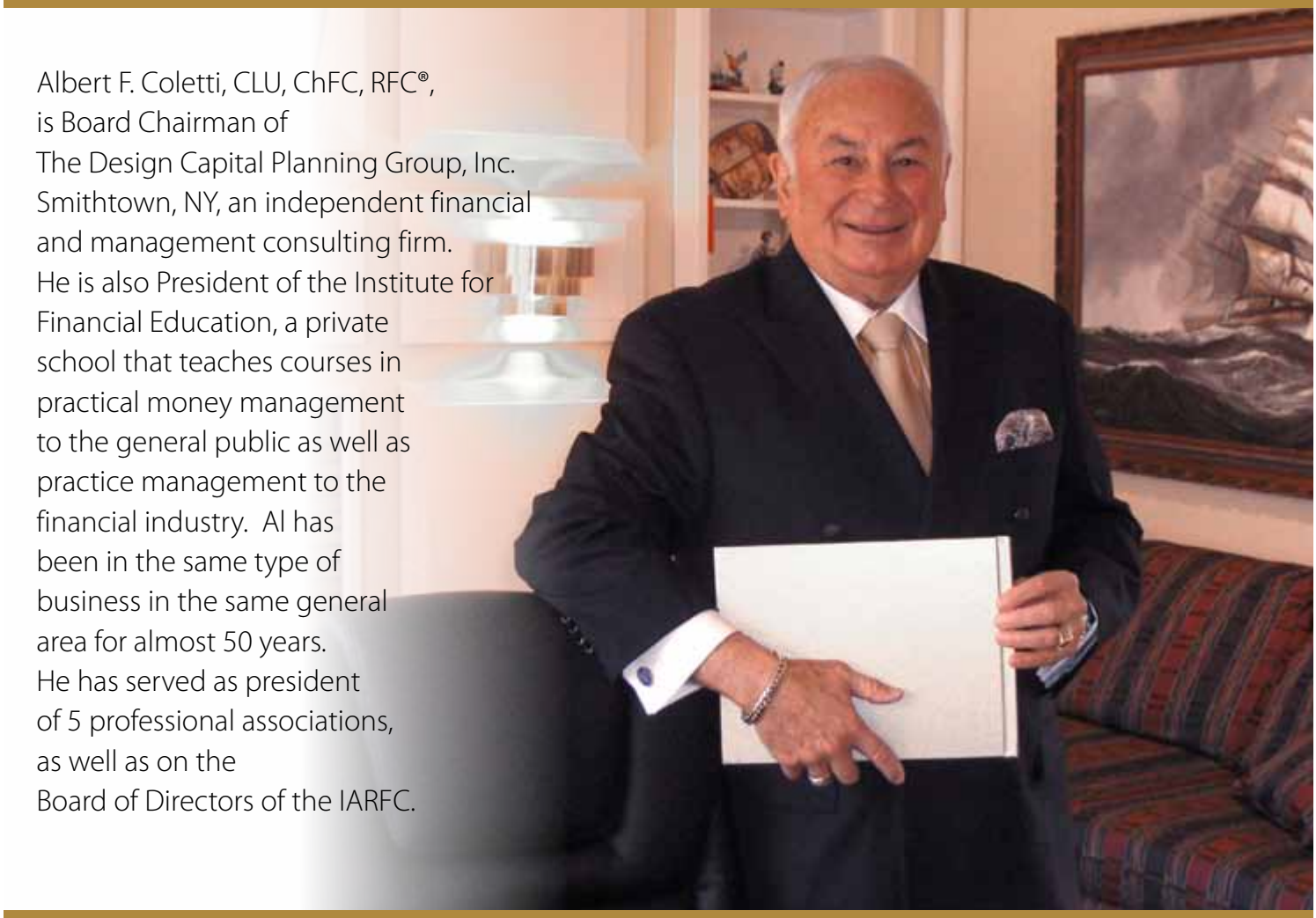
My second mentor was a knowledgeable technician of insurance and tax law. Even though he never went to college, he learned a lot by self-study and reading many books about the technical side of the business. He was a CLU and encouraged me to do the same, which I did.

My third mentor was a master salesman, also a CLU, who always made a ***good first impression***, had a *positive attitude and closed big sales* ***regularly and consistently***. This enabled me to develop the kind of positive thinking that it takes to succeed in any business, particularly the life insurance business. The combination of CLU studies & MDRT attendance, coupled with the wisdom of three mentors, provided a solid foundation for continuous growth in the financial services industry.

**How did you start your own firm?**

In 1972 the general agent for New England Life started two corporations to stimulate life insurance sales and asked me to be president of each. When ERISA took effect in 1975, it became apparent that the cost of doing business in pensions and non-qualified retirement plans would increase substantially. The Design Capital Planning Group Inc. was originally founded as a pension consulting firm and began charging fees for pension administration, plan design and other types of financial planning services. Since I had taken the Dale Carnegie Management Seminar and later became a Certified Instructor, I learned how to combine financial planning with management consulting and thus created the Financial Management and Planning Service. This service is now offered to individuals and business owners to help them make smart decisions about their money and/or their business.

The FMPS requires a monthly fee arrangement which pays for quarterly meetings so that we are continually involved in the planning process even during periods of changing economic times. It has proven to be quite effective as a planning tool and a good business building technique for our firm.



Albert F. Coletti, CLU, ChFC, RFC®, is Board Chairman of The Design Capital Planning Group, Inc. Smithtown, NY, an independent financial and management consulting firm. He is also President of the Institute for Financial Education, a private school that teaches courses in practical money management to the general public as well as practice management to the financial industry. Al has been in the same type of business in the same general area for almost 50 years. He has served as president of 5 professional associations, as well as on the Board of Directors of the IARFC.

**How has your business grown?**

Years later, as we became more involved with investments, we developed Asset Management Service as still another way to serve the needs of our clients in making decisions about their investments and other types of retirement plans. Fees derived from these types of services have played an important role in the continuous growth of our business.

In time, new fee-based services have been developed to support practice development, business growth, marketing, legal documents and identity protection. Obviously, we now have opportunities for more staff support to help with the growth in multiple directions. Three generations of clients have come to depend on us for financial & management consultation over 40 years. We do need more help at several levels. Truly a growth opportunity!

**How do you market now to acquire new clients?**

We have been in the seminar business for over 35 years. About 25 years ago, we purchased a nationally licensed course in retirement planning. To compete with the free food seminars, we started a school in 1999 and now continue to teach seminars, workshops and courses in financial topics of meaningful importance. The Institute for Financial Education is separate from The Design Capital Planning Group Inc., which is our financial planning firm. A major purpose of IFE is to meet new people in an educational environment.

Different personnel, different office locations, and different methods of operation necessitate that the IFE offers generic, non-product oriented education in a classroom or conference room setting having little or no involvement with the financial planning firm. This type of separation is important to help us attract adjunct professors for IFE at a national level in order to educate the population of America and other countries in the future.

**What has been the impact of technology on your business?**

Through the use of social media, a highly targeted database, and email communication with the public, clients and the financial community, we are able to personally touch our intended markets. Our database precisely notates the category of each contact so that with the click of a mouse we can select a person or group for communication. A smart intern from Japan designed our entire database management system.


**What are your plans for the future?**

My plans now are to build a school. Not a bricks and mortar institution, but a concept of continuing, ongoing education concerning all types of learning, both for the public and the financial professionals. This is unexplored territory. We honestly need help. We may not have all the resources necessary at this time, but are working on solutions. It is a positive growing pain that we want to share with a few entrepreneurs who share the same vision. How do we educate the population of the planet about money! What else will we do with the next 50 years?

**Do you plan to work 50 years?**

Are you crazy? I have already done this for 50 years! I want someone to take over my Financial Planning practice so I can devote more of my time to financial education. I am not looking for a job! I want to help someone else build an empire. Somewhere, there must be someone.

We really have a lot of good ideas. We need some good people. I have much to give and no kids to leave it to. SOMEONE should benefit from my ideas. This is my legacy to IARFC.

**Where do you go from here?**

Strategic Coach helped me to attain my goal of early retirement in 2004 at age 61. I now live in New York and Arizona, get to do what I want to do, rather than what I have to do if I were regularly employed.

Today, I have successfully transitioned 3 generations of clients to my staff members at the financial planning firm.

My wife, Vicky, and I enjoy a comfortable retirement lifestyle in Tucson, Arizona. I return to Long Island regularly to pursue a passion that I have had for a quarter of a century, which is to help others understand concepts relating to Practical Money Management.

**What feature or benefit of the IARFC has been of greatest value?**

Through our involvement with the IARFC we also teach courses leading to the RFA and RFC designations. Almost all of our staff holds the RFC, and we look forward to offering education in practice development

and business consulting. The IARFC has helped us to grow our school and together, we are uniquely positioned to help future generations of financial consultants meet and merge with past generations. This solution has massive appeal worldwide and ultimately will change the profession as we know it by facilitating thousands of business relationships to develop where large institutions have previously dominated future growth. The time for independence is now.

**What do you see on the horizon for our profession?**

I am living the dream of not having to work hard and still enjoy practice management. I have not seen a client in 10 years, and have devoted most of my time to the development of IFE. It is my opinion that financial consultants of all ages and disciplines should work together in harmony, perhaps with the IARFC, in educating the general public and other professionals about the value of a planning-centered, rather than a sales-motivated process of approaching wealth management. We are not competitors looking to win awards and trips; we are colleagues interested in helping others make smart decisions about their wealth. We should work together as a team of specialists.

**Why has financial education become your passion?**

Knowledge is power and education is the key to a successful future. Professionals should have a common interest to educate all of the people on the planet, 7 billion strong, in helping them to make smart decisions about their money. This is a lifelong project that will enhance the future of financial services for generations.

***Some people look at things as they are and say "why"? Others look at those same things and say "why not"? I agree with Robert Kennedy***

***"Just when you think …. it cannot get any better than this…., it does!"***

**Contact: 631 979 6161 x102**
**acoletti@designcapital.com**
**www.designcapital.com**

# A Woman's Legacy for Her Children


**Speaker, Lloyd Lowe Sr.** Building Bridges to Wealthier Clients

In the past few years, women have come into their own by receiving direct legacy benefits from their parents, grandparents and other family members. With the much-talked about historic transfer of wealth to the Baby Boomer generation, women may have an opportunity to set aside a significant portion of their wealth beyond their own needs in retirement as a legacy for their children and grandchildren.

A study published by MetLife in December of 2010 predicted the majority of Baby Boomers will inherit money from parents or other family members, with a median of $64,000. In all, the transfer of wealth is predicted to be about $11.6 trillion dollars.[1] Much of this transfer of wealth will be handed down to women.

### Death and Taxes

One of the first issues to address when your client receives wealth from a family member's estate is dealing with the estate tax. For gross estates valued at $1 million or greater, the percentage can range up to 40%. It is for that reason that legacy planning must involve careful attention to tax exposure and, if at all possible, beneficiaries should consider how they might influence the way in which they are handed a legacy.

If your client is comfortable doing so, she can discuss the impact of estate tax with her parent or grandparent and plan for ways to legally reduce the tax by using FLPs (family limited partnerships) and several specialty trusts. She can also request that the parent "gift" a portion of the legacy annually to her, her husband (if applicable) and her children in separate gifts of up to $13,000 to each party while the parent lives.

### Is Insurance Costing More Than It Is Worth?

Concerning taxes, it is important to ensure existing insurance policies are working for your client and not against her. LD Lowe worked with a single mother who was widowed with one responsible, independent adult daughter. She needed more cash to spend annually and her goals were to travel with her daughter and add to her antique doll collection.

Her sources of income were a personal pension plan, social security, a single premium deferred annuity and bank stocks that she had received as a gift. The stocks had an extremely low cost basis.

In her will, she included a charitable gift. The bank stock paid a low dividend and she owned a $100,000 insurance policy which had been recently purchased from a local life insurance agent.

We focused first on the important considerations for her goals and desires. First, the life insurance agent allegedly had advised her that the death proceeds from her policy would go to her daughter as inheritance. She understood her daughter could use the insurance proceeds to pay death-related taxes. She had also been using her dividends as interest for her living expenses.

We calculated her estate value and determined her estate would owe federal estate tax and that the life insurance proceeds would be included in her taxable federal estate. This disturbed the client, as her desire was to create an estate for her daughter with the insurance or use the insurance proceeds to pay taxes. Ironically, the insurance actually generated more taxes because the death proceeds were subject to the federal estate tax.

After consulting with her to determine the priority of her objectives, a plan was prepared for the client to review and was shared with her attorney. As a result of the plan, the client decided to use income tax deduction strategies during her lifetime which would coincide with her estate plan to include a charity in her will. She transferred a block of her bank stock to a charitable trust that directed an 8% annual income to her, which improved her cash flow. She would also realize a significant income tax deduction during her lifetime. Her charitable gift was then implemented with the irrevocable charitable trust. Upon her passing, assets in the trust would pass to the charity.

The newly-generated excess income and tax savings from the trust were gifted to her daughter instead of being left to accumulate in her taxable estate. The client was able to travel, add to her doll collection, and have peace of mind that her daughter was prepared to handle any estate issues which would fall to her in the future.

**Inheritance Should Enhance, Not Define, Retirement**

When dealing with divorced women who are establishing their identity for the first time, a wealth manager's role as a trusted advisor is very important. The assets and wealth awarded to the wife upon divorce may require some changes in her lifestyle to ensure her financial security throughout the rest of her life, as well as preserve wealth for a legacy. If the woman receives an inheritance, it can enhance the achievement of those goals.

LD Lowe began working with a divorced woman six years ago who came to us to help her with her goal-setting. Figuring out what to do with her money after separating from her husband was a challenge, she told us. At that time, she had been working with a different planner, but she always felt intimidated and uncomfortable. Her attorney suggested LD Lowe and we worked with her to first establish her goals so she could live the lifestyle she wanted. We then developed an investment strategy unique to her situation.

Following the development of her strategy, her mother passed away and she received a portion of that legacy as a direct inheritance (the rest was allocated to a generation-skipping trust to her children). When she received the inheritance, LD Lowe integrated the new amount into her existing investment plan based on the goals she'd established previously.

**Trust is Our Gift**

Regardless of a client's gender or economic situation, wealth managers have the opportunity to play a pivotal role in protecting and growing a legacy. For our female clients, many of whom may be new to taking direct charge of their finances, the path to success can be daunting and confusing. By working to first understand their desires, we can transform our relationship from providing financial management to assisting with life management. Sometimes, the greatest gift of all is becoming a trusted friend.

*Source: [1] "The MetLife Study of Inheritance and Wealth Transfer to Baby Boomers." MetLife Mature Market Institute, December 2010.*

**Lloyd Lowe Sr., MBA, CSA, RFC®**

Spanning over 20+ successful years in financial planning, **Lloyd Lowe Sr., MBA, CSA, RFC®** partners with his clients to fulfill their dreams. He has a strong foundation in business that provides him a practical understanding of the balance that must be maintained to achieve investment results and long-term financial wealth for his clients. He has helped thousands of clients meet their financial goals and retire. Lloyd is the co-author of *"Life's Bridges: Building Your Bridge to Financial Wealth."*

**Contact: 972 335 2523**
**lloyd@ldloweplan.com**
**www.ldloweplan.com**

# The Power of Failing

Recently on the History Channel, I watched a series entitled "The Men Who Built America". It featured the giants of the industrial age, men such as Cornelius Vanderbilt, John D. Rockefeller, Andrew Carnegie and Thomas Edison. It was interesting for me in that I found a common thread that wove through each of their personalities. Each one had the unique ability to view failure as the impetus for success.

**What is that all about?**

Every one of these great Americans had a burning desire, goal, mission, passion or purpose that drove them to eventual success. **Failure was not an option**. Everyone wants to be loved, respected, accepted and be the most popular kid in their class. When that doesn't happen, many of us fold like a cheap tent. Human nature dictates that rejection, being told NO, and not being immediately accepted indelibly imprints upon our psyche that it just may be too painful to try to get some things we may want. For some people, living in the cocoon of safety far outweighs the outcome of their success. Shakespeare had it right when he wrote: *"Our doubts are traitors and make us lose the good we oft might win by fearing to attempt."*

Getting back to those featured in this series. We were told exactly what they did to become giants in their respective fields. First and foremost, **they had a vision of exactly what they wanted to be**. Some say it may be their egos, while others may say they wanted to better society, or mankind in general. In one sense it really doesn't matter. When you read between the lines you see that the most common trait in their makeup was that they wanted to make a "difference". Once they determined what they wanted, they set a course, a structure that led them to the completion of their purpose. No matter what happened during their journey, they never lost sight of their goal, adjusting their structure from time to time. Many times they faced failure before the completion of their mission to make a difference. Human nature said to them," This is too difficult, why don't you just quit?" However, they emotionally overcame the hurdles by accepting that failure was not an option. They chose to do whatever was needed to continue to create. They had the ability to face human nature straight in the eye and say – "NO," I will not allow rejection, or even temporary failure to emotionally destroy me. I will not allow it to go to my subconscious or unconscious mind."

For those of us who are in the financial services business we intellectually know that we are going to hear a whole lot of NO before we hear a YES. The message from the great people who built America is, emotionally, if you can stand the heat of a barrage of NO'S, success is just around the corner. Your next logical question should be – "How do I get over the emotional turmoil of being told NO?" The answer is quite simple and few advisors seem to get it. Play a game every day and contact people and see how many you can get to say NO to you. Turn human nature around and relish the fact that almost everybody will be saying NO, and you can't wait to call more people who will say NO. You see, the key word in the above sentence was ALMOST. Believe that every NO brings you one step closer to a YES. Emotionally, accept the fact that everyone will not say NO, and the YES will make you rich, famous and yes, perhaps, loved.

I. David Cohen, CLU, ChFC, LUTCF

**I. David Cohen**, CLU, ChFC, LUTCF is a 1958 graduate of Miami University with a Bachelor of Science degree in business. He has spent the last 55 years as an insurance agent, teacher, mentor and coach. David is an adjunct professor of The American College teaching students to achieve various degrees and designations.

He authored books entitled "Get What You Want," "How I Got This Way", "Prospect Or Perish", and "Sorry, Downtown Columbus Is Closed."

As an expert in prospecting and client focused selling, David is available to teach, train, motivate and monitor individuals and companies who are seeking transformation in their lives.

**Contact: 614 861 0778**
**dcohen1935@gmail.com**

# Altruism:
# The Real Ethical Dilemma that Financial Planners Face

David Lewis, RFC®

It is often said that financial planners face a hopeless moral dilemma — a "conflict of interest" between what's right for the client and what maximizes profits for the adviser. An article published last year, in the March 1, 2012 online issue of *Financial Planning,* titled "The Ethics Dilemma," outlines the issue:

*In theory, planners are expected to act as fiduciaries for their clients, meaning that a planner must put a client's best interests ahead of his or her own. In practice, no human being is truly capable of doing this because in the real world our ethics aren't pure.*

The conclusion drawn by the author is:

*…like every other human being on the planet, my ethics aren't absolute. Financial planners have many conflicts of interests with their clients…*

In other words, the author of "The Ethics Dilemma" believes that financial planners need to hold themselves up to an impossible moral ideal. They need to put a client's best interests ahead of their own yet, at the same time, the author believes that their ethics (as well as everyone else's) aren't absolute — making the moral ideal impossible.

### Do Professional Organizations Really Promote This Idea?

By definition, financial planners cannot live up to an impossible moral standard. While it's reasonable to assume that one financial planner's opinion does not represent the view of the industry at large, there's evidence that professional organizations encourage, and even demand, that we do just that.

For example, the Certified Financial Planner Board of Standards stipulates, as part of its internal ethical code, that all advisers adhere to the board's concept of "integrity":

*"Integrity demands honesty and candor which must not be subordinated to personal gain and advantage."*

The International Association of Registered Financial Consultants believes that we should, *"at all times put my client's interest above my own."*

The National Association of Personal Financial Advisors tells us: *"Dealings and recommendations with clients will always be in the client's best interests. NAPFA members put their clients first."*


### Is Altruism A Proper Moral Standard?

The word "altruism" was coined by French philosopher Auguste Comte, and is derived from the Latin word alter or "other." Altruism literally means "other-ism." It's the placing of others' interests above your own and, if the ethical codes of professional organizations are to be taken literally and seriously, it's the moral standard that financial planners are told to live up to. But is it a proper moral standard?

On the surface, altruism sounds good. It sounds benevolent. Putting clients first, we're told, protects them. Protects them from whom? Presumably, from the adviser. If this sounds like an adversarial relationship, it's because it is.

The truth is that altruism has nothing to do with benevolence or goodwill. Altruism demands — as a moral duty — that others' interests be placed above yours (in this case, your client's interests are to be placed above your own). Duty, meaning "that which is owing," makes the issue of benevolence and generosity both irrelevant and impossible. In fact, under altruism, it's your client's moral right to demand that you benefit him at your expense. That is not a theory of benevolence, and it's no way to run a practice.

### The Moral Dilemma Is Revealed

Many advisers sense that consistently practicing altruism would be career suicide. No one can put others' interest ahead of their own, consistently and continue to run a profitable business. An adviser may feel that it's moral to *always* put others first, but impractical to actually do so. Business requires *selfishness*. It requires an acceptance of the profit motive.

Like the author of "The Ethics Dilemma," many advisers turn to a particular kind of amoral existence - a pragmatic approach to ethics with a strong dose of altruism in the background. In fact, many professional organizations allow for this by mixing elements of altruism with elements of pragmatism. They call this "balancing conflicts of interest" or "managing conflicts of interest." However, if you were to state openly what is meant by this approach, it would (and should) scare your clients half-to-death.

Would you, as a client, want to work with an adviser who proudly proclaims that, *"my ethics aren't absolute,"* and that their

solution is to simply, *"balance conflicts of interests"?* No way. You would *run like hell* from this adviser. You couldn't trust them and you shouldn't.

Their confession of a flexible moral code is a confession of dishonesty. After all, if their ethics aren't absolute, if they believe that your interests are in conflict with their own, you can never know beforehand if or when they will cheat you.

What about advisers who *don't* want to be dishonest? Who *don't really* want to be morally flexible? What does the balancing act between altruism and pragmatism do to a financial adviser who just wants to be a good person? It does what you would expect: it makes them feel *guilty* for his very existence, and there is no shortage of evidence for this. In every major industry organization, there are plentiful examples of advisers who are proud to "give back" to their community.

For example, in the December 2012 issue of *the Register*, RFC®, Mark Kanakaris, was interviewed and asked how financial advisers could "give back" to their community. Rather than question the premise of "giving back," Kanakaris responded, "Get involved! I am an active member of two local volunteer civic groups. One assists our seniors and the other raises funds for community improvements for youth. I am a leader of my church financial committee and I volunteer at a food pantry for the area needy."

Echoing the *Register*, AdvisorOne profiled Nelson Ball in its December 20th (2012) article, reporting that Ball, *"really, really* gives back." Ball proudly proclaims that he wants to continue working for as long as he can so that he can, "work and give away a large part of what I make."

Don't confuse helping others out of a sense of benevolence with what is going on here. There is nothing wrong with charity or helping out those who are in need. The issue here isn't about being helpful or kind to our fellow man. The issue is the idea of "giving back." Giving back to *whom*? You only need to "give back" something that you didn't earn, and never had a moral right to, in the first place. If financial advisers are *trading* their services for their clients' money, there's nothing to "give back," unless one feels morally guilty for their success.

By and large, advisers join religious organizations, community organizations, volunteer at homeless shelters, and find a multitude of ways to "do good." Why? Because their profession *isn't* good. According to the altruist morality, these advisers haven't earned their money. They are morally unworthy. Yet, at the same time, being profitable "works." It provides security for the adviser's family. It is a practical means of making a living.

What about the "feel good" aspect of being altruistic? Many advisers don't feel that they are burdened with guilt (at least, not explicitly). Instead, they say that "giving back" makes them feel good and that, in turn, is what perpetuates further giving.

This giving allegedly makes them a good person. But feeling good is not how a rational person chooses moral actions. Feelings are not the basis of morality — they will not and cannot determine what is "good" and "evil." For example, a cannibal may *feel* good after having a meal, but no rational person would use this as a guide to moral perfection. Likewise, taking cocaine may make a drug addict feel good (at least temporarily), but the act is actually self-destructive.

Since altruism cannot be consistently practiced, it leads to a pragmatic approach to ethics which leaves advisers torn between doing what they believe is moral and doing what they believe is practical. What is needed is a moral revolution in the financial planning industry, a reason-based approach to morality and business development.

### What Should Financial Advisers Do?

The financial planning industry needs to adopt an ethical code based on *rational* selfishness. Traditional ethics sees the problem one of two ways: either advisers put their interest above their clients' or advisers put their clients' interests above their own. This is a false dichotomy. No subordination, *no sacrificing of interests*, is necessary. Rather than promoting the vague, non-objective, idea of "managing conflicts of interest," the industry needs to advocate the principle of *mutually beneficial trade*.

Advisers must put their own interests first, ahead of their clients', but this does not mean that advisers must profit at the expense of clients. In fact, if financial advisers value their business and their clients, they will do everything in their power to ensure their clients' short and long-term success. This is the *only* way to remain profitable and stay in business.

Advocating this kind of ethical code is also the only way to cleanse the industry of dishonest advisers. It will lift the burden of guilt that many advisers face, but never openly admit. It erases the adversarial relationship between client and adviser by making "conflicts of interest" a non-issue.

Where can the industry learn this new moral code? Where can *you* learn this new moral code? From Ayn Rand. Whether you pick up Rand's epic novel ***Atlas Shrugged***, or whether you delve into her intellectually intense non-fiction works like ***The Virtue of Selfishness***, one thing is clear: Rand demonstrates that your interests do not have to clash with your clients'. In fact, Rand demonstrates that there is absolutely no conflict of interest among *rational* individuals. She demonstrates that the *only* ethical code that can be followed consistently is a code of selfishness.

Don't let your altruistic peers point to Bernie Madoff as an example of selfishness. Bernie Madoff knew and understood that what he was doing was not in his own best interest. In fact, his words paint a clear portrait of a broken and tortured soul:

*"I am actually grateful for this first opportunity to publicly speak about my crimes, for which I am so deeply sorry and ashamed. As I engaged in my fraud, I knew what I was doing was wrong, indeed criminal…I am painfully aware that I have deeply hurt many, many people, including the members of my family, my closest friends, business associates and the thousands of clients who gave me their money. I cannot adequately express how sorry I am for what I have done."*

On the two-year anniversary of Madoff's confession, his son Mark — devastated by the news media's ongoing coverage of his father's Ponzi scheme– hanged himself in his SoHo apartment. Madoff's life is ruined, his family permanently destroyed, his business and personal relationships have been reduced to ashes. That's not selfishness. It's self-*destructiveness*. It's actually the natural end-result of being self-*sacrificial*. It's a variant of altruism, not of selfishness.

### How The Financial Planning Industry Can Reorient Its Moral Compass

Professional organizations and educational institutions must be willing to accept, teach, and promote Ayn Rand's ideas of rational selfishness. Advisers must be willing to adopt a new moral code, eliminate conflicts of interests caused by irrationality, think and plan long-range, and discover what actually constitutes their best interest. Finally, they

must be willing to place their own interests first, thus benefiting their valued clients.

Educational institutions should teach advisers how to align client's interests *with* advisers, not make one side subordinate to the other. Professional organizations should not promote the idea of "conflicts of interest," for conflicts only exist among irrational people. They should not promote the *pretense* of altruism through ethical codes that demand advisers place clients' interests above advisers', for this sets up a hopeless contradiction and an impossible moral ideal for advisers.

Every year, every day, the Securities and Exchange Commission, the FINRA, and every state Insurance Commissioner's office grows stronger. They grow stronger because we, as an industry, sanction it. We openly admit to being in conflict with our clients. It sends the message that we are irrational, that we cannot be trusted, that we need laws to protect our clients from us. Our sanction of a pragmatic-altruistic moral code sacrifices what remains of our autonomy to the state and federal government. ***Is this what we really want?***

We point fingers at fellow advisers who sell commission-based products. We fight over which industry organization should have dictatorial power and control over the industry. Every once in a while, an article like "The Ethics Dilemma" bubbles to the surface, reminding the industry and regulators that financial advisers cannot be trusted. That they are inherently dangerous to clients. That personal gain must be tamed. That the lure of profits will create conflicts of interest that must be "managed."

Until industry organizations and advisers throw off the pretense of altruism, until we put our own *rational* best interests first, we will continue down our own road to moral and political serfdom. We can turn back the tide. The question is: will we wake up and do it before it's too late?

**David Lewis**, RFC® is the owner and founder of Twin Tier Financial and has appeared as a featured writer in *LifeHealthPro* and *NuWire Investor* and *Producer's Web*, He has been an independent financial consultant since 2005 and was a registered representative with Metropolitan Financial Services prior to that.

**Contact: 800 875 2052**
**david@twintierfinancial.com**
**www.twintierfinancial.com**

# Mental Marketing

## What Makes People Buy from You?

Several years ago, I was teaching a class at the top producer conference for a major wirehouse. As I began to explain the steps necessary for connecting to a prospect's emotions, a person in the front raised his hand. When I acknowledged him, he said, "I don't see the point. Isn't doing that being untrue to myself?"

It was a terrific question, but I was not sure he would understand the answer. If your true self means ignoring the prospect's needs…if your true self means ignoring the science…if your true self means bulldozing the prospect — then, none of this makes any difference. But, on the other hand, if the quality of the interaction is important to you…if the result is important to you — then this scientific stuff becomes immediately vital.

Nine out of ten advisors will answer that question logically: "Mike, when it comes to money, people are motivated by intellect, logic and reason." Wrong. Intellect, logic and reason substantiate the decision, but the real decision is based on an emotional connection.

**Chuckle.** I can hear some of you guffaw and scoff. "Mike, you don't get it. We work in a world of numbers and probabilities, not some warm and fuzzy fantasyland." Absolutely true. Unfortunately, your target market's brain does not live in that world. So, every time you deliver a logical, rational presentation, you're shooting at the wrong target. No matter what product or service you're selling, if your target market is made up of people — they all make decisions in the same part of their brain. And, it is NOT the part that deals with intellect, logic or reason.

**It's emotion, not reason that powers our decisions to act.** All of your emotions are rooted in the same part of a part of the brain. (Called the limbic system.) You might think of it as the center for self-preservation. This is where you sense emotional attachments, such as trust, fear and loyalty. It's where your stress reactions are determined, such as fight, flight or freeze. It's the part of your brain that determines whether something is important to you. It is the most important part of your brain, because it's where motivation takes place.

This little part of your brain determines if your prospect is going to feel safe with you, like you and begin to trust you. In other words, the limbic system determines if that person is going to take action or not, and if that action is going to be toward you or away from you. Reality is, if I'm your prospect, I could comprehend your logic and numbers. I could believe them as facts, and still not trust you.

**One Big Wrong!** Nearly every advisor I've spoken with over the past 25 years has believed that people have a choice to trust their intellect or their emotions. They think that their job is to convince the prospect to rely on the intellect. "Mike, you don't get it. If I give a good enough argument, they'll buy my product."

Again, they're wrong. The human brain is hardwired to give emotions the upper hand. Being "hardwired" means we have no choice in the matter. Emotions rule. And, the ramifications of this little factoid are mind-boggling.

**Here are the scientific facts:**

Although, advisors tend to rely on words and numbers, logic and reasoning to gain new clients, the limbic brain has zero capacity for those things. In other words, no amount of information can motivate someone to trust you, hire you or buy from you. "Yeah, but listen Mike, you don't get it. The financial world is made up of numbers…"

Information (such as words and numbers) is processed in a totally different part of the brain (the neo-cortex). In humans, that part is involved in sensory perception, generation of motor commands, spatial reasoning, conscious thought and language. None of that can drive decisions and behavior. It's the limbic brain that initiates the human "call to action."

Fact is, for years, neuroscientists have studied brain activity patterns to understand how the human brain works. Scientists agree: When taking action, people quickly reach conclusions based on emotional reactions, then find facts *later* to support what they've already decided. They find information to substantiate and defend the decisions they've already made.

**What that means for you:**

- Every time you deliver a seminar based on market volatility, you're sabotaging your efforts.
- Every time you fail to show or speak in word pictures, you're sabotaging your efforts.
- Every time you describe how a product works, you're sabotaging your efforts.
- Every time you rely on facts and data, you're sabotaging your efforts.

**How can you use this?**

**Understand the real objective.** Many advisors have a mental checklist that guides them in their presentations. Consider changing that to a two-column scorecard. One column contains a list of the prospect's specific "points of pain." The other column contains his "points of connection and comfort." That's a tool for you to use, not one for you to share with your prospect.

Remember, in the beginning, you are still a potential danger to your prospect. You need to prove that you're safe. The safer you show yourself, the greater the probability that person will discover an emotional connection with you. In other words, the person will begin to sense that you are not a saber-tooth tiger in advisor's clothing.

Question: if the limbic system doesn't deal with information, how can you get your points across? Simply learn to use some tools that help you create mental pictures in the mind of your prospect. Here are a few:

**Stories.**

This is likely the most important way to connect to someone's emotions. Consider how people take meaning from stories. They relate to the good guy, the bad guy, the obstacle or danger, the effort and the achievement. Because they relate to the elements, familiarity is developed. Familiarity develops into likeability, and likeability is directly linked to trust.

**More important.** If they cannot relate to the elements, all bets are off. And if you cannot communicate the story in a way that is visual to the prospect, all bets are off. That's because the prospect will sense that he does not understand what you said. That means confusion, and confused people feel unsafe, and also say No.

**Picture an abstract reference.** How you tell the story is the key to using it to connect with the other person. The story is verbal, but it must be told in visual language. Can you picture an abstract statement? No. Can you picture one person showing a snow-capped mountain to someone else? Yes. In other words, your job is to turn all abstract, intangible information into concrete, visual language.

**Metaphors.**

Throughout history, people have shared metaphorical stories. The *Bible* is filled with them. Political positions are rooted in them. They are effective because people tend to swallow the entire metaphor, not just parts of it.

**What does it look like?** Here's an example. One of the common considerations in the purchase of a financial product is fees. How might you use fees as a powerful ally? For example, would your prospect want to hear you say, "Mike, we need to remain vigilant in our monitoring of fees?" Huh, no picture, so you're starting to look dangerous.

A much better way to address fees and build an emotional connection would be like this: "Financial fees can sneak up like an enemy in the night to rob you. So, my job is to act like a Marine on guard duty, protecting you from that enemy." Plenty of visuals, me like.

**Body Language.**

Picture yourself delivering a seminar. You stand on the stage and hold your hands like you're going to catch a basketball at belt level. Your palms are out and your hands spread. You say, "When I was five years old, I loved to bring tea and toast to my grandmother. I've been devoted to helping people ever since." Is that different from crossing your arms and saying, "The product I'm showing you has revolutionized Wall Street?"

**See the difference?** The basketball pose communicates that you are safe. It shows that you carry no weapons, that you are open and confident enough to expose your heart. The crossed-arms pose is often a closed posture, denying any closer connection. Which pose would your prospect feel more (unconsciously) comfortable and safe with?

**In Conclusion.** In the world of modern neuroscience, researchers use sophisticated technology to pinpoint where decisions are made in the brain. They literally take the guess-work and opinion out of the question: how do people make decisions. I've been following this field closely for years, so I can tell you that researchers agree. The source of decisions is NOT in the intellect, logic and reason. Decisions are rooted in the limbic system — the emotions.

**Your IARFC Reward.** The most important marketing tool is your website. Do you want to see if your website appeals to intellect or emotion? Send me an email with your URL and your contact information. I will personally check it out for you. Consider it my gift to you.

**Michael Lovas**

**Michael Lovas** is the author of twelve books, mainly on Professional Credibility and Psychological Communication in the financial industry. He has been published more than a thousand times since 1986. All of Michael's work teaches professionals how to use simple, effective psychology to write more business and inspire their clients to love them. He is also the cofounder and a principal of AboutPeople, a unique consultancy focused on helping advisors build credibility and relationships with their chosen target.

**Contact: 509 465 5599**
**michael@aboutpeople.com**
**www.aboutpeople.com**

# Create & Stick to a Marketing Schedule

When trying to keep track of every function in your business, marketing may seem like the least pressing issue compared to sales, client relationship management, and administrative duties. However, without a marketing strategy and schedule that you follow closely, you may find that your sales pipeline will start to run dry, and you will spend more time pursuing fewer new clients.

Too many entrepreneurs run marketing as an afterthought, using it to haphazardly patch holes in their sales strategy rather than treat it as a vital and standalone portion of the business. This results in wasted time, poorly allocated money, and disappointing results.

**Be disciplined about your marketing.**

The better route is to create a plan with purpose and stick to a schedule to execute each phase of the strategy. Start out by setting goals for what you want to accomplish in the next year and three years down the line. How many clients do you want to gain in the weeks, months, and years to come? What is the number of new prospects you will need to add to the pipeline to ensure you not only maintain, but grow your leads? Who are your ideal clients, and what are the message formats and types of communications they will respond to? Have you segmented your clients and identified the best way to engage your top clients better to secure more introductions, recommendations, and referrals?

Once you have outlined those benchmarks, you can start to think about what steps and resources will be required to get you to that point.

Build some flexibility into your marketing strategy. The best plans are not set in stone — they respond to changes in client demand and sales numbers while taking into account the successes and failures of past tactics. Test out your various marketing efforts, be it direct mail, seminars, print ads or social media, and experiment with variations of your central brand message. Measure those results to determine which tactics should be kept and which need more finessing before they can be relied upon to produce results.

As you identify your various advertising tools, you can lay out a timeline for the stages of each. If you send out a piece of direct mail in the first month, you can follow up with a phone call or email in the second month, and so on. Integrate these phases so that each strengthens and complements the others. Just remember, it is important to communicate with people via their chosen communication channel(s); whether by phone, email, mail or social media.

**Shauna Trainor**

**Shauna Trainor** is The Covenant Group's Marketing Manager. She focuses on The Covenant Group's own marketing strategy and also helps entrepreneurs through financial advisor training to leverage existing resources, social media and other technology to spread the word about their services and practices and build relationships.

**Contact: 416 304 1766**
**shauna@covenantgroup.com**
**www.covenantgroup.com**

CE@SEA™

**Speaker, Shauna Trainor**
Robust Marketing Strategies to Create a Predictable Income

# It's Deja Vu… All Over Again

OK. No reason to repeat what has been written about the U.S. economy in newsletters or in countless financial newsletters written by many others smarter than me. Just a quick synopsis…massive federal debt getting larger by $50,000 per second (nope, we don't have a spending problem), mythical inflation figures, over-heated printing presses spitting out dollars, fiscal cliffs, jobs still lacking, and the DOW is hitting 14,000 with people wanting to buy stocks because the market is "HOT". (Surprising advice on this follows below).

What is the result of this news? Funds are leaving ETFs in gold and silver and going into the stock market because the economy is recovering. Yes, recovering. That's what the pundits are saying. As a result, gold and silver bullion are retreating in price. Interestingly, the values of bullion today are almost EXACTLY what they were six months ago. Deja vu? Ye,p just due to normal market cycles. So what to do?

1. Buy gold and silver at these levels and lower when you can
2. Think about where the economy will be 3 years from now
3. Read #1 again! (remember, keep the overall percentage at 15-20% of your total portfolio holdings)

Three years ago, gold was at $942.30 per ounce and silver was at $13.55 per ounce. If you could go back and buy gold and silver at those levels, how much would you buy? If you had bought then your gain at today's price would be 71.41% in gold and 121.82% in silver. As a part of a diversified portfolio, not bad. Think of the typical IRA or CD…how have they fared in comparison?

The point here is simple and has been in evidence for a long time. Don't "chase" performance. The market is now at 14,000(+/-) approaching all time highs and strategy is to buy now? If you believe the market will hit 17,000 without a major correction you will have a 20% gain. The market has NEVER hit 17,000…it will eventually, but the point is…it is now untested waters. Now for my surprise; I believe the DOW will hit 15,500 to 16,000 by May or June with lots of enthusiastic back-slapping and lots of funds rushing back into this new "bull market". It will be a major test of one's resolve if you are holding physical gold or silver…you will feel like you have made the worst mistake in buying precious metals. You will be WRONG.

Deja Vu? Remember, during this period you only have a portion of your investments into hard assets such as bullion or rare coins. Now for the surprising advice. Do NOT ignore the opportunities in the short term to take advantage of some stock purchases that will be beneficial to you. Some would be very gutsy, like buying AMR (American Airlines) at 39 cents a share in October 2012…today with the merger it's $2.54 per share. A 1000 share allotment at $380 is now worth $2540. There are other types of opportunities since most investors are still on the sidelines and it's the institutional buyers making all the moves. Work with your advisor, they understand diversification and the concept of taking "the low hanging fruit". The stock market has some interesting opportunities but with the overall state of the world economy… be very careful. It could implode suddenly. Again, this is why you keep precious metals/ rare coins as a safety net and hedge.

A common theme expressed by central bankers and politicians to excuse currency devaluation is "My cheaper currency encourages foreign food, energy, and goods buyers." Check out this definition.

*"A currency war, also known as competitive devaluation, is a condition in international affairs where countries compete against each other to achieve a relatively low exchange rate for their own currency. As the price to buy a particular currency falls, so too does the real price of exports from the country. Imports become more expensive. So domestic industry, and thus employment, receives a boost in demand from both domestic and foreign markets. However, the price increase for imports can harm citizens' purchasing power. The policy can also trigger retaliatory action by other countries which in turn can lead to a general decline in international trade, harming all countries."* –Wikipedia

With so-called "quantitative easing", which is the modern term for money printing, the Federal Reserve is enabling the federal government to take the soft political option. Spending has not been cutback, despite the perennial shortfall of government revenue. This uncontrolled spending has been accommodated by money printing, which today means expanding bank balance sheets.

Consider that 58% of the money spent by the federal government in October and November came from **borrowed money** ($320 billion of debt against $551 billion of expenditures). Monetary history shows that governments are on a hyperinflationary path when crossing the 40% threshold, a level long passed by the federal government.

In the past year, commercial bank balance sheets have grown $611 billion. In addition, the Federal Reserve's balance sheet has expanded $516 billion, or 21.6%. This money printing is starting to have its inevitable effect. Over the past six months, M1 is up 22.8%, while M2 has expanded 14.0%. Inflation for the past year as calculated by

ShadowStats.com is 11.0%. (Wait… weren't we told inflation was only 2%???)

Silver bullion going back to $36.00 (NOT it's previous high) will be a 20% gain …gold bullion going back to $1900 (its previous high) would be a 18.5% gain. Deja Vu? Probability of previous bullion highs being reached vs. probability of a 17,000 DOW in the next two years...that is the question.

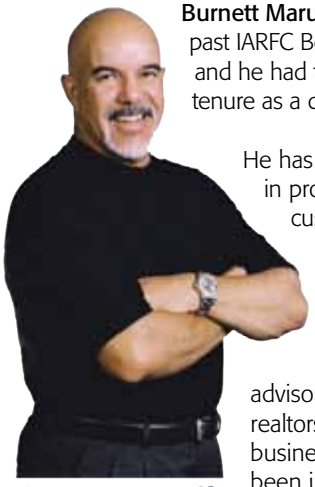
**There won't be a Sustained Gold Rally until we get two things:**

1. Normalcy in the markets — no more scary headlines warning of impending economic doom. These days, when investors think the global financial system is about to come crashing down, they run to cash (i.e., the U.S. dollar). Worse yet, speculators sell their long gold positions to raise cash. The U.S. dollar—seriously?

2. A consensus on monetary reflation. The market at large needs to understand that the U.S. and Europe are facing massive money printing over the next few years. The mountainous debts that have been piled up can only be dealt with by dramatically expanding the supplies of dollars and euros. There is simply no alternative.

In addition, emerging market central banks have been diversifying into gold. Net official sector purchases of 425 tons year-to-date is a drastic difference compared to only a few years ago when central banks were net sellers of the precious metal. Only recently, UBS reported that in November, Russia purchased nearly 3 tons of gold and Brazil bought almost 15 tons. Iraq—a notable new buyer—bought 25 tons from August through October. Given that this is the country's first increase since the early 2000s, "having a new buyer in the central bank space and especially from a new region is an important development," says UBS.

My opinion is that the debt /spending problem will continue and the result of our fiscal policies added to the toxic Euro problems will lead bullion to higher levels. Conservative analysts are looking at gold at $2500 per ounce; and silver at a 40:1 ratio would be $62.50 per ounce. The normal ratio was 16:1 which would shoot silver to $156.00 per ounce. Either way, silver looks to be a great play. By the way the previous high for silver was $41.90 per ounce in 2010.



Burnett Marus, RFC®

**Burnett Marus**, RFC®, is a past IARFC Board Member, and he had the longest tenure as a director.

He has specialized in providing customized marketing services and products for financial advisors, attorneys, realtors and small businesses. He has been involved with bullion, rare coin and tangible asset investments since 1975 and currently has a private firm that specializes in working with RIAs and their affluent clients. His experience with precious metal, various securities has enabled him to guide clients into a balanced approach.

**Contact: 972 644 6117**
**bmarus@sbcglobal.net**
**www.ircbs.com**

# Mortgage Protection Plans

## An Excellent Way to Keep Families in Their Homes

How do you think most consumers would answer the following question?

*If you were to unexpectedly die, become seriously ill, or get disabled, would you and/or your family suffer financially?*

Since the answer is almost always "yes", think about this next question:

*Would that bother you? Especially if it meant that you and/or your family could no longer afford to stay in your home?*

**Protecting Your Home vs Life Insurance**

When financial professionals speak with someone who owns a home, particularly if they have recently purchased or refinanced, discussing the importance of "protecting their home" against unexpected events is usually a normal and acceptable conversation. However, when they attempt to engage in a conversation about the importance of owning "life insurance", there tends to be a wall of resistance and skepticism to be overcome.

Why is protecting your home an easier conversation than owning life insurance? Perhaps younger homebuyers are less likely to believe there is a chance they can die prematurely or become sick or disabled. Perhaps older homebuyers already own some life insurance and, therefore, don't perceive the added need or value. Perhaps homebuyers don't even know that mortgage protection exists or have a credible source to turn to?

**Connection and Culture**

Two of the most common reasons talking about "protecting your home" versus "life insurance" yield different results are:

1. When it comes to protecting their mortgage, most homeowners carry a unique and special connection to their home. This is largely due to the fact that they can physically, mentally and emotionally "touch and feel" their home. They experience the enjoyment of their family in their home on a daily basis. They see their surrounding community, friends, kids and schools, etc. Therefore, it is easy to understand why someone would have a heartfelt reason and desire to protect something they hold to be so near and dear.

Life insurance, on the other hand, is much more difficult to connect with. Many people's thoughts about life insurance tend to be something like; "Sure, if I die life insurance leaves behind a large sum of money – but for whom – and for who knows what?"

2. Although it is common in America to own life insurance and/or mortgage protection, this is not such a common tradition in many other countries. Many cultures have not traditionally owned life insurance, so any form of family protection is rarely something they see, understand, or believe they need.

The good news is that regardless of someone's nationality or culture, there is a much more universal understanding, connection, and growing willingness to purchase a plan that "protects their home and their family".

**What is a Mortgage Protection Plan?**

In its simplest definition, a Mortgage Protection Plan is a life insurance policy equal to the amount of the mortgage. As you will see, there are also many other features and benefits. However, the primary purpose is helping individuals and families ensure they can stay in their home and their children can stay in their schools in the event of an unexpected death, disability, critical illness, and more.

**Old Mortgage Protection**

Up until the past decade, Mortgage Protection Plans were offered primarily through banks, and had four major disadvantages:

1. The plans were decreasing term policies. What this meant was that as the mortgage amount decreased over time, the death benefit was reduced proportionately.

2. The monthly cost remained the same throughout the duration of the loan, even though the mortgage amount and death benefits were decreasing.

3. These plans paid a benefit only in the event of a death.

4. The beneficiary of these plans were solely the bank, offering no liquidity or options for the spouse or family.

**Today's Mortgage Protection**

Today's plans have evolved, becoming much more family-friendly, flexible, and most importantly, offering many additional valuable features and benefits.

Many of today's Mortgage Protection Plans offer **"living benefits"**, which actually help individuals and families to stay in their homes when difficult situations arise **while they are alive**, such as a disability, illness, and temporary job loss.

When choosing today's new and improved Mortgage Protection Plans, homeowners

now have the flexibility, option, and decision to:

- **Choose the number of years** for this protection (10, 15, 20, 30 years — or even for their entire lifetime).
- **Maintain the same level of protection** (for the entire duration of the policy, regardless of how much the mortgage amount decreases over time).
- **Determine the kind of policy** that best fit (term, universal, whole life insurance — or any of the many variation of these policies).
- **Choose the policy owner** (policy ownership can be transferred).
- **Decide whose life will be insured** (the insured can rarely be changed).
- **Determine who makes the policy payments** (there are no restrictions on who makes the payments).
- **Choose the primary and secondary beneficiaries**, commonly spouse, children, trust, the bank/mortgage company, or any combination thereof (beneficiaries can be changed at any time for any reason).
- **Reduce the amount of insurance** (at any time for any reason).
- **Cancel or terminate the policy** (at any time for any reason).
- **Receive a full or partial refund** on any unused payments (and sometimes receive even more than the payments made).
- **Transport the policy to another home or mortgage** (fully portability should a home owner choose to sell, relocate or refinance)

**Key Features and Benefits of Mortgage Protection**

Since each family's situation is unique, when it comes to designing a Mortgage Protection Plan, there is no "one policy fits all". However, the most common features and benefits of these protection plans for homeowners are as follows:

1. **Death —** The main component of a Mortgage Protection Plan is a life insurance policy. In the event of an unexpected and untimely death, these plans are designed to pay a lump-sum of tax-free money, equal to the original mortgage amount, to the beneficiaries of choice. Since most policy owners choose their spouse and/or heirs as their beneficiaries, this offers the beneficiary(s) the option to pay off the mortgage in full, in part, or keep the funds for other purposes.

2. **Disability** — There are two ways Mortgage Protection Plans can help make the mortgage payments, either in part or in full, in the event of an unexpected disability:

a. A life insurance policy with a "Waiver of Premium" (WP) rider, which has several benefits: The first benefit is that it guarantees the insurance company will continue to make the full payments for this policy — for the entire remaining duration of the policy — in the event of a disability. Most insurance companies only allow the WP rider to be added up to age of 65.

A second benefit of the WP rider is that, in most cases, the rider guarantees the policy can be converted to a permanent/whole life policy in the event of a disability. Again, the payments are fully paid by the insurance company for the entire remaining duration of the policy. Since these policies accumulate cash value over time, the funds can be withdrawn and used over time to help make the mortgage payments.

b. If someone does not have any disability insurance, whether through their employer or an individual policy, then a discussion should take place about reviewing the options of adding disability insurance. These disability policies can either be separate and individually owned policies, or they can also be packaged together with a select number of life insurance policies.

3. **Accelerated Benefits** — In most states (but not all), life insurance policies have an Accelerated Benefit Rider (ABR). The ABR rider is an option that allows for accelerated or partial benefits to be accessed sooner than they would otherwise be payable.

There are **no additional costs** for these ABR riders; however, the accelerated benefit payment will be less than the death benefit because it is paid prior to the death of the insured. ABR riders typically provide benefits for three different types of serious health conditions:

a. **Terminal Illness** — This type of ABR rider is activated when a doctor certifies that the insured has less than two years to live. Depending on the policy and company, this benefit allows the eligible insured to access up to 90% of the policy face amount (which can be capped at a maximum dollar amount). Funds are paid directly to the insured and can be used for whatever reason they choose.

b. **Critical Illness** — This rider provides for the payment of an accelerated benefit if an eligible insured experiences terminal or covered critical illnesses, which may include; heart attack, stroke, invasive cancer, end stage renal failure, major organ transplant, ALS, blindness, paralysis, arterial aneurysms, central nervous system tumors, major multi-system trauma, AIDS, severe disease of any organ, severe central nervous system disease or loss of limbs.

c. **Long-Term Care** — This ABR rider is triggered in chronic conditions when an eligible insured is unable to perform two or more of the "Activities of Daily Living" (ADL's) which are; eating, bathing, dressing, toileting, transferring (walking) and continence. This type of ABR rider can also be triggered in the event the eligible insured is cognitively impaired, and allows eligible insured to access a portion of the policy's face amount to help pay for any costs associated with these long-term care or cognitive related illnesses.

**Who Is a Good Fit for Mortgage Protection?**

The three most common situations I call for a Mortgage Protection Plan:

1. **Someone who has no insurance or backup plan whatsoever.** In this case, having a Mortgage Protection Plan is a great first step. These plans help keeps families in their home and also provide access to much-needed funds, during a time when they need it the most.

2. **Someone who owns a Reverse Mortgage — or is considering one.** One of the most common concerns most seniors have about doing a Reverse Mortgage is the fear of "disinheriting their family". Since Mortgage Protection Plans are specifically designed to protect and pay off a mortgage, they provide a solution by eliminating or minimizing this fear and concern.

3. **Someone who has some form of existing life insurance.** Most families who currently own life insurance either have it solely through their group/employer coverage (which is usually a very limited amount), or they own separate life insurance policies. In either case, this life insurance is usually designed to *replace their income* should an unexpected death occur.

Most U.S. households do not own enough life insurance, especially when considering paying off the mortgage or continuing to make the mortgage payments. Consider these facts from a LIMRA U.S. Households Study in 2010:

- **33%** of the households have zero insurance.

- **50%** said they know they need more insurance.
- **56%** said they would have immediate trouble meeting living expenses should they lose their primary breadwinner income.
- **63%** of home foreclosures are due to a disability.

So in situations where some life insurance currently exists, Mortgage Protection Plans can be an excellent addition or supplement. Their current life insurance ensures some income replacement, and a Mortgage Protection Plan creates additional and important home security.

### A Step in a Better Direction

Mortgage Protection Planning is an excellent opportunity to open a door for discussion about better protecting the individuals and families against situations that can cause financial ruin. Families need to build a bigger and stronger fence around their wealth.

Losses as result of death of disability can be far more devastating than the fall of a family's investment portfolio or real estate value.

**Christopher P. Hill, RFC®**

**Christopher P. Hill,** RFC®, is currently the President of Wealth and Income Group, LLC, with offices located in the Washington DC area. Mr. Hill began his career in financial services industry working with one of the nation's leading money managers for over a decade. For more than 20 years Mr. Hill has been nationally recognized as a speaker, editor, seminar expert, and MDRT Top of the Table Member. Mr. Hill also received the IARFC Cato Award in 2008 for his contributions to the Register.


Contact: 703 218 6772
chris@wealthandincome.com
www.wealthandincome.com

# How the **IARFC** Supports You

Professional associations have played a substantial role in the growth of America, taking the old-style guilds as a prompt to combine and share talents and experience. Every person delivering financial services or products should be a member of at least one professional association.

When considering membership it is very logical to ask several questions: Why should we join? Why should we pay dues? What are the benefits to me?

To answer these important questions…. The International Association of Registered Financial Consultants offers ***much more*** than a professional designation as an RFC® to its members. The IARFC perceives itself in a support role for the financial service professional. It has no aspirations to become a government regulatory body and asserts that a planner's training, character and integrity are the determining factors in the quality of advice, not the method of compensation.

The *Register* magazine with practice management content, profiles members and presents articles written by experienced professionals. RFCs are kept current on industry information from people who have "been there, done that." And the *Register* identifies trends for the future. Technical articles sort out computer issues and help advisors utilize software to make the best presentations possible.

The *Journal of Personal Finance*, a more formal, academic treatise, is committed to high quality manuscripts on topics related to household financial decision making. These publications offer a balance of academia and practical application.

The IARFC maintains an informative and up-to-date website. From this portal, a member can find the latest news and archived information. Additionally, it gives the public convenient access to a pool of well-qualified practitioners from which to choose a financial advisor. Early in 2013, a blog was incorporated. Blog content updates members more frequently with current news.

For business and social media, the IARFC is now posting regularly to LinkedIn and Facebook. The LinkedIn forum deals with topics within the industry and discussions can be more candid as it is a member-only forum. We encourage members to frequently visit the site and give their opinion. Facebook is a more consumer-oriented platform for the organization. For example, at the top of the IARFC Facebook page is a "Find a Member" section link to help consumers connect with members in their area. Posted events depict the IARFC as dynamic and relevant.

Members regularly receive news electronically. Our monthly email, *Building Better Professionals* brings the current *Register* to members for reading on the go. Pertinent videos, articles and links to expand practice management knowledge are also included.

The IARFC sponsors Financial Plan Competition and CE events. By attending the Financial Planning Process™ course, participants can acquire the skills and tools for a more profitable practice. Continuing Education courses such as the Business Owner Consulting Workshop, explores new markets and how to service them. CE@ SEA™ cruises combine a relaxed networking adventure with opportunities for CE credit.

For marketing to clients and prospects, the IARFC has professionally designed brochures, referral and information request cards, data forms and document filing systems. In stock and ready to ship out, the literature brands you as a professional and worthy of trust.

The IARFC connects internationally through meetings, presentations and communication with influential representatives of the international financial planning community.

Let's not forget the human element of the IARFC. The headquarters in Middletown, OH is staffed by committed associates who want the members to be successful. By calling into the main office, questions can be directed to a knowledgeable staff person or member who can find solutions to problems.

The intangible benefits come from being part of an organization that believes a consultant's training, character and integrity are the determining factors in the quality of advice. The IARFC Board of Directors simply wants the public to have the best financial advice available through their well-represented advisors. By keeping the organization true to its mission statement, they feel RFCs foster public confidence in the financial planning profession as a whole. To that end, the IARFC Code of Ethics plays a significant part and members can be assured the designation stands for something.

The organization is exploring additional accreditation to attract new members and add prestige to the RFC designation. Website enhancements such as a product store, more workshops and involvement of training utilizing the internet are areas of focus.

### Philosophical Positions

The IARFC does have unique positions that differ meaningfully from our peer professional associations. This does not mean we believe IARFC is right and others are wrong. It simply means we see things differently. The Directors of the IARFC include members of many organizations: MDRT, NAIFA, SFSP, FPA, NAPFA, CFP Board, SCSA, AALU, GAMA, AICPA SRPS and they

hold the following designations: CLU ChFC, CFP, CPA, PFS, CFA, AEP, CSA, CEP and CRFA.

### Regulatory Posture

Many IARFC members feel that the efforts of FINRA and the SEC have gone too far. Is FINRA really a self-regulatory organization? They are obviously pushing the smaller organizations and broker/dealers, while tolerating actions by major securities firms and banks. The widespread expansion of compliance measures has not reduced the outright thefts or criminal behavior by major international firms — but they are forcing many consultants to consider dropping their license — just to avoid burdensome interference. Does it make sense to push stronger fiduciary standards on reps, while ignoring multi-billion dollar malfeasance? Should a rep be penalized when some papers are missing, while a billion dollars is "misplaced" by corporate executives?

### Compensation Positions

**Commissions.** Many financial transactions are suited for a commission structure and some products are normally obtained on that basis, such as real estate, insurance, annuities or securities.

**Compensation Options.** Sometimes a transaction can be delivered on either fee or commission basis. The true professional will select the process that best suits the client.

**Fees.** We believe that professional financial services of significance justify a fee. This may be for a comprehensive or modular plan, a business analysis, ongoing services and assets under management. Many members do not charge a fee but the trend is in that direction.

**Disclosure.** We believe that clients are entitled to know how the professional will be compensated.

**Fiduciary Status.** The RFC Code of Ethics makes clear that the responsible professional willingly agrees with the first cannon of RFC Code of Ethics — "I will at all times put my client's interest above my own."

Many companies prohibit or minimize their reps from placing business outside the company. Such a "captive" association may not fit all individuals, but there are hundreds of thousands of honest, dedicated an well-meaning persons whose employment contracts do not let them "shop around" for the currently "best" financial product.

### Member Benefits

The IARFC will continue to improve and increase the benefits distributed to the members. This requires the commitment of the Directors and a steady growth in membership. Their challenge is to continually present members with opportunities to better themselves. Certainly you can recruit several of your respected professional associates to become members — as an RFC® or a general member.

### So we ask…

Who are the opinion makers of the future? Who will give you valuable ideas and tools to expand your practice and increase your income? While we cannot offer all things to all people, the IARFC is a valuable support and concept provider.

Help yourself by helping the association increase, thereby enabling it to serve you better, through our publications, workshops, conferences and member benefits. Ask your associates to complete their application and join the IARFC…do it today! After all — just one good idea regarding branding, practice management, economic knowledge or any financial product will far outweigh the annual cost of membership!

**Ed Morrow, CLU, ChFC, RFC®**

**Ed Morrow** is the chairman and chief executive of the IARFC and has been a practicing financial advisor for forty years. As the CEO of the IARFC he is one of the developers of the Financial Planning Process™ course and a frequent instructor, both nationally and in many countries.

**Contact: 800 532 9060**
**edm@iarfc.org**
**www.iarfc.org**

CE@SEA™

**Speaker, Ed Morrow**
Build a Flow of Business Clients

# Valuable Dialogue

All of us want to educate our children, save on taxes, get a competitive return on our portfolios, have a successful career, plan a comfortable retirement, and have fulfilling relationships and good health. But beyond these familiar personal aspirations, most clients of financial professionals seldom discuss their deepest wishes, fears, desires, and feelings.

Financial advisors are accustomed to asking their clients the standard questions about goals, objectives, and risks and occasionally less common questions about trusts, taxes, and insurance. However, like good doctors and lawyers, good financial advisors also ask "life issues" questions to discover the sometimes subtle, sometimes crucial issues clients are reluctant to communicate. A more personal survey of a client often evokes anecdotes from the client's lifetime of experience and a deeper understanding of the unique challenges that consume their time and attention. Client discovery takes into account not just the numbers that measure clients' financial situations, but also the stories that define them as special people.

Perceptive financial advisors set as their goal a balance between the quantitative and qualitative, the objective and the subjective. Clients' past experiences have defined them as the individuals they are today and, not coincidentally, shaped how they approach money matters. Their concerns and responsibilities in the present, their hopes and visions for the future compel them to plan responsibly with whatever financial assets they possess, to provide not just for themselves, but also their families. Financial professionals could ask some "life issues" questions, such as:

- What is your greatest passion or desire in life at this moment, and what is holding you back?
- How would you live your life if you had all the financial security you need?
- How do you feel about money, what is its purpose?
- What matters to you and how does money fit into what matters?
- How are you doing with your financial picture at this stage in your life?
- Would you be open to discussion on subjects such as estate, legacy and heritage planning?
- What are your health issues and what are your biggest health fears?
- What are your expectations for your financial future and can you accept outside guidance?
- What would you do if you knew you had a very limited time to live?
- What do you most regret in your life? What do you wish you had done differently?
- If you could wish-away three problems in your life, what would they be?
- Have you written your 'biography'? How would you like to be remembered by your family?
- What is your most intense fear about the present and the future?
- What is the most valuable action you could take to fulfill your purpose in life?
- What do you like and dislike about your home, your community, your environment?
- Apart from money, what do you really value?

Sometimes the financial professional, in the "life issues" discovery process, can even uncover problems, inconsistencies, or misunderstandings that might disastrously affect the likelihood of meeting goals and which may diminish the added value an advisor brings to a client over the course of a long-term relationship. This personal information, brought to light, also helps the client realize and the advisor define what is expected of the client in the relationship.

Discovering a client's essential goals, values, and history early in a relationship rarely intrudes on the client's privacy, but often serves to nurture a closer understanding and mutual respect between client and advisor. For the financial advisor, it provides the satisfaction of helping fulfill the client's highest expectations, beyond mere figures on an account statement. For the client bewildered by the multitude of financial options available today, it provides not just the guidance of an informed financial professional, but also the reassurance that comes from communicating openly and meaningfully with a trusted advisor.

**Mark Wendell, RFC®, RF™**

**Mark Wendell,** RFC®, RF™ is the Principal and owner of this RIA firm, MD Wendell Wealth Partners. Mark is committed to spending the necessary time to fully understand your financial concerns, work in partnership with you to develop a customized plan, and then advise on appropriate adjustments to long term strategies.

**Contact: 805 230 1908**
**mark@mdwendell.com**
**www.mdwendell.com**

IARFC
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

Financial Planning Building
2507 North Verity Parkway
Post Office Box 42506
Middletown, OH 45042-0506

**Fax: 513 424 5752**
**Phone: 800 532 9060**
**Website: www.IARFC.org**
**E-mail: info@IARFC.org**

# Application for IARFC Membership

| | |
|---|---|
| Annual Membership Dues: | **$150** |
| Nonrefundable Application Fee (one time): | **$45** |
| **Total First Year:** | **$195** |

***Please Print***

Your Name_____

*(Exactly as you want it to appear on your full-sized 16" x 20" RFC Membership Certificate, excluding degrees or other designations)*

❑ Mr. ❑ Mrs. ❑ Ms. ❑ Other_____ Your Preferred Salutation/Nickname (i.e., "Bill")_____

First Name_____ Middle_____ Last_____

❑ **Check** Enclosed $_____ or ❑ **Credit Card** No._____ Expires _____

Name of Business_____

Business Address_____ Ste #_____ City_____ State____ Zip_____

Phone_____ Fax_____ Business E-Mail _____

Business Website URL _____

Residence Address_____ City_____ State_____ Zip _____

Phone_____ Birthdate_____ IARFC Sponsor, if any_____

**Your Educational Background** (Since High School)

| Name and Address of Institution | Location | From Mo/Yr | To Mo/Yr | Course or Major | Graduate? | Degree |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

FINRA Member Firm (if any)_____ FINRA CRD No. _____

Securities Licenses: ❑ Series 7 ❑ Series 6, 22 or 62 ❑ Series 24 ❑ Series 27 ❑ Series 65 ❑ Other _____

Insurance Licenses: ❑ Life ❑ Health ❑ Variable Contracts ❑ Prop. & Casualty ❑ Other _____

Primary Insurance Company (if any)_____

Affiliated with an SEC Registered Investment Advisor (RIA)? ❑ Yes ❑ No Name of RIA_____

Designations: ❑ AAMS ❑ AEP ❑ CFA ❑ CFP ❑ ChFC ❑ CIMA ❑ CLU ❑ CPA ❑ CPA/PFS ❑ CRSA ❑ EA ❑ FSS ❑ JD/LLB ❑ LLM ❑ LUTCF ❑ MBA ❑ MS ❑ MSFS ❑ MSFM ❑ Ph.D. ❑ RFP ❑ Other _____

Financial Services Education: ❑ Financial Planning Process™ Course ❑ CFP Prep Course at _____

❑ Other Courses _____

Financial Services Experience: Number of years as a practitioner in the field of financial planning: ❑ Full time_____ ❑ Part time ____

Current Practice Mode *(check those which apply)*: ❑ Charge Plan Fees ❑ Hourly or Modular Plan Fees ❑ Portfolio Management Fees

❑ Insurance Products ❑ Securities ❑ Mutual Funds ❑ Trust Services ❑ Other _____

Other Qualifications_____

***Please see the questions and signature requirements on the reverse side.***

## Questions relating to business and ethical conduct

Have you ever been refused a surety bond or other form of employment security? ❑ Yes ❑ No
Have you ever been denied or enjoined from selling or dealing in securities or from functioning as an Investment Advisor? ❑ Yes ❑ No
Have you ever been arrested, indicted, or convicted for any felony or misdemeanor, except for minor traffic offenses? ❑ Yes ❑ No
Have you ever been known personally by any other name, or have you ever conducted financial activities, conducted businessor carried brokerage or bank accounts in any other name? ❑ Yes ❑ No
Have you ever become insolvent, failed in business or compromised with creditors? If "Yes" – please provide the date name and location of court, disposition, liabilities, and assets. ❑ Yes ❑ No
Have you ever had a license, permit, certificate, registration or membership denied, suspended, revoked or restricted, or have you had an application of such type ever withdrawn for cause? ❑ Yes ❑ No
Have you ever been the subject of any order, judgement, decree or other sanction of a foreign court, foreign exchange, or have you ever been the subject of any action by a foreign or domestic governmental or regulatory agency? ❑ Yes ❑ No

**IF THE ANSWER TO ANY OF THE ABOVE QUESTIONS IS "YES" PLEASE ATTACH A WRITTEN EXPLANATION**

## The following should be read carefully by the applicant:

1. I hereby certify that I have read and understand the foregoing statements and that my responses are true and complete to the best of my knowledge.
2. I hereby apply for IARFC registration and, in consideration of my application, I submit myself to the jurisdiction of the organization and hereby verify that I agree to abide by all the provisions of the bylaws and regulations of the organization as they are and may be amended; and I agree to comply with all such requirements, subject to right of appeal as provided by law, and I agree that any decision as to the result of any examination(s) that I may be required to pass or annual CE requirements will be accepted by me as final.
3. I further agree that neither the association nor its officers or employees shall be liable to me for action taken or omitted in official capacity or in the scope of employment, except as otherwise provided in the statutes, bylaws, or the association's rules and regulations.
4. I authorize the organization to make available to any federal, state or municipal agency, or any securities or commodities industry self-regulatory organization, any information they may have concerning me or to request confirmation of my status, and I release those organizations, employees and agents, from any and all liability of whatever nature by reason of furnishing such information.
5. I further agree that any part of the information contained in this application and any subsequent documents in my IARFC registration file may be divulged to interested parties as part of the referral system for the benefit of members and the public.
6. I hereby certify that I have a sound record of business integrity with no suspension or revocation of any professional licenses, and I hereby subscribe to the IARFC Code of Ethics, a copy of which I have read and understand.
7. It is agreed and understood that any material misrepresentation of facts or information given in this or subsequent application or renewal may be cause for immediate revocation of membership and all its privileges, without refund of any dues or fees paid.
8. I understand that failure to disclose any regulatory event, including suspensions or revocations, may disqualify me.
9. I agree to maintain proficiency in my work by completing continuing education in the field of financial planning and counseling — which can include subjects relating to practice management, delivery of professional services, portfolio management or financial product application and service.
10. As an applicant for registration, I understand and agree that my RFC designation with the IARFC will not become effective until submission of all required documentation in proper order and upon written acceptance by the IARFC.
11. I understand that all IARFC Certificates of Registration remain the property of the Association and must be destroyed or returned to the Association should my membership or the right to display the designation certificate be suspended or terminated.
12. I understand that continuation of the RFC designation requires 40 hours of CE per year, which commences January of the year following acceptance.

_____ _____ _____

**SIGNATURE OF THE APPLICANT** ***(required)*** **DATE** **SIGNATURE OF A WITNESS** ***(required)***

**How did you learn about the RFC?** ❑ Advertisement ❑ Article ❑ Association_____ ❑ Broker/Dealer _____
❑ Direct Mail ❑ E-mail ❑ Exhibit ❑ Forum ❑ Insurance Co._____ ❑ Mailing ❑ Partnership
❑ Presentation by_____ ❑ Referral by _____ ❑ IARFC website ❑ RFC class
❑ Other _____

**Please recommend associates or colleagues for the RFC designation — or the Financial Planning Process™ course:**

Name _____ Name _____
Firm_____ Firm _____
Address _____ Address_____
City/State/Zip _____ City/State/Zip_____
Phone_____ Email _____ Phone_____ Email_____

**IMPORTANT:** Evidence of license, diploma or similar documents may be requested. **However, you need not submit evidence with the application.** The Association is compensation neutral regarding plan or portfolio fees, insurance, securities or real estate commissions, salary or bonus. The $45 application fee is nonrefundable.

## Please Mail this Application — or Fax to: 513 424 5752

# Diversify your Portfolio Before the Bond Bust

Risk management is the key to long-term performance, and a diversified asset allocation is the best way to achieve this. Too often, investors seek big short-term returns when their focus should be on return performance with preservation of capital over three, five and 10-year intervals.

One asset class that you should be wary of today is bonds. A piece of conventional wisdom is to allocate forty percent of your portfolio to bonds, as ballast in case the stock market teeters again. This is the classic 60/40 investor portfolio that served many well during most of the past two decades; however it was advised during what was the Bond bull market that started in about 1983.

Moves by the U.S., European and Japanese central banks help the global picture improve right now. But how long can it last? The Federal Reserve said that it plans to keep interest rates low until employment improves, but their efforts cannot stem the tide forever. It's inevitable that interest rates rise at some point, drastically reducing bond prices. And yet, many still keep the exact same type of asset allocation they had since the 1990s.

Why put your money into bonds, an investment offering 1.5% return for 10 years, knowing that once the Fed changes rates they plummet in price? For many, the reason is fear. The fear of volatility and a global downturn is so prevalent this spring that many investors are looking for asset preservation rather than growth.

Since we know that rates and inflation are bound to increase, the risks you take on bonds can be devastating. When interest rates rise, owners of long-term bonds lose the value of both their bond holdings as well as the opportunity cost in other investments they ignored.

As the Federal Reserve enters its fifth year of loose monetary policy, even its own members are saying that interest rates should rise sooner rather than later. This is a clear signal that 2013 is the year to assertively examine your asset allocation, particularly regarding bonds and other assets sensitive to rising interest rates.

There are many great reasons to spread your investments across a range of asset classes, even when some are clearly outperforming the others. First, what comes up goes down. Think of those who had too much of their wealth tied to real estate a few years ago or dot-com growth stocks at the beginning of the century. Had they diversified, the bust would not have been so painful.

Let's say that a very aggressive investor, who could accept high risk, allocated 15% to 25% of their portfolio in tech stocks back in 1997 or real estate investments in 2004. In either case, if those investments grew to 45% or more of the portfolio in 1999 and 2006, then that is a red flag to reduce the holdings back to the original weight and that a bubble could be forming.

Typically, if an investment overshoots upward, it tends to overshoot downward, as well. Risk management and diversification involves moving money to other investments that are not likely to plummet as much — and have potential to grow when these investments fall.

Diversification is about more than just trying not to lose or placing eggs in multiple baskets. There is always a booming market out there, and rarely can you ever guess to jump in full bore right before it starts to climb. Most importantly, good diversification decreases your overall risk exposure to extreme market downturns, creating a shield for large losses of capital.

**Walid L. Petiri, AAMS, RFC®**

**Walid L. Petiri**, AAMS, RFC®, Chief Strategist for Financial Management Strategies, LLC in Baltimore, MD a Registered Investment Advisor. Mr. Petiri has frequently been heard on WEAA (88.9 FM) as a financial commentator, appeared on ABC WMAR-TV 2 regarding the 2008 & 2009 economic downturn, and MTA Commuter Connections regarding residential land development. He has been interviewed and quoted by the Investment News magazine, written for the Journal of Personal Finance, the Register, Popular Finance (of China), and publishes a monthly financial advice column called the Foresight. He serves on the Finance Committee of Associated Black Charities.

**Contact: 410 779 1276**
**walid@fmsadvisors.com**
**www.fmsadvisors.com**

*Financial Management Strategies, LLC (FMS) is a Registered Investment Advisory firm in the State of Maryland, providing its advisory services to both institutions and individuals.*



# Why You Should Stay Away from Section 79 Life Insurance Plans!

It's been a few years since I ran my two-part newsletter warning readers to stay away from Section 79 plans, and I thought it was a good time put them back out there.

For some odd reason, I've had several calls lately from doctors who've read my ***Doctor's Wealth Preservation Guide*** to say they are being pitched Section 79 plans by insurance agents; and after reading my book and several articles I've published in the past, they wonder if these plans are any good.

The doctors are being told that Section 79 plans are the "best" wealth-building tool they can use to reduce their income taxes and create a "tax-free" retirement income.

Unfortunately, for these unsuspecting doctors, what they don't know is that, not only are Section 79 Plans **not the "best"** wealth-building tool they can use, they are **not even a "good" wealth-building tool.**

I rail against Section 79 plans for several reasons including the following:

1. You have to **lie to employees** to implement them.
2. The life illustrations given by ignorant or crooked insurance agents are not realistic (most use today's historically low lending rates with 2-3% loan spreads on variable loans on EIUL policies (ones that do not have a fixed lending rate)).
3. You have to be a C-Corporation to use them.
4. The life policies sold in these plans are so bad that the companies don't want them sold unless they are in Section 79 plans (the policies are designed to have poor performance so the deduction is increased).
5. Another very good reason not to use these plans is because there are **better** alternatives like **Captive Insurance Companies** (use the following link to learn of the power of growing wealth through a CIC: www.strategicmp.net/page/life/affordablecics).
6. And the best reaseon not to use a Section 79 plan is because when you run the real numbers the client would be **better off not funding the plan**, taking his/her money home after taxes, and funding a "good" EIUL policy (a Retirement Life™ policy).

If you are being told by an IMO or insurance company that you need to start selling Section 79 plans so you can get in the business market and make a bunch of money, **resist the sales pitch**. If they tell you it's a can't-miss program, have them give you what they think is a good illustration for a client and forward it to me. **I'll expose it** for the nonsense that it is, and then you will understand first hand why you don't want to sell these plans.

Also, keep in mind that many of your clients might do internet research, find my articles, and ask me for my opinion. When that happens, I'll light up the advisors for giving the client bad advice; and it will be difficult, if not impossible, to recover from such an event to sell the client anything let alone a Section 79 Plan.


**Roccy DeFrancesco, Jr., JD, CWPP™, CAPP™, CMP™**

**Roccy M. DeFrancesco,** Jr., JD, CWPP™, CAPP™, CMP™, is the Founder of The Wealth Preservation Institute, and the Co-Founder of the Asset Protection Society. Roccy is the Author of *Bad Advisors: How to Identify Them; How to Avoid Them©, Retiring Without Risk©, The Home Equity Management Guidebook©, The Doctor's Wealth Preservation Guide©, The Home Equity Acceleration Plan (H.E.A.P.)©.*

**Contact: 269 216 9978**
**roccy@thewpi.org**
**www.thewpi.org**

IARFC
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

# Great news!

*IARFC members can now receive significant discounts with Office Depot & Sprint.*

**SAVE** *up to*
**80%**
*on the entire Office Depot catalog of products and services.*

Office DEPOT

**SAVINGS** *of*
**17%** *or more*
*on Sprint products and services.*

Sprint

## *Start saving now!*

***Step 1.*** *Go to www.JMBP.com/iarfc to enroll.*

***Step 2.*** *You will get an email confirmation letting you know that your discounts have been added to your accounts.*

***Step 3.*** *Save when you order products and services using the account numbers you enrolled.*

*If you have any questions or need assistance, please contact: Lisa@JMBP.com*

***Scan the QR Code below to enroll from your smartphone or tablet***

**Get the free mobile app at**
http://gettag.mobi

*Discount program managed by* BuyingPower

the Register

International Association of Registered Financial Consultants
Financial Planning Building - 2507 North Verity Parkway
P.O. Box 42506 - Middletown, Ohio 45042

# YOU Determine YOUR Path And Define Your Success

"The Money Concepts System has allowed me to build a multi-divisional...multi-marketing... major enterprise in my area."

-Pat Dodds CEP, RFC®

Money Concepts was established in 1979 by entrepreneurs FOR entrepreneurs.

## Our Results Proven Business Systems Provide:

- No Fee franchise model with trademarked system customized on your unique abilities
- Non Proprietary products on a fee and commission basis without quotas, hidden fees or haircuts
- Strategic Partner platforms available for banks, credit unions and tax professionals

We are relentlessly focused on our advisors to serve as their business partner to THEIR success. This understanding and commitment is one of the many reasons that 38% of our advisors have placed their trust in us for over 30 years.

MONEY CONCEPTS®
WEALTH MANAGEMENT & FINANCIAL PLANNING

*The Straightest Path To Success*

For more information visit www.moneyconcepts.com or please contact Allen Porter at Allen@moneyconcepts.com