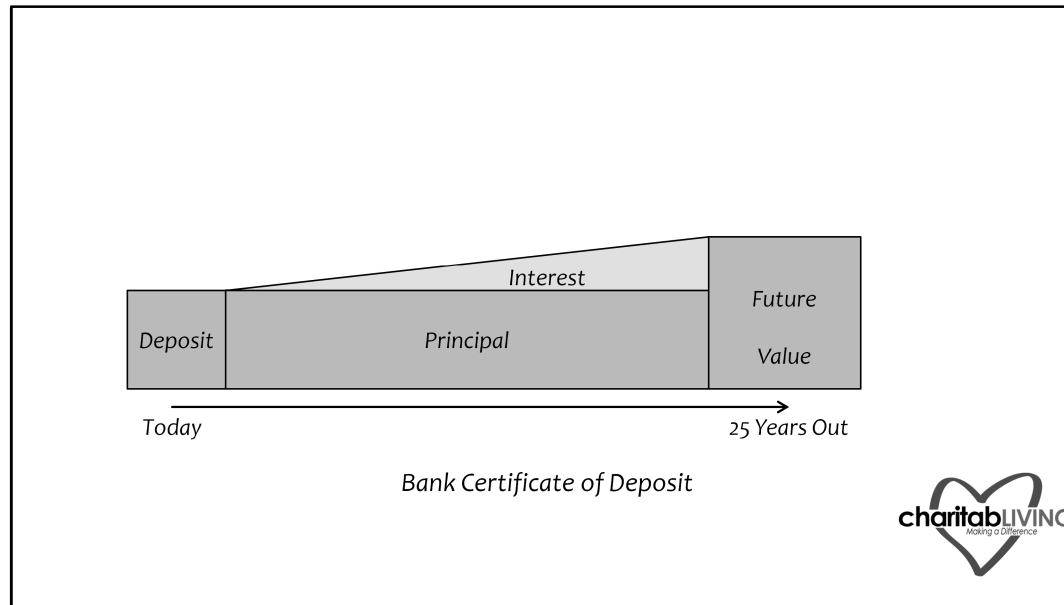
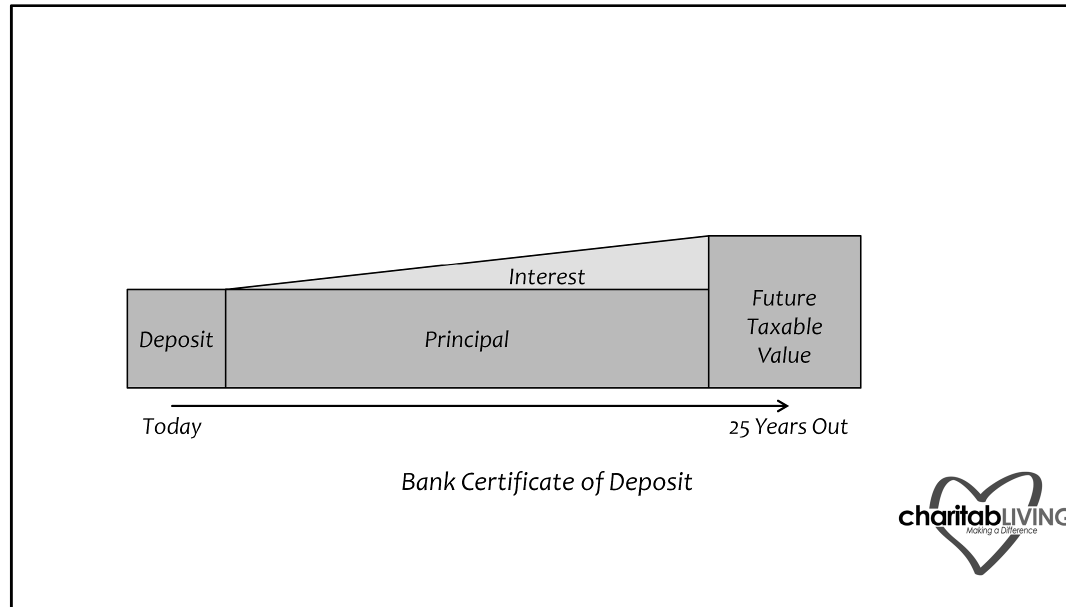
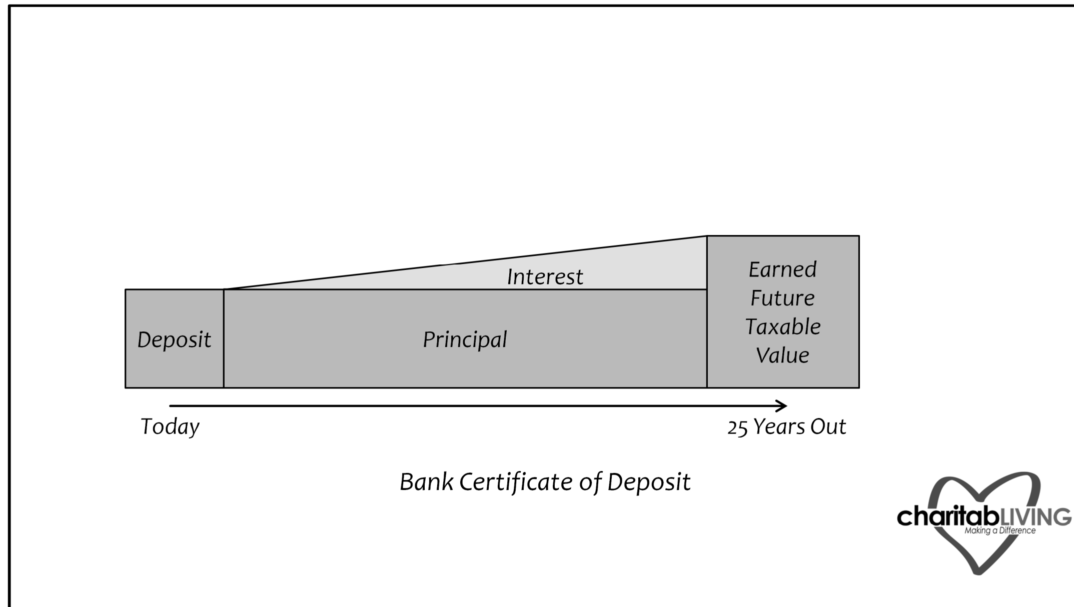


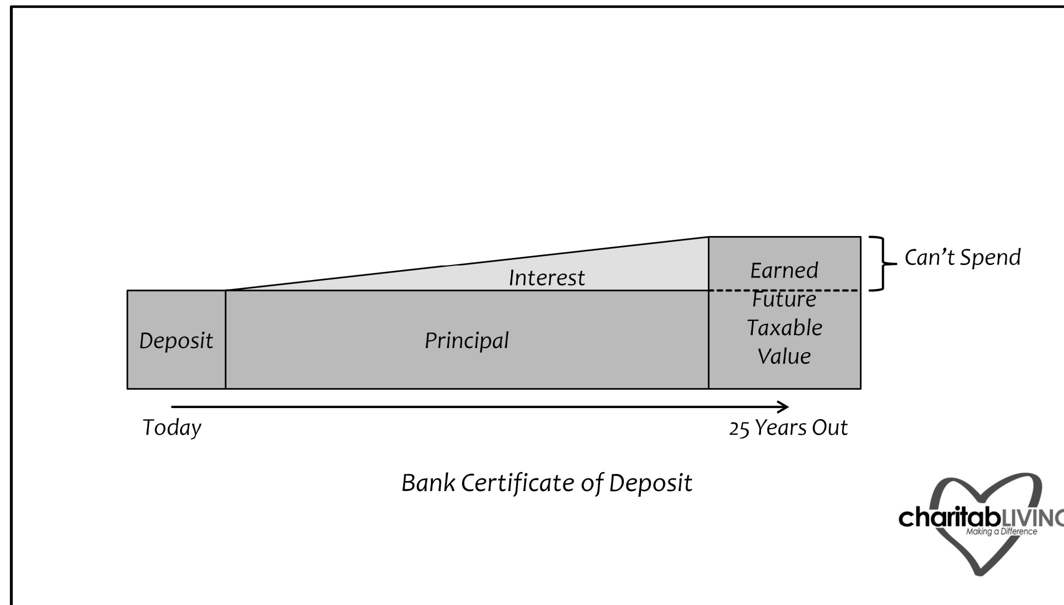
This is what a bank CD looks like. The depositor commits a sum of money – under contract – to (usually) a bank. The bank promises to pay a certain rate of interest. That rate of interest is fixed and cannot be changed – and results in a future value over a term decided between the bank and the depositor. Folks like CD's because neither their principal nor the rate of interest is at risk.



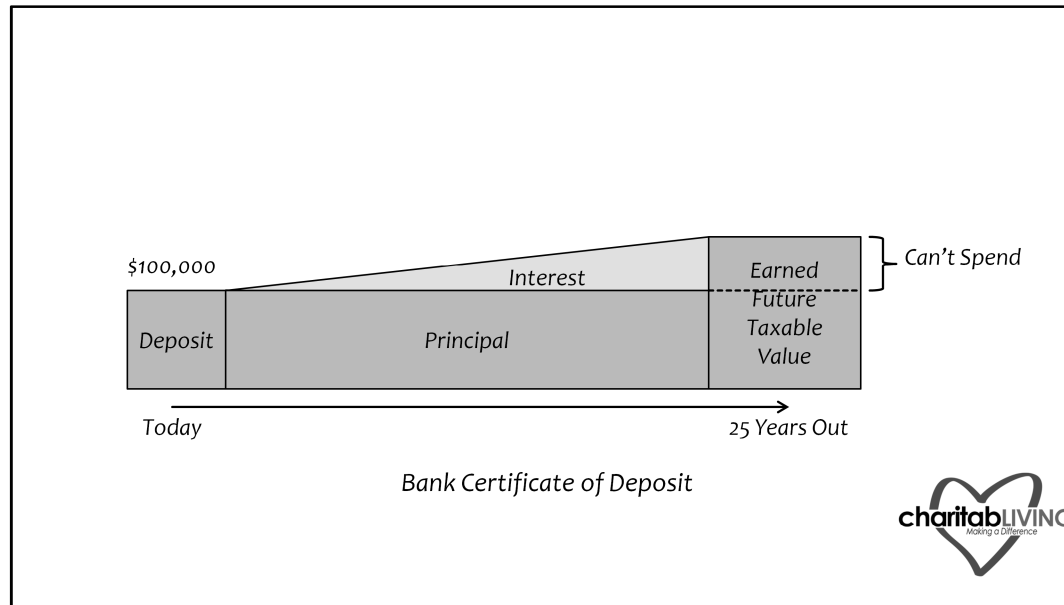
But there are also a couple of things we have to be aware of. First – the interest earned by the depositor is fully taxable as ordinary income.



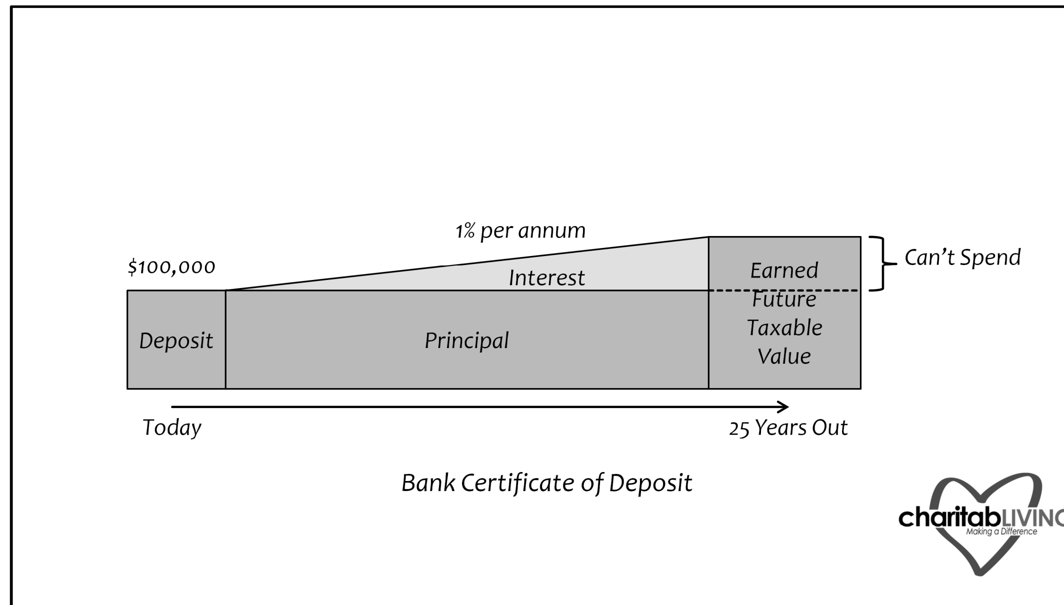
Second – that interest must be earned over the term of the deposit…



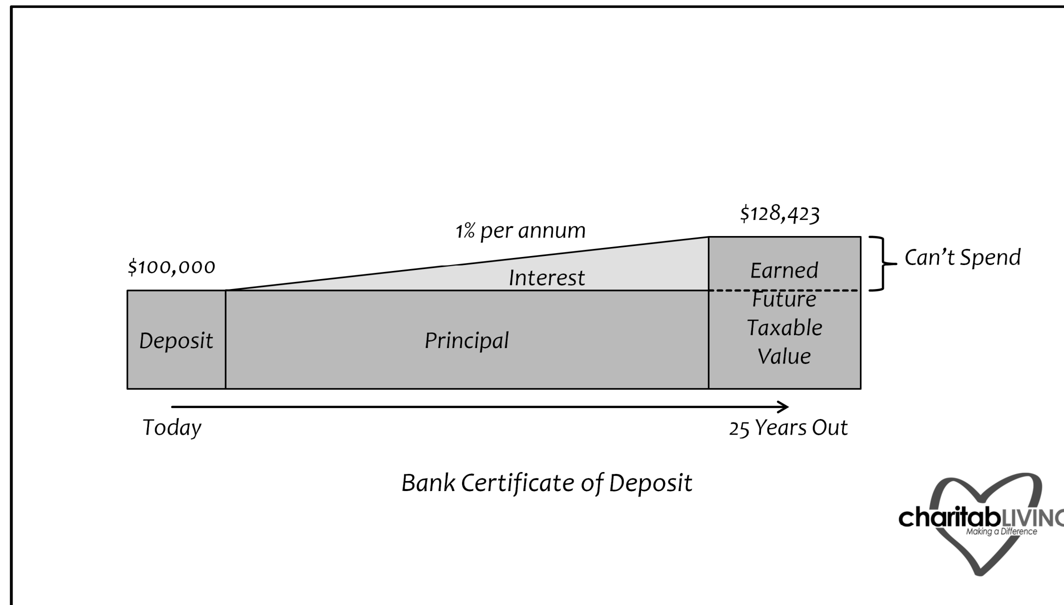
Meaning it can't be spend until it is fully earned – the maturity date of the CD.



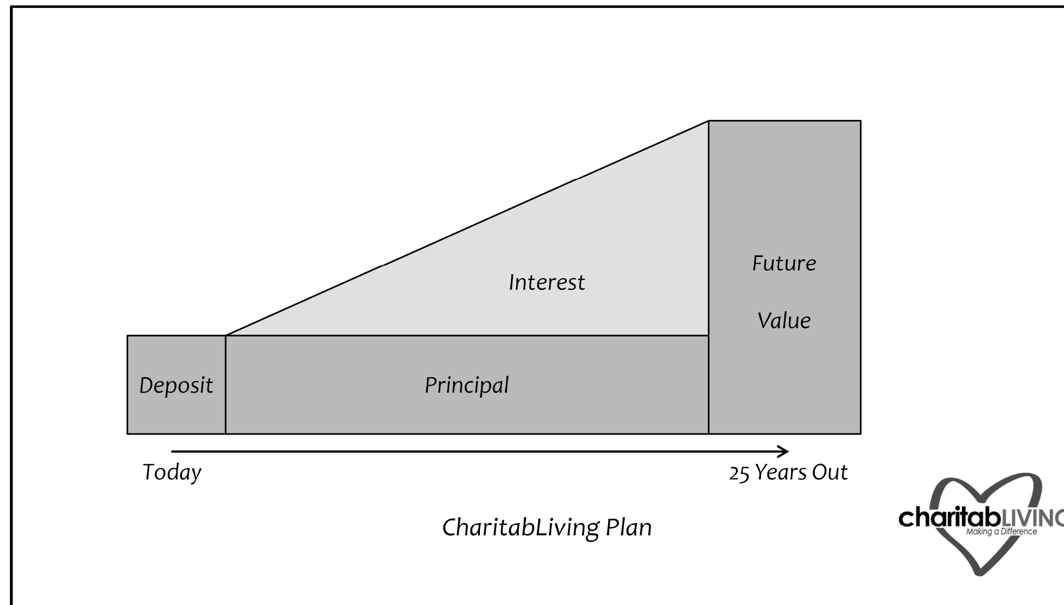
So if we consider a bank CD that starts out with a deposit of $100,000…



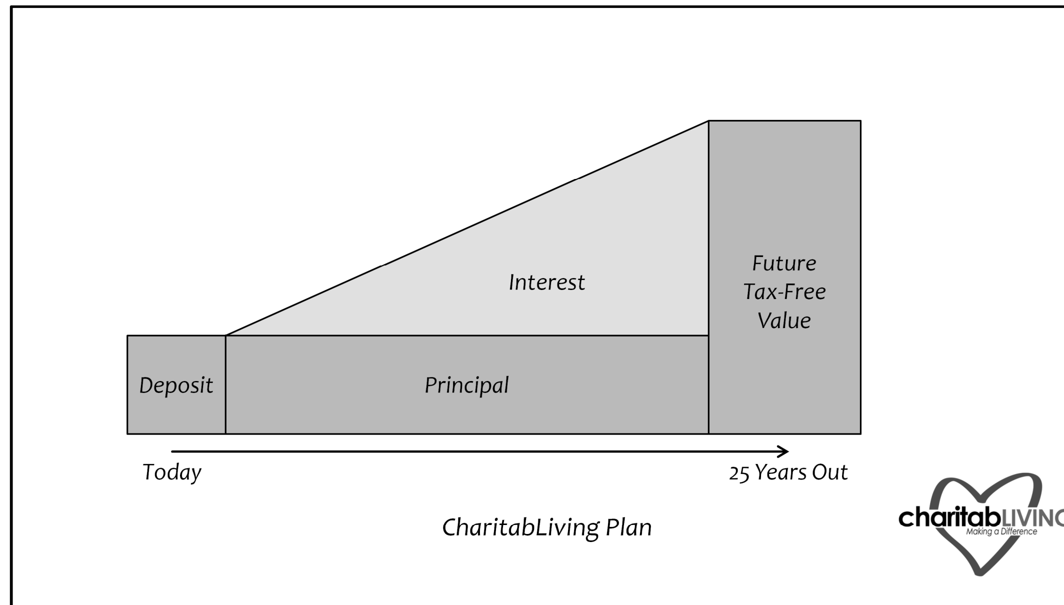
..that pays interest at a rate of 1% (the other thing people generally don't like about CDs – at least not right now)…



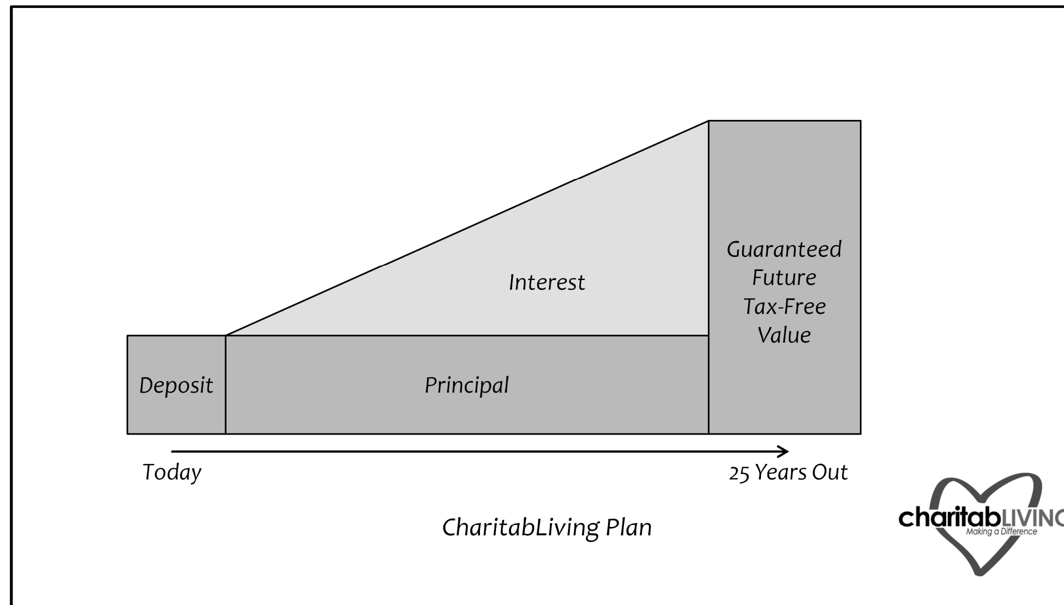
…then over 25 years, the depositor will turn his $100,000 into a whopping $128,243 before taxes.



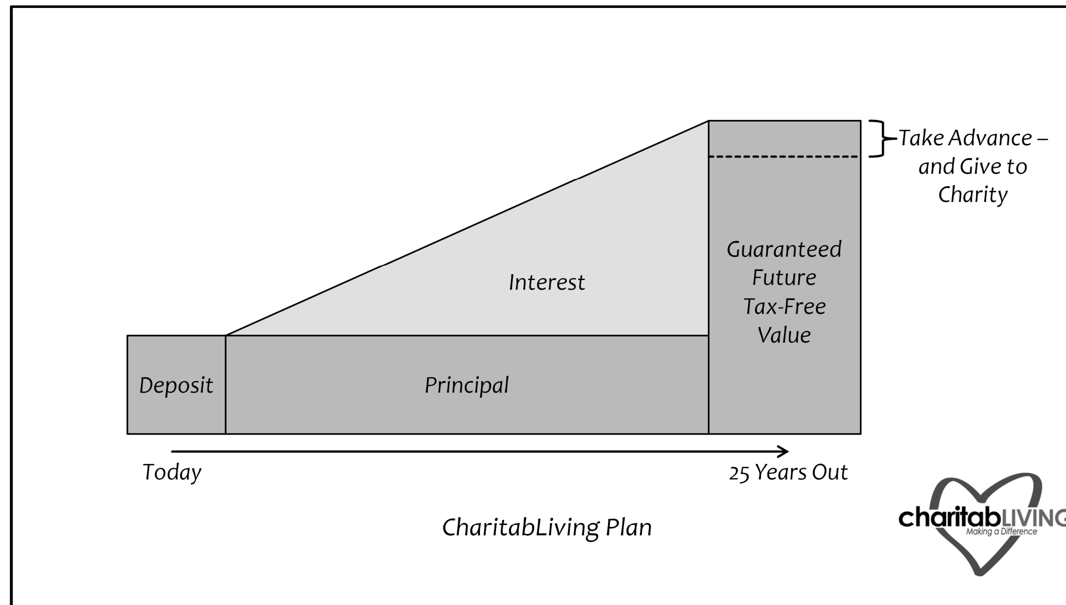
Now – let me introduce the CharitabLiving Plan. The first thing you probably noticed is that the future value is much greater than the CD – because the interest credited to the account is much higher. We'll talk more about that in a minute. But structurally – it has some characteristics that are quite similar to a bank CD. For example, like a CD, a CharitabLiving Plan is a contract, not an investment – so the "outcomes" are all defined and guaranteed by contract. The CharitabLiving Plan offers safety that is similar to a bank. It is issued by a large financial institution that has been around for over 100 years – and no depositor has ever lost money in one of these contracts. There are protections built in to the plan that are similar to the kinds of things that protect bank deposits. But there are also some very significant differences.



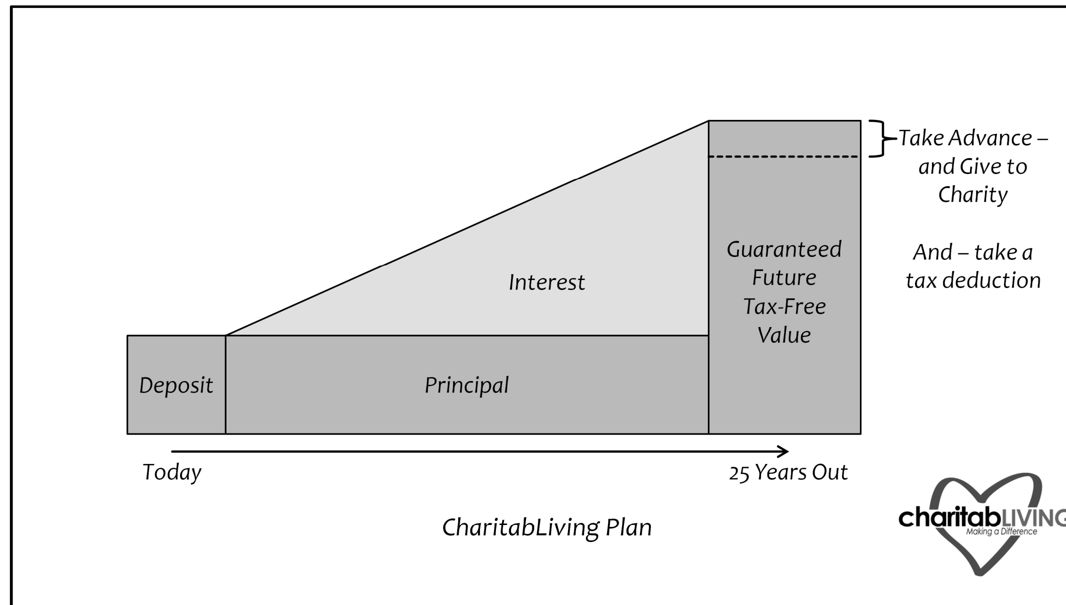
For example – the growth inside a CharitabLiving Plan is accessible tax-free – so we're already way ahead of the outcome that a CD can deliver.



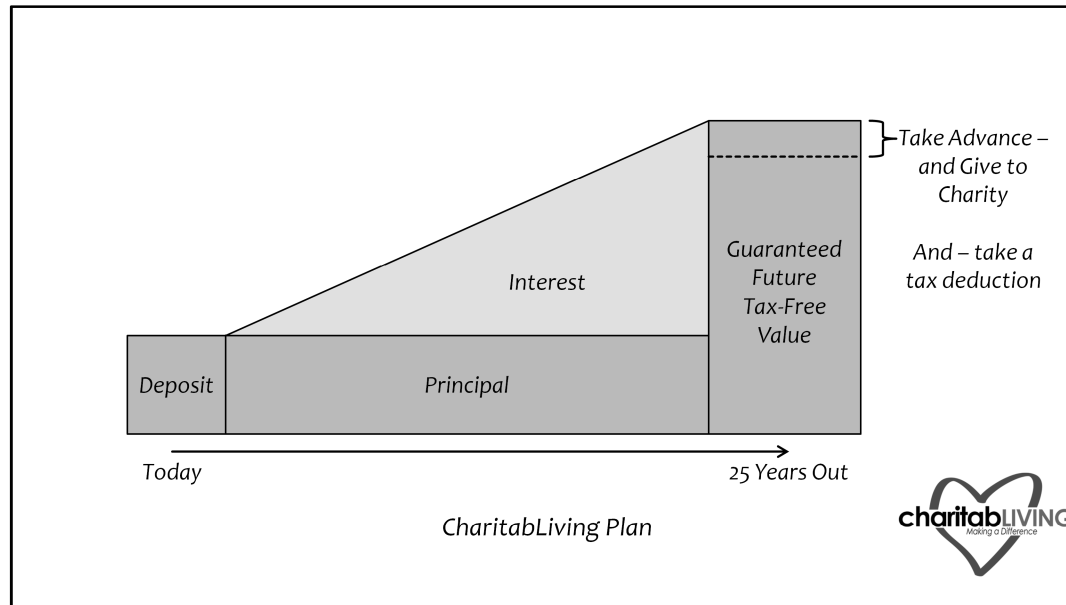
In addition, the future value of the contract is guaranteed. And since it’s guaranteed – the issuer of the CharitabLiving Plan offers the owner a very unique opportunity…



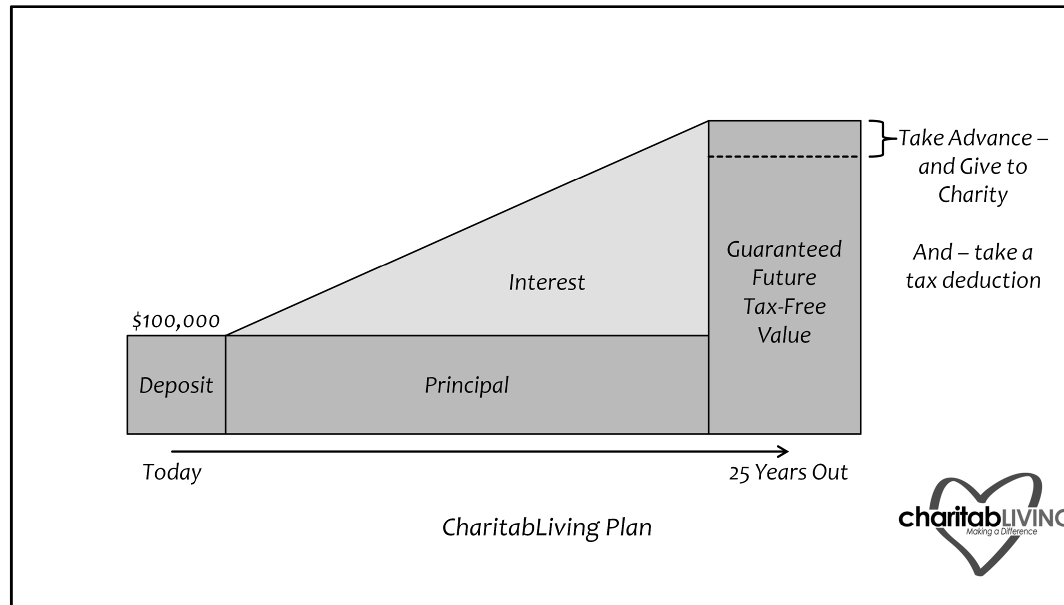
They'll let us take a portion of that guaranteed future growth today – and give it to charity.



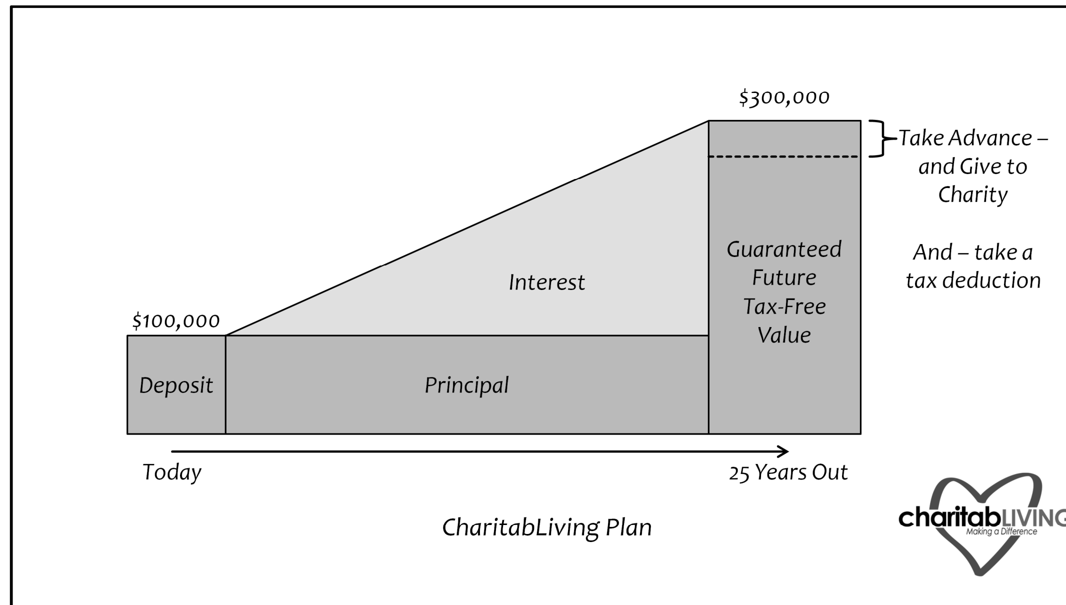
And by the way – the Plan owner can take a tax deduction for their gift – so not only can they access a portion of that future growth tax-free – but they can receive a tax deduction when they give it away to charity.



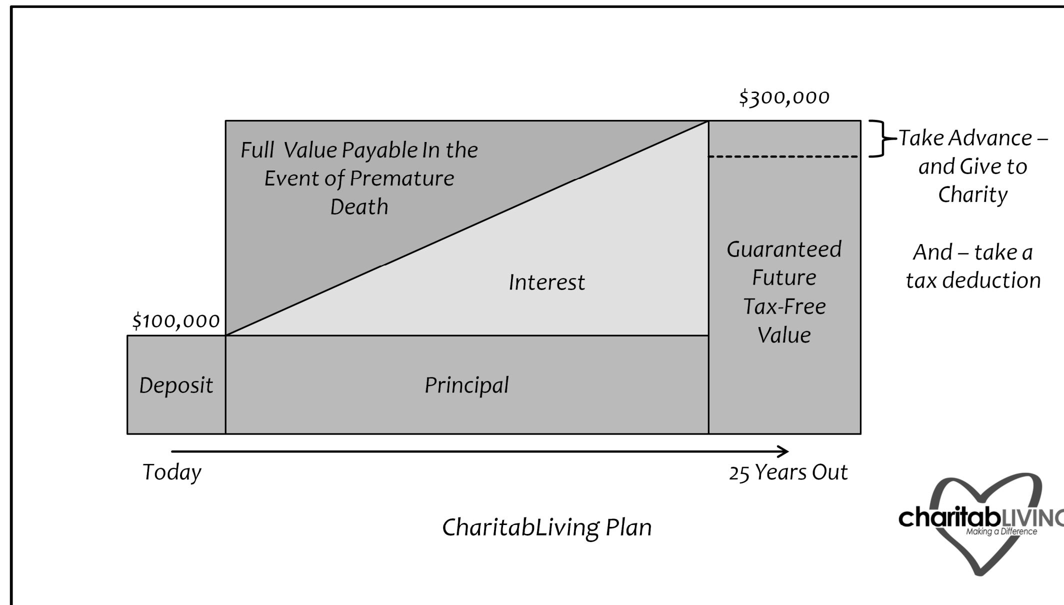
Now you may have noticed that compared to the bank CD – the future value of the CharitabLiving Plan is much greater – and that's because of the much higher interest earnings that are credited to a CharitabLiving account.



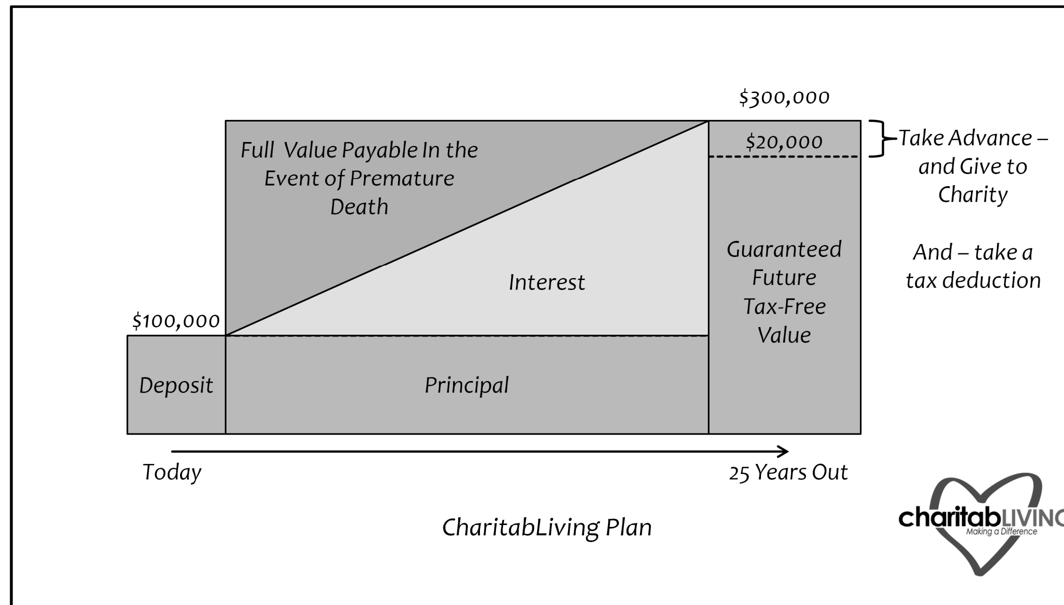
So if we started out with the same $100,000 that we used in the bank CD example…



…we might end up with a future value of not $28,000 and change – but $300,000 – more than 10X what that same CD would mature to.



By the way – since that future value is guaranteed – the contract issuer will also pay the full value of the contract in the event of the premature death of the Plan owner – which of course is a feature a CD could never even think about offering.



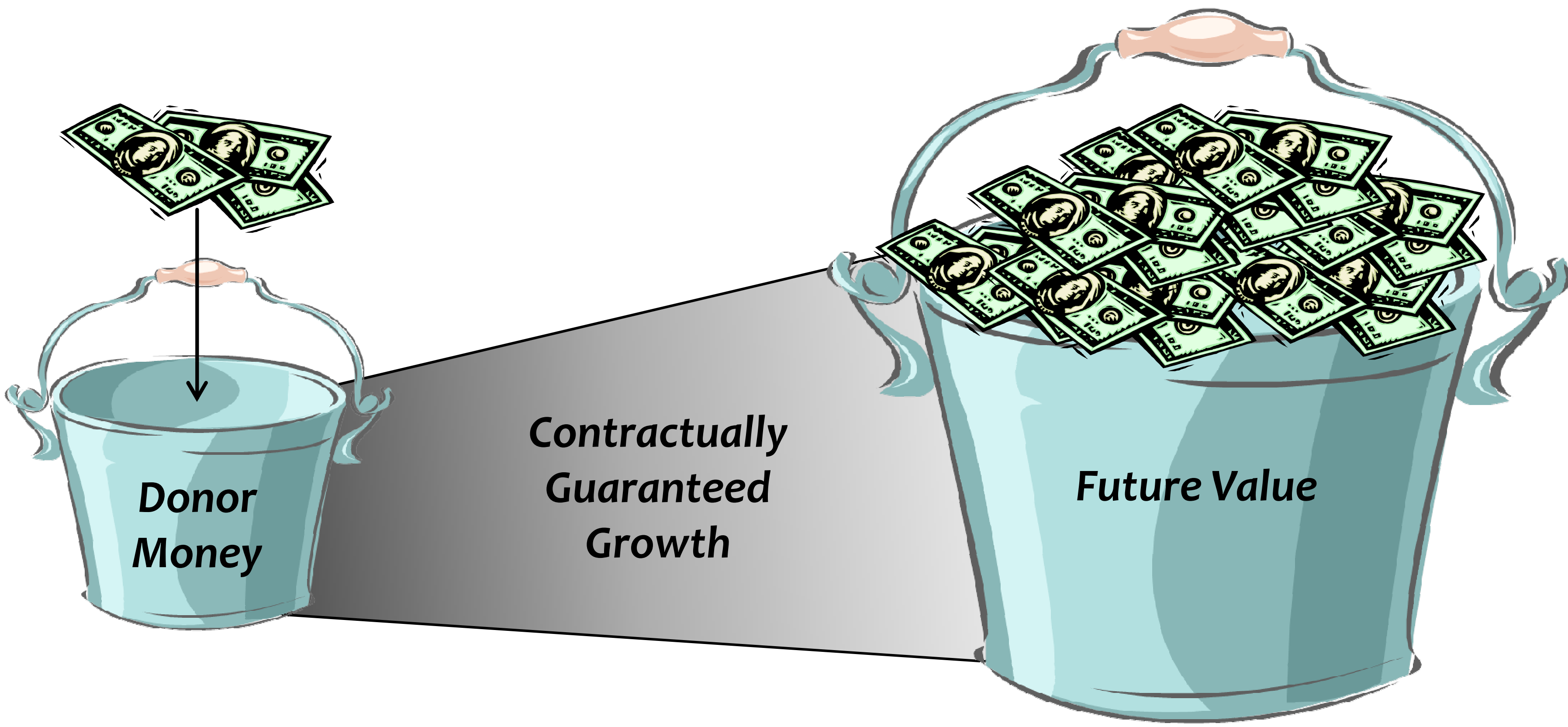
Finally – the part that's important to you is that the advance we talked about a minute ago for charity, could be $20,000 – even more in some cases – because the guaranteed future value is so large. Now obviously I don't know the answer to this – but I'd bet that there are people in your supporter base with CDs of the ho-hum bank variety – who don't want to give the money in them to you – but because they support the work you do – enthusiastically – they might be interested in an option like this that does a whole lot more for them – and you – at the same time – costing them nothing. What do you think?

CharitabLiving Plan Training – Session II
Indexed Universal Life

- *Goal: How to use IUL to create a Charitable Gift*
- *All slides/handouts will be sent after the call*

The CharitabLiving Plan

Guaranteed Lifetime Income Design	Guaranteed Refund Design
Charitable Gift Annuity	*Indexed Universal Life Insurance*



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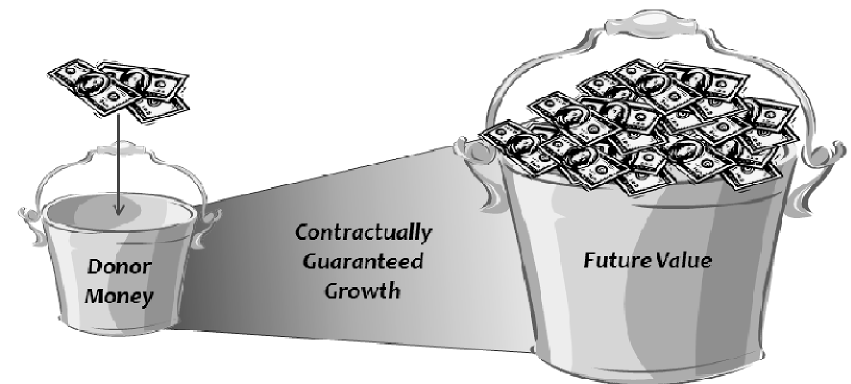
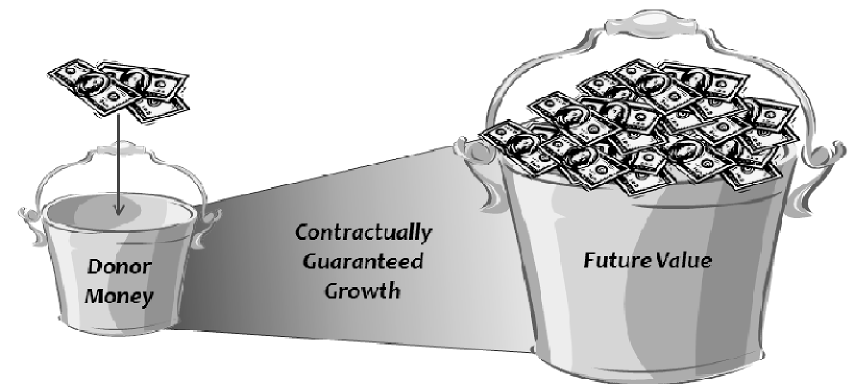
Making a Difference

The CharitabLiving "Contract"



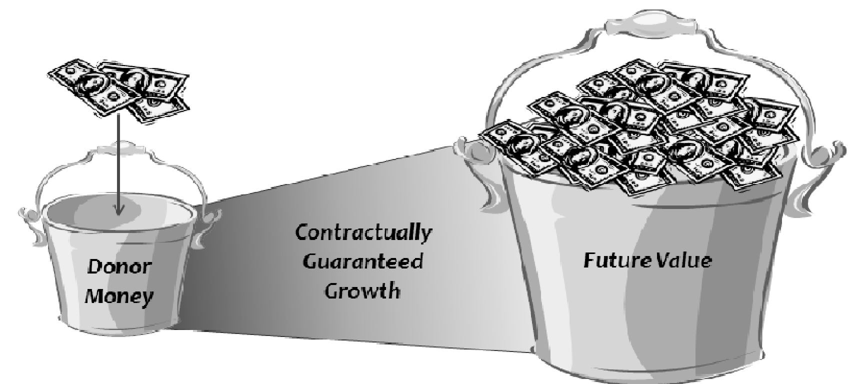
- Contract vs. Investment *(contract = defined outcome, investment = "at-risk" outcome, i.e. Bank CD)*
- *Funding deposits (premium) can be lump sum, installments, start-stop, variable*
- *Flexible Design Options – size of buckets, funding variability, future value advance variability, growth "crediting" options, tax impact options, "advance" repayments, "advance" interest rates, etc.*

The Future Value Bucket



- *Take advances from future value bucket – as soon as it's set up – give to charity*
- *Money given to Charity is Insurance Company money – not owner's money*
- *Gifts are tax deductible*
- *Advances are proportional to the amount in the Donor Money Bucket (up to about 45%)*
- *Advances are usually taken out tax-free*
- *Interest accrues on Advances – but may be capitalized (added to balance)*

The Future Value Bucket



- *Larger advances can be arranged – but are usually taxable*
- *Advances: No Qualifications, No additional Collateral, No Payments Required*
- *As Donor Money Bucket grows – additional advances may be taken as tax-free income*
- *All money remaining in Future Value Bucket passes tax free to Beneficiaries (which might include the charity)*

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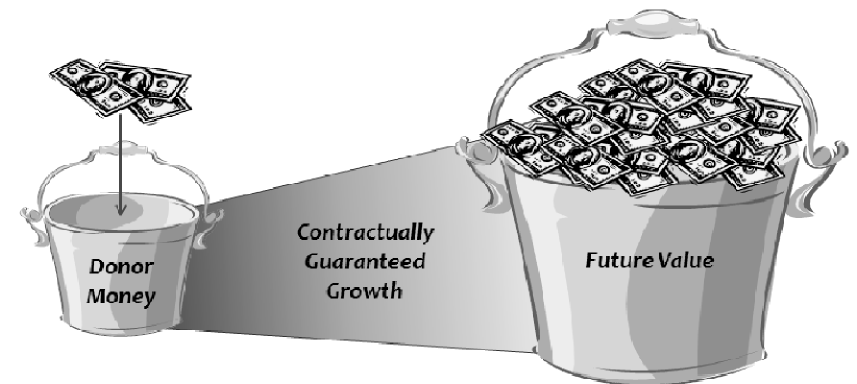
The Donor Money Bucket



- *Deposit options – regular, lump sum, irregular, start-stop*
- *Guarantee "No Loss" of value due to market risk*
- *Guaranteed Equity- Indexed Growth*

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Making a Difference

To MEC – or Not to MEC

Option A	**Option B**
Giving Over Time (5 years or more)	*Give an Up Front Lump Sum*
Future Withdrawals are Tax-Free	*Future Withdrawals are Taxable*
Slower Accumulation of Cash	*Faster/Greater Accumulation of Cash*
Funded over time (5 years or more)	*Typically Funded in Lump Sum*

Typical Design – Gifting + Income

Year	Age	Premium Outlay	Income for tax Reimbursement	Personal Income	Net Policy Value	Net Cash Surrender Value	Net Death Benefit
1	56	20,000	0	0	17,050	10,146	323,885
2	57	20,000	4,000	4,000	36,013	25,629	338,608
3	58	20,000	4,000	4,000	56,335	42,216	354,435
4	59	20,000	4,000	4,000	78,145	60,021	371,482
5	60	20,000	4,000	4,000	101,544	79,129	389,830
6	61	0	4,000	4,000	106,869	79,861	384,478
7	62	0	0	0	112,450	84,768	383,043
8	63	0	0	0	118,274	89,830	381,523
9	64	0	0	0	124,341	95,046	379,912
10	65	0	0	0	130,675	100,500	378,204
11	66	0	0	0	138,363	106,529	376,544
12	67	0	0	0	146,494	112,908	374,794
13	68	0	0	10,283	155,090	108,809	362,098
14	69	0	0	10,283	164,194	104,519	348,704
15	70	0	0	10,283	173,863	100,057	334,573
16	71	0	0	10,283	184,115	95,401	319,665
17	72	0	0	10,283	194,998	90,557	303,937
18	73	0	0	10,283	206,504	85,470	287,344
19	74	0	0	10,283	218,717	80,177	269,839
20	75	0	0	10,283	231,741	74,733	251,371
21	76	0	0	10,283	245,678	69,186	231,887
22	77	0	0	10,283	260,656	63,609	211,331
23	78	0	0	10,283	276,801	58,068	189,645
24	79	0	0	10,283	294,270	52,658	166,766
25	80	0	0	10,283	313,271	47,521	142,629
26	81	0	0	10,283	334,098	42,883	117,164
27	82	0	0	10,283	357,092	39,012	90,299
28	83	0	0	10,283	382,740	36,316	61,956
29	84	0	0	10,283	411,647	35,322	55,904

Funded with $20,000 X 5 Years

$4,000 X 5 Years Given to Charity

Full Liquidity (Net Surrender Value $100,000)

Annual tax-free income starting at age 68

Death Benefit at 82 = $90,299

Total Contract Value

Given to Charity =	*$20,000*
Tax Value of Gift =	*$5,000*
Income =	*$154,245*
Death Benefit @ 85 =	*$90,299*
Total =	*$269,544*

MEC Design – Max Upfront Gifting

							Non-Guaranteed Assumptions			
		NLG					Total	Net	Net Cash	Net
		Req.	Premium	Total	Total	Loan	Loan	Policy	Surrender	Death
Year	Age	Met	Outlay	Income	Loan	Interest	Balance	Value	Value	Benefit
1	56	Yes	100,000	0	0	0	0	97,325	91,694	250,256
2	57	No	0	20,000	20,000	1,200	21,200	81,876	76,865	229,056
3	58	No	0	0	1,200	1,272	22,472	86,767	82,375	234,513
4	59	No	0	0	1,272	1,348	23,820	92,044	88,271	240,639
5	60	No	0	0	1,348	1,429	25,250	97,707	94,554	247,120
6	61	No	0	0	1,429	1,515	26,765	104,374	101,840	255,251
7	62	No	0	0	1,515	1,606	28,370	111,496	109,581	263,754
8	63	No	0	0	1,606	1,702	30,073	119,089	117,794	272,653
9	64	No	0	0	1,702	1,804	31,877	127,176	126,500	281,998
10	65	No	0	0	1,804	1,913	33,790	135,792	135,792	291,834
11	66	No	0	0	1,913	1,858	35,648	146,174	146,174	304,277
12	67	No	0	0	1,858	1,961	37,609	157,288	157,288	317,371
13	68	No	0	0	1,961	2,068	39,677	169,196	169,196	331,140
14	69	No	0	0	2,068	2,182	41,859	181,953	181,953	345,593
15	70	No	0	0	2,182	2,302	44,162	195,626	195,626	360,778
16	71	No	0	0	2,302	2,429	46,591	210,260	210,260	376,674
17	72	No	0	0	2,429	2,562	49,153	225,912	225,912	393,365
18	73	No	0	0	2,562	2,703	51,856	242,599	242,599	410,828
19	74	No	0	0	2,703	2,852	54,709	260,394	260,394	429,260
20	75	No	0	0	2,852	3,009	57,717	279,381	279,381	448,712
21	76	No	0	0	3,009	3,174	60,892	299,637	299,637	469,212
22	77	No	0	0	3,174	3,349	64,241	321,244	321,244	490,823
23	78	No	0	0	3,349	3,533	67,774	344,264	344,264	513,568
24	79	No	0	0	3,533	3,728	71,502	368,754	368,754	537,533
25	80	No	0	0	3,728	3,933	75,434	394,771	394,771	562,827
26	81	No	0	0	3,933	4,149	79,583	422,406	422,406	589,614
27	82	No	0	0	4,149	4,377	83,960	451,697	451,697	617,912

Single Premium - $100,000

Immediate Withdrawal - $20,000 (could go up to $40,000)

Full Liquidity – Year 6

CGA Design – Gift to Charity, Charity Uses L.I. Policy for Income

								Non-Guaranteed Assumptions		
		NLG					Total	Net	Net Cash	Net
		Req.	Premium	Total	Total	Loan	Loan	Policy	Surrender	Death
Year	Age	Met	Outlay	Income	Loan	Interest	Balance	Value	Value	Benefit
1	56	Yes	100,000	0	0	0	0	97,325	91,694	250,256
2	57	No	0	4,000	4,000	240	4,240	98,836	93,825	246,016
3	58	No	0	4,000	4,240	494	8,734	100,505	96,113	248,250
4	59	No	0	4,000	4,494	764	13,498	102,366	98,593	250,961
5	60	No	0	4,000	4,764	1,050	18,548	104,408	101,255	253,821
6	61	No	0	4,000	5,050	1,353	23,901	107,237	104,703	258,114
7	62	No	0	4,000	5,353	1,674	29,575	110,291	108,376	262,549
8	63	No	0	4,000	5,674	2,015	35,590	113,571	112,276	267,136
9	64	No	0	4,000	6,015	2,375	41,965	117,088	116,412	271,910
10	65	No	0	4,000	6,375	2,758	48,723	120,858	120,858	276,900
11	66	No	0	4,000	6,758	2,900	55,623	126,140	126,140	284,192
12	67	No	0	4,000	6,900	3,279	62,902	131,857	131,857	291,827
13	68	No	0	4,000	7,279	3,680	70,582	138,053	138,053	299,813
14	69	No	0	4,000	7,680	4,102	78,684	144,765	144,765	308,140
15	70	No	0	4,000	8,102	4,548	87,231	152,040	152,040	316,837
16	71	No	0	4,000	8,548	5,018	96,249	159,902	159,902	325,863
17	72	No	0	4,000	9,018	5,514	105,763	168,386	168,386	335,282
18	73	No	0	4,000	9,514	6,037	115,800	177,486	177,486	345,048
19	74	No	0	4,000	10,037	6,589	126,389	187,252	187,252	355,334
20	75	No	0	4,000	10,589	7,171	137,560	197,739	197,739	366,166
21	76	No	0	4,000	11,171	7,786	149,346	208,997	208,997	377,544
22	77	No	0	4,000	11,786	8,434	161,780	221,080	221,080	389,504
23	78	No	0	4,000	12,434	9,118	174,898	234,019	234,019	402,041
24	79	No	0	4,000	13,118	9,839	188,737	247,837	247,837	415,205
25	80	No	0	4,000	13,839	10,601	203,338	262,558	262,558	429,074
26	81	No	0	4,000	14,601	11,404	218,741	278,236	278,236	443,775
27	82	No	0	4,000	15,404	12,251	234,992	294,872	294,872	459,289

Single Premium - $100,000

Annual Drawdown based on AGCA Payout Guideline 55 year-old, single life

Death Benefit at 82

Tips & Tricks

- *Remember – a single Premium doesn't necessarily mean a MEC*
- *Remember – a MEC still includes a tax-free death benefit*
- *Withdrawals from a MEC are taxable – plus penalty before 59-1/2*
- *Use Max Interest Crediting to Capture interest – but limit crediting to 7-7.25% in donor illustrations*
- *Upfront Charitable Contribution can be as much as 40-45% - but recommend keeping at 10-25% - keep pressure off policy*
- *Sometimes best to take charitable gift out of principal first i.e. - $100,000: Give $20,000 to charity, and put remaining $80,000 into IUL*
- *Don't forget kids/grandkids*

CharitabLiving Plan

Case Study #1 - Kathy, a 66 Year Old Widow

Kathy recently lost her husband after an extended illness. Without long-term care insurance, their assets had been ravaged, and Bob's pension income went away.

Kathy's church had been so supportive during her time of need. Now, they were expanding their building and needed money. Kathy wanted to help - the church had been so good to her during her husband's illness - but the only asset she had was a $100,000 CD they had kept in "reserve."

It generated a little income, and she needed every penny. Besides, if she got sick, she'd need that money - and couldn't bear the thought of becoming the financial burden on her kids that her husband had become to her because of his illness.

How could she do what her heart wanted her to do, but her head told her was impractical?

Problems: **Income:** She needed more the pittance of income her CD's paid.

Long-term care: Could she get it - could she afford it?

Church building project - Was there a way to help out?

Solution: **Mary moved her CD money into the CharitabLiving Plan.**

Outcomes: **Income:** The $5,000 (5%) from the CharitabLiving Plan was more than 5 times the income she had been earning on her CDs.

Long-term Care: Turns out her CharitabLiving Plan includes a long-term care benefit of up to $3,200 a month that is included in the plan at no additional cost - and that means peace of mind.

Giving: Even after having solved her income and long-term care problems, the CharitabLiving Plan allowed her to give the church $20,000 - far more than she ever could have dreamed. She was delighted and knew Bob would be, too.

CharitabLiving Plan

Case Study #2 - Jeff (46) and Paula (46)

As working professionals, Jeff and Paula had good income and enjoyed a comfortable lifestyle. They were diligent savers, but cautious investors.

Their $100,000 of "safe" money had grown to $140,000 over the years, and the rest of their money was being successfully managed.

But they hoped to retire at age 60 - just 14 short years away; and they knew taxes would have a huge impact over what they hoped would be a long retirement together.

And how could they better support the arts that had become such a big part of their lives?

Problems: **Income:** Would they have enough to enjoy the retirement they dreamed of and were working so hard to fund?

Taxes: Even if they built the income they hoped for, they knew taxes would be much higher in the future.

Giving: Could they be more supportive of the Arts?

Solution: **They moved their "safe" money into the CharitabLiving Plan**

Outcomes: **Income:** Their projected income at age 60 - $23,000/year.

Taxes: Their CharitabLiving Plan income will be tax-free forever.

Giving: With their income plans firmly in place, Jeff and Paula gave the Art Museum *and* the Symphony $12,500 each shortly after putting their CharitabLiving Plan in place.

Bonus: They dropped their life and long-term care insurance because their CharitabLiving Plan included both. That allowed them to add the $1,000 of monthly premium savings to their other investments, accelerating their journey to their early retirement goal.

CharitabLiving Plan

Case Study #3 - Justin (28) and Jackie (28)

Two years after marriage, Justin and Jackie were expecting their first child. They had so many competing needs. They wanted to give regularly to their church; they needed to begin saving for their new child's college...and retirement...and they certainly would now need life insurance.

But they were just getting started, and could only manage $200/month for all of it. How would they ever make it with so little to go around?

Problems: **Giving:** They wanted to give more generously to their church.

College: They hope to be able to send their child to college at their expense.

Retirement: They wanted to retire at a reasonable age - in rea sonable comfort.

Life Insurance: They need life insurance with a child on the way.

Solution: **They began contributing $200/mo to a CharitabLiving Plan.**

Outcomes: **Giving:** They are giving an extra $50/month to the church.

College: By the time their child reaches college age, their CharitabLiving Cash account is projected to have more than $50,000 of cash - a pretty good start.

Retirement: At retirement, their cash account is projected to have over $280,000 - which they can withdraw or turn into a tax-free retirement income of $20,000 per year.

Life Insurance: Their CharitabLiving Plan provides them a $250,000 death benefit for their child.

CharitabLiving Plan

Case Study #4 - Jim (78) and Marilyn (75)

Jim and Marilyn were at a stage in life where they wanted to do something meaningful for their 5 grandchildren as well as the local food bank. At the same time, they needed income themselves. They had $60,000 in tax-free municipal bonds that were maturing shortly. What options might they have?

Problems: **Grandchildren:** They were reluctant to leave them a lump sum, and preferred to do something they would be remembered for.

Giving: They had a passion for the hungry, and had always tried to support the food bank as they could. Wouldn't it be nice to do so in a more significant way?

Income: Their bonds had been paying them 4% - tax-free. Could they replace that income without taking on additional risk?

Solution: **They used their bond proceeds to put $10,000 into each of 5 CharitabLiving Plans for their grandchildren**

Outcomes: **Grandchildren:** Jim and Marilyn own the 5 CharitabLiving Plans, and draw the same tax-free income they got from their bonds. When ownership of the CharitabLiving Plans pass to their grandchildren, each will be worth about $7,000, and untouched, will grow to more than $1,800,000 when they retire.

The grandkids will be able to make additional deposits over their lives, and the cumulative death benefits will exceed $7,200,000 at their life expectancy.

Jim and Marilyn were thrilled to create financial legacy that will survive them for generations thanks to the CharitabLiving Plan.

Giving: The Plans sent $10,000 to the Food Bank up-front.

CharitabLiving Plan

Case Study #5 - Franks's Foundation

Frank sat on the board of a foundation that made annual grants to area charitable organizations.

Investing their money so that it would grow - *after* distributing 4% to charities was a challenge. They were taking more risk than was comfortable; investment fees were eating them up; and in low earning years, they were depleting principal - not growing it.

Was there an option that would reduce risk, ensure distributions, and hold fees and expenses to a minimum?

Problems: **Grants:** The foundation wanted to give away 4% of their assets each year without reducing principal.

Expenses: Was there a way to generate growth, income, and do so without exorbitant investment fees and expenses?

Solution: **They moved $1,000,000 of Foundation capital into a series of CharitabLiving Plans.**

Outcomes: **Grants:** The foundation was able to give away 4% of their asset base each year, far more than they had been able to give before - while still growing the asset base annually and predictably.

Growth: Their $1,000,000 is secured by life insurance policies with a total death benefit of more than $3,500,000 giving them a second way to ensure the long-term growth of their principal.

Expenses: The growth and giving figures above are net of all fees and expenses.

Bonus: The insurance benefits serve as “key man” policies on their board members and executives, ensuring that leadership transitions do not become a financial burden.

The CharitabLiving Plan Explained

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CharitabLiving Plan

The CharitabLiving Plan may be the most exciting, promising fund-raising strategy in the market today. Because it is focused on delivering tangible, measurable value to the donor above all, it has the ability to make donors out of supporters, and larger, more consistent donors out of existing ones.

Too many interactions between charitable organizations and donors are focused on the needs of the organization first, rather than the needs of the supporter. The CharitabLiving Plan changes that, and holds refreshing promise to grow relationships in a new way while giving organizations hope for long-term financial viability rather than just annual survival.

The extraordinarily unique result is that the contract owner can give the financial institution's money to charity, while protecting and growing their own – rather than depleting their income or other financial assets/net worth.

Recently introduced nationally, the Plan is receiving a grand reception and is being embraced nearly everywhere it is revealed. This document, which is broken down by topic, is designed as a follow-up to an introduction to the CharitabLiving Plan, and should answer most questions as well as provide the detail behind the Plan and its various design elements, applications, risks, and deliverables.

The contract issuer under the CharitabLiving Plan is an insurance company, and the contract is a very specially designed life insurance contract. Throughout this document, we will refrain from referring to any specific life insurance carrier. Several insurance companies issue contracts that fit the parameters of the CharitabLiving Plan, and since the insurance industry is highly competitive, we're always on the lookout for a policy platform that might offer better features.

We encourage you to study this document and contact Fortune Financial Group or our locally certified Charitable Development Officer if unanswered questions remain. Your future may reside in the pages that follow. Won't you take a few minutes to discover the power of the CharitabLiving Plan?

FRAMEWORK - The CharitabLiving Plan is based on an indexed universal life insurance platform. It combines a cash accumulation account featuring special growth opportunities - with a life insurance component that offers a highly unique "death benefit advance" feature.

FUNDING THE CharitabLiving PLAN - The CharitabLiving Plan allows complete funding flexibility via:

- A one-time lump sum deposit

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- Monthly, periodic, or irregular deposits
- Funding may be increased, decreased, accelerated, decelerated, suspended, and resumed almost at will, subject to the limitations of the insurance company.
- Lump-Sum deposits from individuals may need to be structured in order to minimize internal costs and preserve tax-advantages. Structuring typically involves depositing the lump sum into a premium deposit account and moving it systematically into the CharitabLiving Plan over a period of five years. This *does not* preclude the possibility of an up-front charitable gift. When applicable, both the rationale and methodology will be fully addressed with the individual.

GROWTH OF PLAN ASSETS - Each Plan contains two assets - a **cash accumulation account**; and a **life insurance death benefit**. Each grows inside the plan as follows:

- Cash Accumulation Account - Plan Owner can elect to have earnings credited based on:
  - A fixed rate of interest that can be altered by the insurance company annually.
  - An Equity Indexed-Rate, which tracks the actual performance of an equity index such as the S&P 500 Stock Index, subject to a guaranteed minimum earnings floor - and a non-guaranteed earnings cap. Additional support material is available. Equity indexed contracts typically earn more than 7% compounded over almost any 20 year period, and do contain "no loss" guarantees.
  - Plan Owner can elect to have their money contract account credited with a blend of fixed and equity indexed earnings (i.e., 50/50, 60/40, etc.) and change their election annually at the policy anniversary date.
  - As earnings are credited at the end of each year, they become principal, and are protected from loss.
- Death Benefit - the Death Benefit is an "Option B" - Increasing Death Benefit, and, subject to loans and loan interest - will grow each year at a rate determined by the contract.

DEATH BENEFIT LOAN/ADVANCE - Arguably the most unique feature of the life insurance platform is the ability to access an advance (loan) against the death benefit. The death benefit loan feature in this policy does not impact working cash inside the policy. This allows cash to accumulate much more quickly than in traditional policies, which enhance income opportunities, adds liquidity, and makes more cash available for charitable donation.

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Here's how the death benefit loan feature works: if the Plan Owner has a cash account balance of $10,000; the Owner could access up to 40% of that balance, or $4,000 in this example, *from the death benefit*. The entire $10,000 in the cash account – less the cost of insurance - continues to be credited with earnings because the $4,000 was an advance against the death benefit - regardless of whether that death benefit is $100,000 or $1,000,000.

While the "advance" is in fact a loan, the "terms" of the advance are also highly attractive:

- No qualifications - no application, credit check or other underwriting criteria
- No payments - interest is accrued and added to the outstanding loan balance
- The sole source of repayment of the loan is the death benefit itself, so no interest or principal payments are necessary as long as the policy remains in force.
- No Collateral - the Death Benefit also serves as primary collateral. While the Cash Accumulation Account does serve as standby collateral, it continues to be credited with earnings, and only becomes actual collateral if the primary collateral - the death benefit - ceases to exist - meaning the policy is allowed to lapse.
- Loan interest does accrue at a stated rate with a lifetime maximum. The only impact of interest on the CharitabLiving Plan is that - as standby collateral - it is netted against the policy value for illustration purposes, and shows up as a “net surrender value.”

It is important to note that 40% of ALL premium deposits may be accessed against the death benefit - *foreve*r. If a Plan Owner has elected to fund a Plan with monthly premium deposits, each deposit creates another "advance" opportunity equal to 40% of the premium deposit.

Once the death benefit advance is accessed, the Plan Owner can do any of three things with the money:

- **Save it** – including possibly re-depositing a portion of the advance back into the Plan's cash accumulation account where it too will be credited with earnings; having the effect of turbo-charging the growth of the cash account ($10,000 deposit plus $4,000 of advance funds = $14,000 [less insurance costs] available for earnings crediting).
- **Spend it** - In the non-charitable world, we often recommend clients use the advance proceeds to pay the tax bill to convert qualified money (IRAs, 401ks, etc.) into non-qualified money (since non-qualified money inside a properly designed life insurance policy will grow tax-deferred and can be accessed tax-free). Additional information on this and other applications of the policy platform can be found in the subject ALTERNATIVE APPLICATIONS later in this document.
- **Give It Away** - Here's where the power of the CharitabLiving Plan comes into play. The Plan Owner could give away the entire 40% death benefit advance money to charity while still preserving his entire deposit(s) (less insurance costs).

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This is a completely voluntary act since the individual owns the Plan and neither the charitable organization, Fortune, nor the insurance carrier can compel them to give. However - it creates enormous goodwill between the charitable supporter and the charity - which - when added to the pre-existing relationship, has the power to drive tremendous dollars into the charitable organization - largely from new donors who might not otherwise feel they have the ability to make a (significant) financial contribution to the organization's work.

It should also be noted that we do not advocate maximizing the full 40% advance option unless the Plan owner understands that additional premium contributions may need to be made in the future if credited earnings are not sufficient to cover both the interest on the advances and the annual cost of insurance. In fact we typically recommend advances of 10-25% in order to minimize the chances of any future premium deposits becoming necessary.

Most policies we would employ for the CharitabLiving Plan do include an "overloan" protection rider that further protects the Plan owner against the risk of advances requiring further funding.

CHARITABLE GIVING COMPONENT - Since the goal of the Plan is for the Plan Owner to make the best possible decision for him/herself first, most giving comes from "found" money - the death benefit advance. This up-front cash can be very important to the organization, but the giving potential doesn't stop there. Two other giving opportunities exist.

1. The Plan Owner could distribute (a portion of) policy earnings to the charity on an annual basis.
2. The Plan Owner could make the charity a beneficiary of the policy's death benefit.

Example: A supporter deposits $100,000 into a CharitabLiving Plan. He/She takes a $20,000 advance and gives it to charity as an up-front contribution. After 10 years, the Owner elects to take $5,000 of annual income from the Plan and contributes it to the charity. Finally, if the Plan's death benefit at the time of the Plan owner's death is $300,000, the Plan owner could make the charity a $50,000 beneficiary. If the owner passes away 20 years after starting income from the plan, they will have given $20,000 up front, plus ($5,000 x 20 years) = $100,000 over time: and will have left $50,000 as a death benefit. Total giving: $170,000. Total to family from original $100,000: $250,000.

TAKING MONEY OUT OF THE PLAN - Like all savings, the purpose is to build a fund that is accessible when needed. Since there are two assets - the cash accumulation account, and the death benefit - there are distribution options for each:

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1. **Cash Accumulation Account** -
    a. All distributions are at the discretion of the Plan Owner, and are initiated by simple written instructions provided to the insurance carrier. Remittance typically takes less than 10 days, and can be set up on an automated schedule.
    b. Distributions can be tax-free when taken as a series of additional loans against the policy - rather than from cash earnings (which would be taxable). Like any loan, the proceeds are not income, and are therefore not subject to taxation.
        i. Lump-Sum Distributions may be made at any time. There will be a maximum distribution that will be less than the "net surrender value" in order that enough cash remains inside the policy so that projected earnings on that cash balance will be sufficient to "pay" the annual insurance cost internally.
        ii. Income Payments may be taken as a series of loans making them tax-free also. This would be done with the intent of allowing the death benefit to extinguish the loans so that the proceeds can be taken as income without a lifetime repayment obligation.

            The Plan Owner may set income payments at any level he/she wishes. However, if income is set at a rate where policy earnings are incapable of sustaining it, income may need to be adjusted or even suspended. To avoid (or minimize the possibility) of this outcome, the Plan Owner may wish to set income at a lower rate than might actually be available. *Generally speaking*:

            1. Lifetime earnings may be taken immediately upon Plan inception at a rate of 4-5% of premium deposits with minimum risk of depletion.
            2. Deferring income will mean that cash will compound, and can be taken at a higher rate the longer the deferral period.
2. Death Benefit - distribution is determined by beneficiary designation, which is in the complete control of the Plan Owner.
    a. Beneficiaries may be updated, changed or deleted at the owner's discretion.
    b. The distributable death benefit will be the net amount after the insurance company recovers any advances/loans - plus interest on those loans.
    c. We encourage Plan Owners to consider the charity as a beneficiary in order to leave a legacy gift upon the Plan Owner's death.

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d. One other feature of the Plan permits an additional drawdown of death benefit assets in the case of long-term care needs. While the formula is rather complex, approximately 2% of the death benefit may be accessed each month for long-term care needs. If the death benefit is $200,000, the maximum benefit under this provision would be $4,000/month. To qualify, the insured would need to be incapable of performing 2 of the 6 "Activities of Daily Living" - ADL's.

AGE - HEALTH - AND INSURABILITY - A natural question is how the CharitabLiving Plan works across a wide spectrum of ages and health conditions; and can one participate if they're uninsurable. Contrary to how insurance is typically marketed, the CharitabLiving Plan is usually constructed to minimize the amount of the death benefit so the cost of insurance is *minimized*, and the *maximum* amount of client cash goes into the cash accumulation account.

The minimum amount of insurance is dictated by law/regulation when the policy is designed for tax-free distributions. This regulation is the government's recognition of the value of a tax-free accumulation account, and therefore limits participation.

- Age - While it is natural to assume that the Plan's "math" would work better for a younger insured versus an older insured, this is not the case. While the "rate per $1,000" of death benefit is lower for the younger insured, more insurance is required by regulation. The hypothetical example below may be helpful:

Age	Cost per $1,000 of Insurance	Minimum Required Death Benefit	Cost of Insurance
30	$.37	$500,000	$185
60	$.94	$200,000	$188

  Therefore, if both insureds deposit a premium of $1,000, each has approximately the same amount of cash building inside the policy, and each could expect a similar outcome.

  This is not to minimize the value of the death benefit - in fact, there is no other product on earth that allows us to purchase a fixed quantity of future dollars more inexpensively than life insurance. As a result, many will want to purchase more than the required minimum, which we not only accommodate, but encourage. This discussion is intended only to provide insights into the nuances of Plan construction.

- Health - Health conditions also impact the cost of insurance, and are determined by underwriting. Upon application, the insurance company - at their expense and the client's convenience - will schedule an in-home paramedical exam. The results will

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determine the "rating" classification. Lower cost of insurance means more money going into the cash accumulation account.

When one spouse is healthier than the other, we'll often recommend a "survivorship" Plan. Insurance costs are determined on the healthier of the two spouses; and the death benefit is paid on the passing of the last spouse.

- Uninsurability - When health conditions preclude the carrier from offering coverage we often recommend setting the CharitabLiving Plan where a child(ren) or grandchild(ren) serves as the insured lives. Under this arrangement, the Plan Owner controls the cash and all related decisions such as the distribution of income, crediting options, charitable distributions, etc. The insured life is just that - and has no other role in the Plan. Most often, the "insured" will inherit the Plan, including its cash component, which can be a tremendous way to "pass" wealth to succeeding generations (guarantees them a death benefit, provides a tax-free cash accumulation vehicle). *The outcome of this strategy can create a family financial dynasty with relatively little money input.* If this option speaks to you, we encourage you to study the "*Jim and Marilyn"* case study at the end of this document.

IS OUR CHARITY MAKING FINANCIAL RECOMMENDATIONS - Some organizations struggle with the question of whether they want to be in the position of making financial recommendations or providing investment advice to their supporters. This is an important consideration to which we would add these thoughts:

- Not Investment Advice - Life insurance is a money contract, not an investment. That's not a semantic distinction; it's a legal one. Investments involve risk and a hoped-for outcome. Money contracts define performance, outcomes, and often guarantee results.

  The CharitabLiving Plan is a money contract. It defines exactly what the cost of the insurance component will be, how earnings will be credited to the cash accumulation account, what loans are available, and what will be paid at death. It also contains two guarantees - the guaranteed death benefit, and the 2% minimum earnings guarantee.

- Reputational Risk - Regardless of money contracts and guarantees, there remains a reputational risk for the organization introducing the Plan. That risk is a function of the professional interaction of Fortune staff with your supporters. We understand that risk; we set the bar for ourselves higher than the organization likely would; and we are very aware that any "backfire" will not only taint our relationship with the organization we're

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serving, but others as well. We cannot afford anything less than complete professionalism - and are committed to that end.

- Risk Disclosure - The CharitabLiving Plan is not risk-free, and we do our best to include a full discussion of the three risks involved in the Plan. These are discussed in this document under the heading: RISKS. We want anyone considering the CharitabLiving Plan to make a fully informed decision, with eyes wide open.
- Donor-First: The Five Money Needs - To preserve the purity of the CharitabLiving Plan's "Donor-First" approach (it first has to be good for the donor, before it can be good for the charity), we start by telling prospects about the Five Money Needs:
    - **Safety** - we want our money to be safe from market risk and failure of the institution holding it.
    - **Growth** - We want our money to grow at an acceptable rate for the relative degree of risk it is exposed to.
    - **Income** - At some point in life - whether now or later, we want our money to become an income stream - hopefully - an inexhaustible one.
    - **Liquidity** - We want to be able to get at (enough of) our money in the event of an opportunity or emergency.
    - **Tax-Efficiency** - Recognizing that taxes are the greatest thief of wealth on the planet, we want to accomplish all these goals as tax efficiently as possible.

These are characteristics we aspire for our money. These five are comprehensive, none are superfluous, and no "main-stream investment" we're aware of offers them all simultaneously. The CharitabLiving Plan does - precisely because it is not an investment, but a money contract. *We encourage prospects to evaluate the CharitabLiving Plan on the basis of these five universally desired attributes; and further to compare their current investments and investment plan, to the CharitabLiving Plan in terms of the Five Money Needs.*

We want people to make the decision to utilize the Plan to be based on reason, logic, objective evaluation, and comparison. The second decision - the decision to give - can then be more heart-driven.

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ALTERNATIVE APPLICATIONS - At its core, the CharitabLiving Plan is just an application of the underlying life insurance policy platform. That platform predates the CharitabLiving Plan and was designed for other applications, many of which we at Fortune Financial Group advocate on a daily basis with clients who strive to meet other financial needs - whether charitably driven or not. Some of the more exciting uses of the policy platform are highlighted here.

- Foundations and Endowments - can utilize the insurance policy platform by deploying investment capital in a policy or series of policies, utilizing the "lives" of people in whom the organization has an "insurable interest" (Executive Directors or other staff members, Board Members, Key Donors). Sometimes their participation is encouraged by offering to make them a partial beneficiary at no cost. Once money has been moved into the policy, the Foundation or Endowment benefits in five key ways:
    - An income stream can be drawn safely at an annual rate of up to 7%.
    - Long-term growth is ensured by an initial death benefit that is typically 3-5X the capital deployed into the policy; and can grow to 10X or more over the insured's life expectancy.
    - The insurance carrier charges no investment expenses/fees; so net returns are often greater than with traditional investments.
    - With the minimum earnings guarantee, deployed capital is not subject to market risk - making the CharitabLiving Plan a "cash-equivalent" investment.
    - When the insured life is that of an Executive Director, Board Member(s), or Key Donor(s), it acts as a "key-man" policy - an immediate source of capital to smooth the transition created by the death of the insured.
- Charitable Gift Annuity Programs - The CharitabLiving Plan shares several key donor benefits with a Charitable Gift Annuity, adding others that the CGA cannot. For example, like a CGA, the CharitabLiving Plan offers a lifetime income stream, certain tax advantages, and financially benefits the sponsoring organization. However:
    - The CharitabLiving Plan's income payout rate is competitive with CGAs, but because it is not discounted for joint-annuitants or younger annuitants, its payout is far superior to a CGA in certain categories and thus opens up the prospect demographic substantially
    - Income is tax-free in the CharitabLiving Plan vs. tax-favored with a CGA
    - Generally, the up-front tax deduction available to the participant is greater
    - The "gift" is ***FULLY REFUNDABLE*** in the CharitabLiving Plan - and often at a substantial multiple of the initial funding amount thanks to the death benefit

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The charitable organization also benefits from a number of key advantages that do not exist with a CGA:

- The institution has no investment risk
- The institution has no mortality (longevity) risk
- The institution has no fiduciary risk - and therefore there is no balance sheet impact
- Lump-sum withdrawals can be made in lieu of income if needed
- The institution receives (on average) 20% of the gift amount ***up front***
- The Residuum with the CharitabLiving Plan is often *several multiples* of the initial "gift"
- There are no set-up, regulatory, or other costs to the CharitabLiving Plan

While some organizations may elect to replace their CGA with the CharitabLiving Plan - or utilize the CharitabLiving Plan as an alternative to the expense and administration of setting up and offering CGAs; others will use the CharitabLiving Plan to "enhance" their existing CGA offering. This can be as simple as adding a parenthetical line to promotional material that says, *"Ask about our insured - 100% REFUND option."*

- As an Alternative to Qualified Plans - Many organizations - both profit, and non-profit, utilize the insurance carrier policy platform as an alternative to qualified plans like 401ks, SIMPLEs, Keogh's and others. It preserves most features of other company-sponsored plans, like tax-deferred build-up and matching contributions (accessing and re-depositing the death benefit advance proceeds); but adds others that qualified plans cannot; such as tax-free distributions, penalty-free access prior to 59-1/2, a death benefit, no market risk, and a guaranteed minimum growth rate.
- Conversion of Qualified Plan Funds - More and more, those who have already accumulated assets in qualified plans are realizing that they're also accumulating a gigantic tax liability - and one that is almost certain to grow as the prospect of higher future tax rates creeps into reality. Many elect to collapse their qualified plan, move their money into the insurance policy, and utilize the death benefit advance feature to pay the tax and/or penalty at today's rate. Not only does the individual preserve and grow virtually 100% of their principal funds (since the tax/penalty is paid with insurance company money), but they get the other benefits of the policy, i.e. the death benefit, tax-free distributions, penalty-free access, etc.

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RISKS - In introducing the CharitabLiving Plan, we are careful and thorough about identifying the three risks involved with the Plan. Following is a bullet-point discussion of each:

1. Failure of the insurance carrier
    - Most insurance companies used for the CharitabLiving Plan are well over 100 years old and will have survived every financial calamity over their history.
    - Most carriers will be "A" rated or better by S&P, Moodys, A.M. Best, and others
    - Most carriers' cash reserves exceed liabilities
    - "Surplus" cash allows them to uniquely offer the death benefit advance feature
    - There is a public "safety-net" that applies to policy-owners that works in similar fashion to how FDIC insurance protects bank depositors
2. Increase in the Cost of Insurance (internal to the policy)
    - While "maximum" mortality rates can be applied, the insurance carriers we use for the CharitabLiving plan have never increased mortality (insurance) costs in their history
3. Credited Earnings Fall Short of Expectations
    - Even though the Plan Owner can choose the fixed rate option, the equity-indexed option, or a blend of the two (see the topic GROWTH above)...
    - And even though all crediting options are protected by the minimum crediting guarantee...
    - The cost of insurance and the accrual of interest on outstanding loan balances could have a negative impact on the Plan. That impact could take the form of:
        - those taking income might have to reduce or suspend income distributions
        - in extreme cases, additional cash may need to be infused into the policy to keep it in-force

All risks are fully disclosed, a large amount of public information is available, and no prospect is ever pressured to purchase a CharitabLiving Plan.

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HOW CAN THE INSURANCE CARRIER PROFITABLY OFFER SUCH FEATURES - This is a question we often hear, so it bears some discussion. The insurance carrier makes money three ways with this policy platform:

1. Insurance Component - the premium charged by the insurance carrier for the pure insurance component (death benefit) is their core business. It is the equivalent of annual renewable term insurance - which they have profitably offered for 165 years.
2. Cash Accumulation Account - earnings credited to the Owner's cash accumulation account reflects the insurance carrier's investment experience, *less a spread*. The carrier bears little investment risk, and the spread ensures a margin on investing activity
3. Death Benefit Advance Feature - even though the terms (no qualifications, no payments, no collateral, non-callable) are unavailable to us in the traditional lending community, they are available to policyholders because the primary collateral is the death benefit, and stand-by collateral is the policy's cash value. Therefore, the insurance carrier has no net credit or default risk on the death benefit loan, and earns a 6% rate of interest (simple) on the principal balance. Lending on such terms is profitable for the insurance carrier - or for that matter - any lender.

CHARITY'S COST FOR THE CharitabLiving PLAN - Fortune is paid a commission for the placement of the contract by the insurance carrier; therefore we are able to work for both the charitable organization and the supporter/client at no cost to them whatsoever.

Those charities wishing to add a video “tag” to the front end of our “donor introduction video” will incur a small fee for production. While this is a completely optional service, it will increase viewership and response rates due to the personal nature of the appeal. The charge for this service is $399 – and in most cases, we will credit the cost back as a donation to your organization when we close the first CharitabLiving Plan with your donor.

CONSTRUCTING YOUR INDIVIDUAL PLAN - The CharitabLiving Plan platform has a tremendous amount of built-in flexibility and is customized for each individual client. Decision points for the client include:

Initial Premium Funding

Ongoing Premium Funding

Earnings crediting (fixed/variable/blend)

Beneficiary Designations

Liquidity projections - 1 - 5 - 10 years out

Charitable Giving Component

Income - immediate or deferred

Accessing/using the death benefit loan

Death Benefit/Face Value of Policy

Structure - Tax-free vs. Taxable

Insured life/lives

Sources of funding - cash flow/reallocation of assets

Information in this document attempts to explain how a special life insurance platform is used to achieve the projected outcomes of the CharitabLiving Plan. It is intended as information only. It is no t a solicitation of offer to see life insurance. Nothing in this document has been approved or dis-approved by any insurance carrier or regulatory agency.. Fortune Financial Group complies with all applicable laws and regulations, and is not licensed to sell insurance an in all states.

WHO IS FORTUNE FINANCIAL GROUP - Jay Beattey started Fortune Financial Group in 2004 following his semi-retirement as a corporate CEO. In that role, Jay was the target of almost every local charity, and knows how to both be a donor - and avoid being a donor. He understands the psychology and the thought process donors go through.

Familiarity with the product array, and a heart for funding charitable causes - particularly Christian causes, led to the CharitabLiving Plan, which evolved as a natural out-growth of the work we do daily.

Jay has built a strong staff around him, and has trained and certified Charitable Development Officers all over the country who represent the CharitabLiving Plan to charities nationwide. Fortune's offices are in Indianapolis, IN - and are always open for clients and prospects to visit.

CASE STUDIES – Your Charitable Development Officer will provide you with up to date case studies on request.

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Illustrating & Selling Indexed Universal Life in Today's Economy

PROVIDING YOU WITH THE TOOLS, TIPS AND TECHNIQUES YOU NEED TO BE SUCCESSFUL

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How To Illustrate And Sell IUL … In Today's Economy

About This Book

As the nation's leading developer and distributor of Indexed Universal Life (IUL), AMZ Financial Insurance Services has a proven track record in dissecting the indexed life insurance market and finding the most effective ways to use the best products available.

The following analysis was designed to provide insurance producers with the information they need in order to illustrate and sell Indexed Universal Life, as well as to understand how to structure the policy for it's intended use. It was developed to provide agents with the information they need to answer the tough questions regarding IUL products.

Understanding Product Trends

The sale of Indexed Universal Life continues to trend up at a blistering pace. According to a 2012 LIMRA study:

> UL product sales grew 3 percent thanks to another huge increase in indexed UL (IUL) sales. In fact, IUL on its own brought in even more additional new premium than Whole Life (WL) during 2012 (particularly during the second quarter).
>
> IUL sales grew 37 percent in the second quarter and 29 percent for the year so far. In fact, IUL market share is now just about 10 percentage points lower than Lifetime Guarantee UL (LTG) market share. This compares with a 40 percentage point difference at LTG UL's peak in 2009. IUL has gained market share quickly over the past few years thanks to new products and entrants, and the value of its combined growth potential and loss protection.

Adding to this upward sales trend, is the entry of carriers that were once resistant to this product offering. With both Prudential and John Hancock now offering IUL products, it appears as though this product line is well accepted across the marketplace. Trend lines indicate that IUL sales will exceed $1.2 billion in 2012.

AMZ Financial believes Indexed Life is the best opportunity in the insurance industry. However, with any new opportunity, education is the key to success. If you know more than your competition — more often than not — you will make the sale. The market changes every day and at AMZ Financial we promise to keep our producers up-to-date on the current Indexed Life products, and why they fit in today's economic conditions.

Ongoing Product Innovation

The future success of any insurance product is the amount of innovation that occurs behind the scenes within that product segment. Indexed Universal Life is "the one" product with ongoing innovations. The most common innovation among carriers is offering innovative crediting strategies on their IUL products, which now includes, gold, international and even blending strategies or look-back crediting methods. These crediting method innovations are geared toward making the product appeal to the broadest market segment by providing choices and strategies that match with the client's needs. However, while these innovations in crediting methods and index options may generate significant interest among distribution and end-users, we believe in keeping the crediting of interest within an IUL as simple as possible so its easier for the consumer to understand, which we cover in the section titled *Crediting Methods and Index Options*.

Distribution of Income

Over-funded cash-value life insurance products are typically purchased with the understanding that the client at some point in the future will want to efficiently harvest income from the policy. The expected trend within IUL is the offering of guaranteed income at some point in the future. IUL seems to be following the same path as Indexed Annuities. From the carrier's perspective, guaranteed income out of a life product is expensive to provide to the client, however, the industry is moving this way due to consumer demand. Consumers and distribution have become familiar with the guaranteed income offerings and as we're seeing carriers adopt these guaranteed income strategies.

Unique Loan Features

Indexed Universal Life continues to innovate the way clients can access their cash values through loans, specifically through variable participating loans. These loans are unique in the industry as other cash-value products at present are not offering them. These loans add a lot of appeal to the client over the long term. For more information on see the section titled *Efficient Distribution Strategies - Variable Loans or Fixed Loans.*

Game-Changing Product Design

AMZ Financial invented a new and unique death benefit option called the Cash Value Amplifier™ which positively enhances cash-value performance of a life insurance policy. The new patent-pending feature allows an insurance company to amplify a policyholder's cash value without violating the product's tax advantages, carrier profitability or producer compensation.

The Cash Value Amplifier

- Increases income distribution up to 30%
- Decreases Cost of Insurance Charges by up to 50%

The Cash Value Amplifier significantly reduces the death benefit costs within the insurance contract. These lower costs directly lead to considerably higher cash values. Those higher cash values, and the available tax-advantaged income, will appeal to customers seeking both death benefit coverage and tax-advantaged distribution of income.

The first product to offer this new innovative design will launch in February 2013.

Understanding Appropriate Product Placement

To sell Indexed Universal Life, you need to understand the appropriate product applications, and the markets this product serves. First, as a cash-value life insurance product, it maintains all of the current tax-advantages of other cash-value life insurance products under Section 7702 of the Internal Revenue Code, such as Whole Life, Universal Life and Variable Universal Life. Remember, IUL is designed to provide life insurance protection. While the interest-crediting options available within the IUL product are attractive for cash-value accumulation, your client's fundamental objective in buying this product should be for the peace of mind that the life insurance protection provides.

So when you are marketing this product, present it to those individuals seeking both death benefit protection and the ability to generate cash values within the life insurance policy for a future distribution need. If you are purely looking for the most efficient way to pass wealth at death, and your client is not interested in generating cash values that they may harvest at some time in the future, typically there are products that are more ideally suited for those needs, such as level premium term or minimally funded lifetime guaranteed UL.

Understand How to Apply the Right Product In the Right Situation

Once you have made the decision to sell a cash-value policy to cover both the death benefit need, and the ability to generate cash values for future distribution, the next question to ask is which cash value policy should you sell, Whole Life, Universal Life, Variable Life or Indexed Universal Life? Remember, all life insurance products contain fees, such as mortality and expense charges, and other restrictions such as surrender periods.

- **Whole Life — Over illustrated and under performs**
  Whole Life is a very safe product with plenty of guarantees, but when you look at the potential, based on dividend projections these products have underperformed when compared to how it was projected in the initial product illustration according to recent Full Disclosure reports. It's an expensive choice for pure protection and will have lower income potential.
- **Universal Life — Low bond portfolio yields therefore low crediting rates passed on to clients**
  Crediting rates on traditional UL products are very low due to the current economic environment and unfortunately the insurance companies don't have a lot of opportunities to generate significant yield, which then they could pass on to their policyholders. The ongoing low interest rates make these safe products unattractive to most consumers looking to generate significant cash values. For those wanting premium flexibility it offers a lower way to provide protection.
- **Variable Universal Life — Market volatility leads to product death spiral**
  Up until a decade ago, VUL was the "sexy" product that everyone desired if they wanted to generate significant cash values within a life insurance policy. However, with the recent market corrections people have now come to realize that VUL can have negative interest. Negative interest can create a death spiral and make it very difficult for these products to compete over the long term as the product spirals out of control. Bottom line, just too much risk.
- **Indexed Universal Life -- Annual lock-in and reset leads to higher crediting rates**
  By design, when you avoid the market corrections and can earn interest on the annual reset , you significantly minimize the market volatility. When the worst you can do is earn 0% in any given year, that floor helps reduce the overall market exposure and volatility. Your client can enjoy affordable death benefit protection and higher internal crediting rates resulting in greater income potential.

Illustrating and Marketing Sales Concepts

Time and time again, studies show us that when people trust you and believe you can help them, they tend to buy from you. But becoming a trusted advisor doesn't happen overnight. First you need to rethink how you approach your business, from a *selling* mindset to an *educational* approach. In other words, prospects today are thirsting for answers and information, and if you can provide them with both, in a non-threatening way, then show them the most viable solution, they tend to buy from you.

It's time to think differently

The entire financial planning industry ... up until this point ... has coached your clients to:

- Defer taxes on contributions by contributing to 401(k) or traditional IRA plans
- Max Fund Qualified Plans ... yet the government restricts how much you can place into 401(k) or IRA accounts
- Some clients don't believe in 401(k) or IRA plans, and instead believe what the Mutual Fund industry has told them … buy term and invest the rest. But stop and think, is the volatile stock market the right place for retirement money?

First, qualified plans allow your clients to defer income. When they defer income, they are also deferring the taxes. In a moment we'll cover whether deferring taxes today makes sense. Also, with a 401(k) or IRA, your client makes 100% of the contribution. Your clients also bears 100% of the market risk, and with most 401(k) plans your clients have limited investment choices, and typically no assistance in selecting options that match their risk tolerance. Last, when properly funded and structured, you can demonstrate to your clients that Indexed Universal Life can provide them with more benefits than a 401(k), IRA, or mutual fund, and do it all with less risk. Show your clients that it may not be the amount of money they're saving … but where they're saving their money that matters most.

A Retirement Account Is Like A Business

We need to help our clients understand that their retirement account is much like a business in that:

- They invest in it
- They manage it
- Over time they hope it grows and becomes profitable, so they can distribute income

Unfortunately your clients don't realize they have a greedy business partner who:

- Didn't invest in the retirement account
- Didn't manage the retirement account
- Didn't help it grow or become profitable
- But someday he cashes in too … and worse yet he decides his share and your client has no choice in the amount that greedy business partner takes

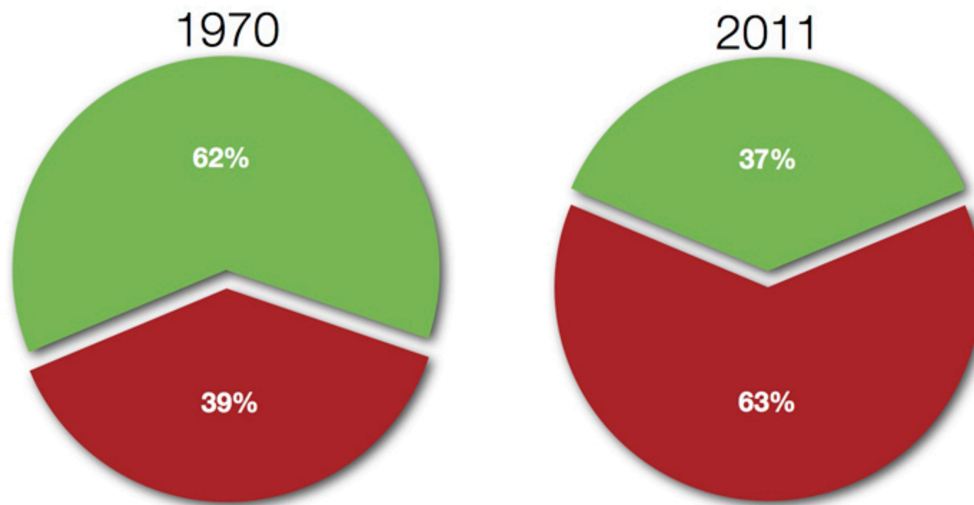
What most of your clients don't understand is that Uncle Sam is the greedy business partner, and he doesn't take an I.O.U. The U.S. Government wants their share of your client's retirement savings regardless of how that impacts your retirement lifestyle or your loved ones.

Uncontrolled Spending

First, let's be clear that this is not a political discussion. It doesn't matter where you fall on the political spectrum, conservative or liberal, republican or democrat, this is a mathematical problem.

Unfortunately the U.S. Congress has lost control of the U.S. budget. Congress authorizes two types of spending, mandatory and discretionary. Mandatory spending is determined by law, and Congress has no control over that spending unless laws are changed. In other words, under mandatory spending, Congress can do nothing but spend the money, again unless they change the laws dictating this spending. With all the political gridlock in Washington, it seems as though it will be difficult for both sides to reach any type of compromise to reduce the amount of mandatory spending within our fiscal budget.

Discretionary spending is the spending that is directly controlled by Congress on an annual basis. As you can see from the chart below, over the last 40 years, Congress has lost control of the spending. Back in 1970, Congress controlled 62% of the U.S. Budget, today they control only 37%. Whether you're an individual, business or government, there is no way you can efficiently run your finances if you only control $0.37 of each dollar earned.



Source: Office of Management and Budget Historical tables 8.5, 8.7

Unfunded Liabilities

Our uncontrolled annual spending, relative to our annual revenue (taxes collected) is a huge problem At the time of this publication, our U.S. national debt stood at over $16.3 Trillion, with an annual budget deficit of over $1.1 Trillion.

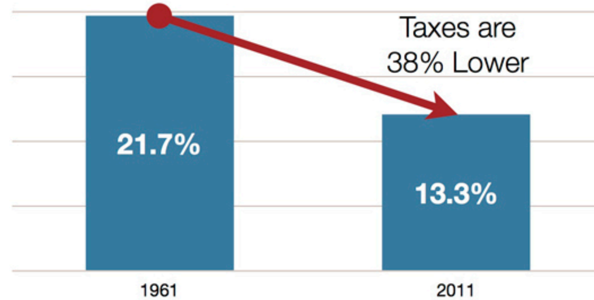
But there's an even bigger problem — the unfunded liabilities with our three main government programs: Social Security, Prescription Drug Program (Medicare Part D), and Medicare. At the time of this publication, the total amount of unfunded within these programs stands at over $121 Trillion. That means the government would need to have $121 Trillion in the bank today to pay for these programs, how much do they have? Zero.

To put it another way, if we wanted to wipe out all of the unfunded liabilities today, and spread that cost out among all taxpayers, the amount each would need to pay today is over $1 million.

Source: www.usdebtclock.org

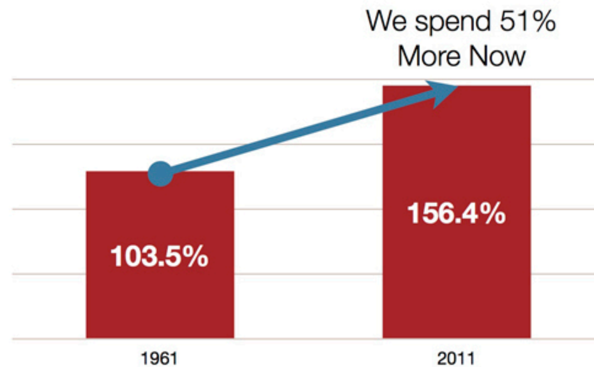
Where Have Taxes Been and Where Are They Going?

Fifty years ago, the median household paid over 21% in taxes, while today that same household paid over 13%. The median household today pays 38% less in taxes than they did over 50 years ago. (see illustration below).



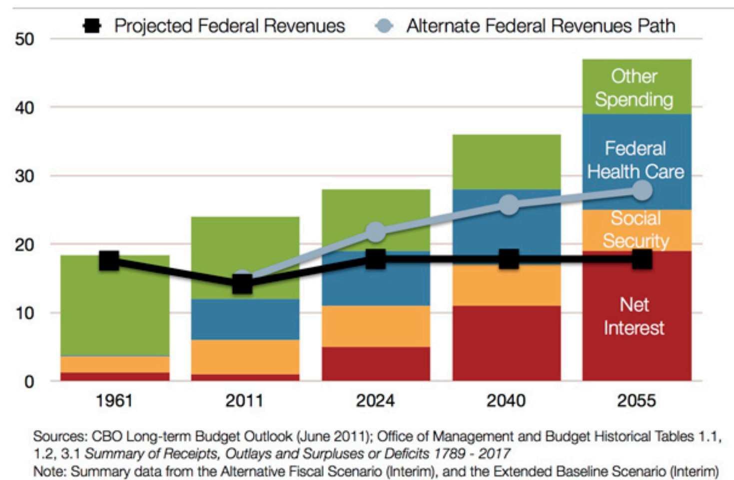
Where Is Spending Going?

The U.S. Government spent $1.04 for every dollar of tax revenue collected just fifty years ago. Today, we spend $1.56 for every dollar collected. It's interesting that your government spends 51% more than they did in 1961, but taxes are 38% lower.



Our Fiscal Future

This chart shows our long-term outlook if we maintain Federal Revenues at historical levels (about 18% of GDP), or if we follow the alternative revenue path. You should note the fastest growing expense … interest on our debt, and by 2055 federal revenues will only cover interest payments. Interest payments in the Federal Budget represents long-term costs for past excess consumption, and we have nothing to show for it. An interest expense is worth nothing and the interest expensein the Federal Budget represents payment for past excess consumption.



Do Your Clients Have a 401(k) Exit Strategy?

What's amazing about most people is that they spend more time planning for their summer vacation, than they do planning for retirement. Unfortunately the reality is that retirement is the longest vacation your clients will ever take. All too often in the financial services industry, your clients are trained to only focus on one side of the retirement equation, the amount of money they have when they get to retirement. When the bigger issue is, how do your clients ensure they'll have the income they need in retirement. If you asked your clients the following question:

- How much of your retirement money do you want in retirement?
  - Some of it
  - All of it, or
  - None of it

Most, if not all of your clients would emphatically say, "All of it." Then ask them are they saving it in a place where they might have some of it or none of it? For most people they are not willing to take the risk they might only have some or none of their retirement account, and if presented with another option that provided them the opportunity to minimize market volatility, yet still provide returns in excess of traditional "safe" places for their money, they would explore the opportunity.

Software Programs Help Inform and Educate Your Clients

If you've been around they industry any length of time you know there are software programs out there that can cost up to $5,000 dollars to try an illustrate why life insurance may be a good way to supplement retirement income. Unfortunately most of these programs have a few issues going against them:

- First, there are just too many inputs for the producer … it takes you FOREVER to figure out how to get the data into the program, then
- They create so much output that it overwhelms the consumer and creates "paralysis by analysis". Providing too much information causes prospects to shut down and not make a change.

Well the whole point in offering a software program should be to get the client to make a decision. Seeing there was a need for a better way to present IUL to a prospect, at AMZ Financial we created a software program called The Family Retirement Plan App that gets the client to see very clearly that it may not be the amount of money they are saving, but where they are saving it that matters most. How do we do that?

First, our software creates a comparison — in real dollar-and-sense-terms — across the places people traditionally set aside money for retirement, then compares that to an Indexed Universal Life product. When an advisor walks through our software with a prospect, the client comes to the conclusion … on their own … that they should purchase an IUL policy. We also make this very easy for a producer to use by offering simple inputs. In fact, the average producer can get all of the data for the software from the client in under 60 seconds. We then provide the agent with extraordinary outputs (see the sample output below). Putting this all together allows a producer to inform and educate the client, and make more sales with less selling.

What's A Cap Really Worth?

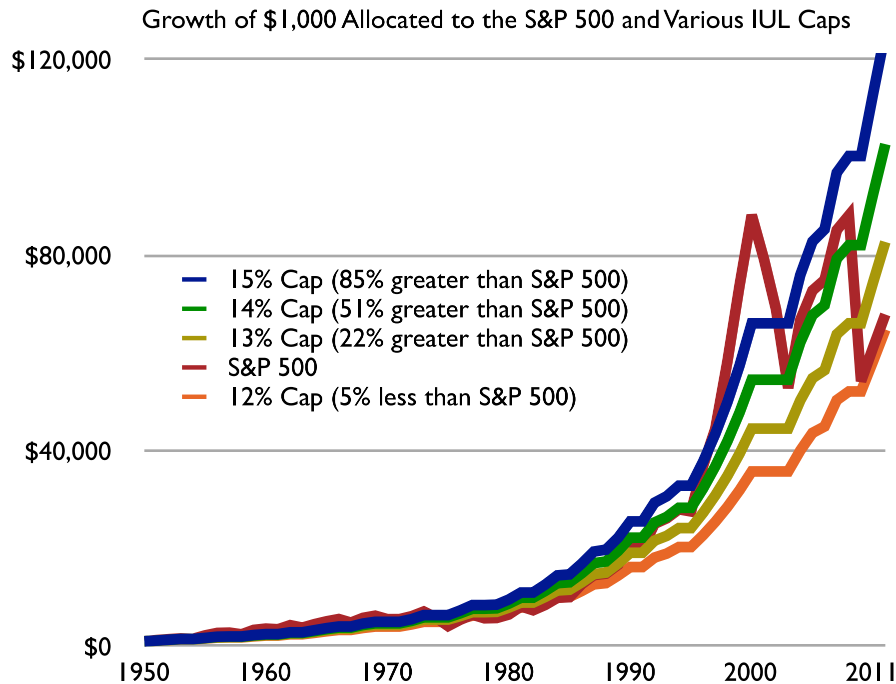
One of the main attractions to an Indexed Universal Life (IUL) product is the ability to track policy performance against an external market index without the risk of losing money in the market. However, one of the most misunderstood factors that can arise is how much difference there is between policy values with different caps.

Insurance companies set and modify the caps in their products based on a multitude of factors and internal calculations. So while each company may sets their cap at a different level, the ability for the product to perform relative to the market may be dramatically hindered by the cap.

Historical Look-back

While past performance is no guarantee of future results, it can help us better understand just how some caps might have performed over the long-run relative to the overall market. In the example below we go back to 1950 and track the S&P 500 performance (excluding dividends) relative to an annual point-to-point IUL assuming various cap rates. The comparison below is for illustrative purposes only and does not represent a specific product.

Looking at the chart below, you can see that through 2011, only caps above 12% would have beaten the long-term performance of the S&P 500. And, up until just a few years ago – before the drastic pull back in the market – it would have taken a a cap of above 15% to beat the S&P 500®.



The value of a cap is an important feature for both you and the client. Before you present your next IUL product, consider how the cap could impact overall long-term performance.

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Illustrations — Don't Always Trust the Carrier Defaults

When comparing IUL products against one another, some argue that you should run all the carriers at the same annual crediting rate, and see who performs best. That's like taking a Ferrari and racing it against a Yugo and saying, because they're both cars, we're going to restrict their speed to just 45 MPH and see who wins over a 500 mile race.

Unfortunately that approach isn't fair because you're hurting the car that can support higher speeds (the Ferrari) and artificially propping up the car that can't (the Yugo). We believe there is a far more accurate way to compare products on an apple-to-apple basis. To do so you need to look at the product caps, and see how that cap would have performed over a long historical period, like the past 50 years. You just can't turn to the illustration systems offered by the companies as presently there is no uniformity across carrier illustrations. One carrier may allow a maximum illustrated rate of 8.5%, but the product's cap itself could never produce annual returns of 8.5% because the product caps are too low to support such a high illustrated rate. For information on caps and crediting strategies see the Section *Crediting Methods and Index Options*.

Conducting Your Due Diligence

When conducting your due diligence on products, it's not fair to run all the products at the same illustrated rate, because you are not taking into account the steps the insurance company took to afford that higher cap. We encourage you to use the table below to help you set a realistic average crediting rate that could be supported by historical results when comparing two different IUL products. Note that past performance is no guarantee of future results.

S&P 500 CAP RATE Annual Point-to-Point	HISTORICALLY POSSIBLE AVE RATE	CONSERVATIVE ASSUMED RATE
15.0%	8.4%	**7.4%**
14.5%	8.2%	**7.2%**
14.0%	8.0%	**7.0%**
13.5%	7.8%	**6.8%**
13.0%	7.6%	**6.6%**
12.5%	7.4%	**6.4%**
12.0%	7.1%	**6.1%**
11.5%	6.9%	**5.9%**
11.0%	6.6%	**5.6%**

Source: Yahoo Finance

Setting Your Crediting Rates

Ultimately when setting the assumed average crediting rate for your illustrations we suggest that you become comfortable with a crediting rate that falls somewhere between the historically average rate and the conservative rate. The decision on what crediting rate is assumed is ultimately up to you and what you are comfortable illustrating.

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AVERAGE GROWTH VERSUS ACTUAL GROWTH

First, lets be clear that there are two important factors when looking at the annual or long-term performance of any insurance or market-based product using the market growth to apply interest credits. First, markets are unpredictable, and past performance is no guarantee of future results. However, when illustrating "market performance," specifically when you are talking about Variable Universal Life (VUL), often times the long-term growth that is illustrated is an "average" growth and that produces a very smooth, upward trending line (see Figure 1).

Unfortunately with VUL your client doesn't earn average returns, they earn real returns. Real returns take into account the actual annual performance where some years you are up, and some years you are down. Real returns take into account the sequence of returns to arrive at a final number. When you apply the sequence of returns to a VUL, you can see that the unpredictable market actually results in a 45% lower value than using the average return (see Figure 2).

Last, when you look at the real returns of an Indexed Universal Life product, which takes into account the actual annual performance, because you don't experience the market losses the real return is very close to the long-term average return. (See Figure 3). Therefore, the IUL illustrations that you are presenting to a client tend to set expectations that are very close to what they will receive over the long term, if you are using appropriate illustration assumed growth rates (see the Illustration section for more information on conservative growth assumptions).

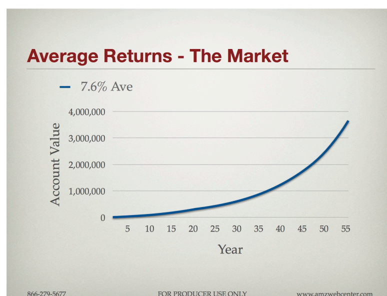


Figure 1

The Average Market Returns - Gradual Slope

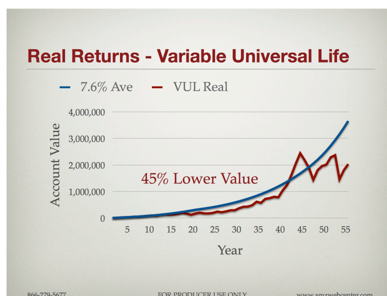


Figure 2

Actual VUL Returns - Choppy - 45% Lower

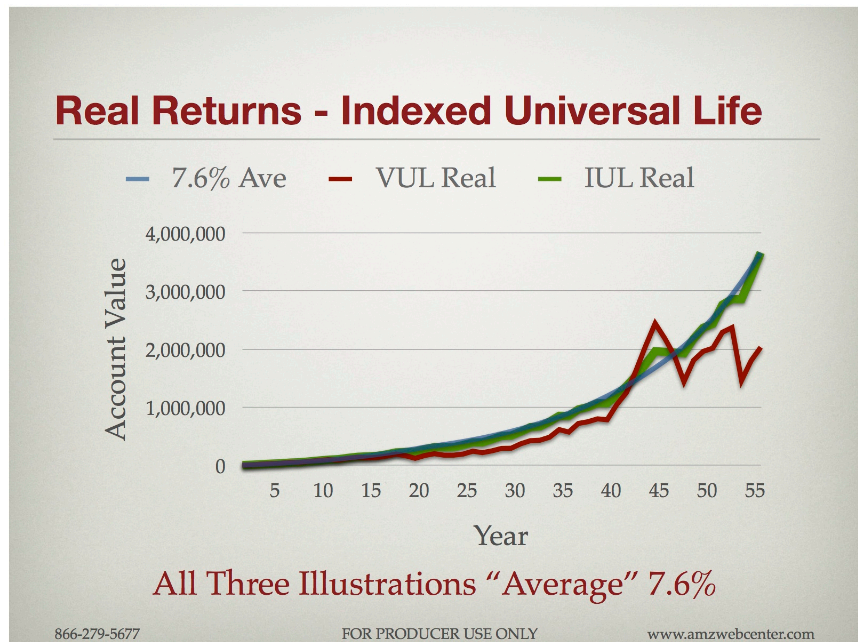


Figure 3

Actual IUL Returns - Smooth - Consistent

If you look at Figure 3 above, you will notice that all three illustrations average 7.6%, but the Indexed Universal Life policy generates a 45% higher illustrated value.

Creating an Efficient Product Set-Up

When working through the way you illustrate the policy, the most efficient structure is to first determine the amount of premium the client is willing to commit, the length of that premium commitment, and then work your way into the illustration. Obviously there is a cost associated with life insurance, and you can use case-design strategies to minimize the impact of those costs.

Once the client has decided on the amount and length of the premium commitment, you then structure the policy to maintain the maximum tax advantages provided under the Internal Revenue Guidelines, again consider this approach if the client is intending to access cash-values at some point in the future.

We suggest that you illustrate a maximum-funded (non-MEC policy) with the associated minimum death benefit. In taking this case-design approach, you provide a valuable death benefit, along with the ability to efficiently generate cash-values. Additionally, the death benefit option you select can also impact case design and the resulting cash values. For more information see section *Why Switch From Death Benefit Option B to A?*

Efficient Distribution Strategies - Variable Loans or Fixed Loans

Life insurance provides valuable protection for loved ones. While the primary purpose of pure life insurance is to provide a death benefit, many cash-value products offer "living benefits" that you can take advantage of during your lifetime. One major living benefit of a cash-value product is the access to cash values in times of need, such as to help pay for a child's education or to help supplement retirement income.

Efficiently accessing tax-free money often means taking policy loans. Many companies offer fixed and/or variable loans, and both options have their benefits. Variable loans generally provide more illustrated income, but this more aggressive illustrated income comes with a risk. Both loan types have two important factors:

- A credited interest factor on your borrowed cash value; and
- A loan interest factor applied to your borrowed money

The difference between the two loans comes down to how the factors are determined and applied.

Fixed loans

Simply put, fixed loans have "fixed" factors. When money is pulled out of the policy your borrowed cash value earns a fixed rate. The loan owed to the insurance company also grows at a fixed rate. The cost of the loan equals the difference in loan rate and credited rate. See example below:

- Loan Crediting Factor: 5.00%
- Credited Interest Factor: 4.90%
- Cost of borrowing: 0.10%

Most products have some sort of guaranteed wash loan (no cost or low-cost) available after year 10.

Variable loans

With variable loans interest credited during the loan is not fixed. Instead loaned cash values remain in the policy and are "working" as the crediting factor is based on the policy's actual index growth. The loan owed to the company also grows at a variable rate based on Moody's Corporate Bond Yield (CBY), or some other similar factor. Therefore, the cost equals the difference in the average credited rate and average loan rate (loan spread). Since the difference between the average policy year's index growth and the average Moody's CBY can often times be a net positive, the chance for arbitrage is equal to the upside potential. See example below:

- Average Moody's CBY: 6.0%
- Average index credit: 8.5%
- Benefit of borrowing: 2.5%

However, their is a chance to get upside-down on a year-to-year basis. So when everything is said-and-done, the key difference is the loan cost. With cash-value products, you don't have to pick a loan option until the client actually needs the money. However most producers want to show loans coming out in pre-sale illustrations. We recommend running both and showing the client the options. The most important issue in running variable loans is setting realistic expectations. A big risk in variable loan illustrations is that many agents set unrealistic and far too aggressive loan assumptions. With the added risk inherent in the variable loan, you should be very conservative in loan factors (spread no greater than 2%) and fully disclose the added risk.

Why Locked in Variable Loans Can Be Deceiving

A few years ago, carriers started to promote a feature within the variable loan structure, where the carrier identified and set a cap on the variable loan rate they would ever charge. For example, the carrier indicates that at no time in the future would the charge for the loan be greater than 5% annually. Initially producers looked at these locked-in variable loan rate caps as a way to provide some certainty in their variable loan illustrations. Granted, this feature does produce certainty, but only on one side of the equation.

Within the variable loan structure there are two sides to the equation, the rate the company charges and the index cap that is credited. The major issue in having a cap on the variable loan rate charged to the client, is that if the economic conditions decline, the carrier is ultimately "handcuffed" in what they can do. If economic conditions would warrant a prudent carrier to increase the loan rate, in turn they will be forced to look at other variables that are in their control, such as the index cap. What a carrier might be forced to do if these economic conditions persist is to drop the cap so drastically, that either the variable loan is operating with a negative arbitrage (the index cap is less than the variable loan rate), or drop it to match the variable loan rate, essentially making it a wash loan.

What you should consider is that products with a variable loan cap will have to make significant adjustments to maintain the integrity of the product and the carrier's finances if economic conditions warrant it. Look to carriers that do not lock in the variable loan cap as it gives them more flexibility to maintain a competitive product over the long term.

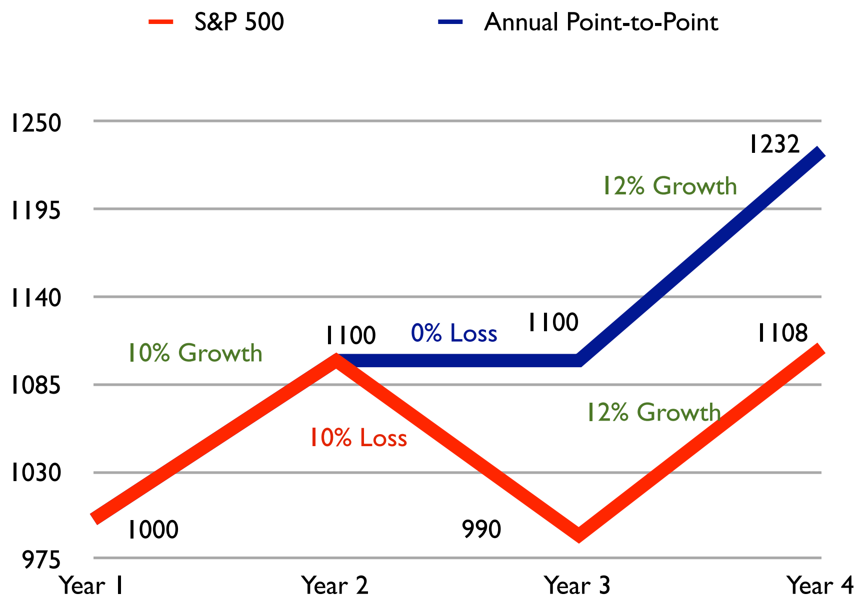
Crediting Methods and Index Options

While many carriers offer various crediting methods and indexes, not every carrier offers all the available crediting methods or indexes. However, most carriers offer the annual point-to-point method on the S&P 500 index, which is the most widely recognized market index. While some companies may offer longer or different crediting methods such as two-year point-to-point or monthly average — an annual point-to-point with an annual reset provides the best representation of long-term performance in the product.

One of the main attractions to an IUL is the ability to track policy performance against an external market index without the risk of losing money due to market volatility. However, the presentation of the policy's crediting strategy can make a dramatic impact on whether you ultimately make the sale. While some companies will try to razzle-and-dazzle you with crediting strategies, the annual point-to-point should be the go-to option in most if not all of your cases.

Limit Yourself

First, the sale of life insurance by itself can be a difficult and drawn-out process. With all the jargon and technical terms that get thrown around, many clients may still be trying to catch up with you on just the benefits of using life insurance for more than just a death benefit. The explanation for annual point-to-point shown below can be completely explained on a napkin. It's so simple that 99.9% of your clients should "get it" right from the start.



Second, over the long term – and most IUL policies are sold for the long-term – the various crediting strategies within a product should produce similar results. Last, the insurance company doesn't really care which crediting method you pick, because they are all established to "cost" the company the same. The crediting method is an important feature for both you and the client. Before you present your next IUL product, consider presenting just the annual point-to-point to simplify the sales process.

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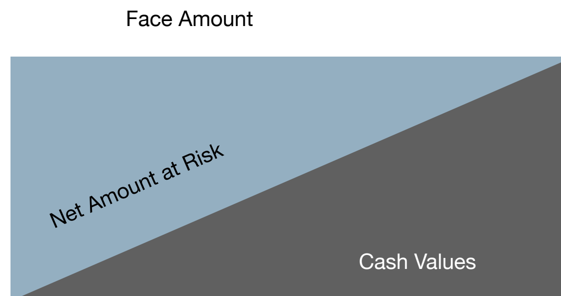
WHY SWITCH FROM DEATH BENEFIT OPTION B TO A?

IUL offers two death benefit options. Most producers know the differences between the death options, but few understand how structuring the policy can make a significant difference to long-term cash values.

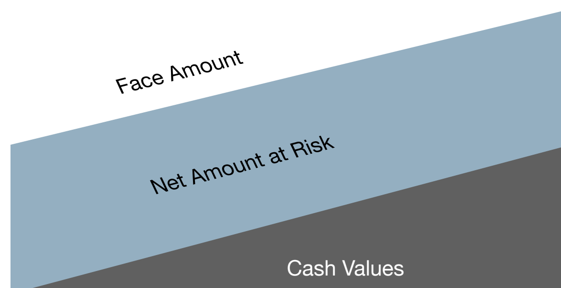
Option A - Level Death Benefit

Under this option, the policyowner specifies a face amount. Typically under Option A the death benefit is significantly higher due to the need to maintain the definition of life insurance. As long as the cash value remains in the cash-value corridor, the death benefit will always be equal to the face amount. Under this option the Net Amount at Risk (the difference between the face amount and cash value) decreases over time. See the illustration:



Option B - Increasing Death Benefit

Under this option, the policyowner specifies a face amount as well. However, the death benefit is always equal to the face amount **plus** the cash values. So as the cash values increase, the death benefit also increases. Under Option B, the net amount at risk remains level, and the initial death benefit is much lower than under Option A. See illustration to the right:



Pick the Appropriate Death Benefit

If you are structuring the policy primarily for a stated death benefit, you generally want to use Death Benefit Option A. This provides a higher level of initial death benefit. However, when structuring a life policy to provide more than just a death benefit you should consider death benefit Option B as it favors higher long-term cash value accumulation. What many producers do to help keep down policy costs and increase cash values is to start with Death Benefit Option B during the policy's funding years. Generally this approach keeps the initial death benefit lower, therefore policy costs are lower. By keeping costs down during the funding years, the policy values can grow significantly faster.

Switching to Option A

If you start with Option B, once the funding period is over, you may switch to Death Benefit Option A, and the death benefit goes to a level amount, instead of an increasing amount. Some clients may even desire a reduction in their death benefit at this time. These changes will lead to a lower cost of insurance after the funding period. At this point you should have significant cash-value build up in the policy, that your client may begin to harvest tax-free, most likely through policy loans. Before you run your next illustration, be sure to understand the client's needs so you can choose the right death benefit option that will produce the best long-term results.

Also note, if you are illustrating these types of significant policy changes, be sure to note the client files as these modifications will occur down the road and it's important to conduct annual policy reviews to ensure you have structured the policy to help the client work toward their financial objectives.

HOW ARE GPT AND CVAT DIFFERENT?

To maximize the power of Internal Revenue Code (IRC) Section 7702 many producers wonder what is the best way to structure a life insurance policy if given the choice of using either the Cash Value Accumulation Test (CVAT) or the Guideline Premium Test (GPT). For this reason, making the proper choice — or selecting a product with the specific test more favorable to the plan design — is an important issue when structuring the policy. The test selected can have a significant impact on premiums, cash values and death benefits.

The basic difference between these two tests is that CVAT sets a minimum death benefit at anytime based on the cash value, while GPT limits premiums paid relative to death benefit. If an insurance policy fails either of these tests - then it is not considered a life insurance policy, it becomes a Modified Endowment Contract (MEC) and all income tax benefits are eliminated.

GPT has two components: a premium limit component and a corridor component. The premium limit restricts the amount of premium that can be paid into the policy. The corridor component requires that the life insurance benefit be at least a certain percentage of the policy value.

The corridor under CVAT is different than the corridor under GPT. Specifically, the CVAT corridor requires more life insurance benefit in relation to policy value long term. Therefore, as your client's policy values increase, the life insurance benefit will increase more rapidly under CVAT than under GPT due to the corridor differences. With CVAT, the higher death benefit results in a higher Cost of Insurance (COI), which can lower the policy value and death benefit corridor over time. The end result is that GPT policies may have higher policy values and corridor death benefits in later durations. The difference in corridor between the two tests decreases as the issue age increases.

Generally you may use CVAT when:

- You want to highly fund a policy (in excess of the GPT limits) over a short period of time
- You plan to significantly reduce the death benefit
- You want to make a substantial first-year drop in premium (or have a 1035 Exchange Rollover)
- You are not concerned about a MEC

Generally you may use GPT when:

- You are paying maximum premiums over a period of time
- You want to create large cash values and maximize policy distributions at the expense of the policy death benefit
- You are creating a death benefit sale by maximizing cash value and death benefit at maturity
- You start with death benefit Option B and wish to pay the maximum non-MEC premium for more than 7 years, before switching to death benefit Option A

Before you run your next illustration, be sure to understand the client's needs so you can choose the right test.

The Economic Environment

In late 2008, we experienced one of the biggest historical drops in the stock market. It was not uncommon to see stock portfolios, mutual funds or variable products drop 30 - 40% in value. We continue to see market volatility and we anticipate a higher than normal interest in indexed products, due to its ability to minimize market volatility.

Many clients are concerned about the potential for market growth, and rightly so. Over the last 10 years, the S&P 500 index, excluding dividends, annualized 6.6%. Over that same period, an IUL product with a 14% cap would have earned 7.9% average growth. Many economists are predicting that we will experience stock market performance over the next decade much like the performance we saw through the 1970s.

If we go back and apply an IUL product cap of 14% in the 1970s market, the IUL would generate an average annual return of 8.4%, while the S&P 500 index over the same time only generated annualized returns of 4%.

If the market volatility wasn't enough, in late 2008 we also saw carriers overhauling the pricing of IUL products for 2009 with the mandatory requirement to price products based on the Commissioner's Standard Ordinary (CSO) 2001 actuarial tables. Actuaries use these tables in calculating maximum premium values and policy reserves for life policies. Because of the new tables, carriers have been revamping all products. The single most important change as a result of the new tables involves lowering the maximum COI.

While these maximum charges will come down, many producers may jump to the conclusion that the current COI will also come down, however that is yet to be seen, and in-general is not anticipated. The biggest impact will be seen when solving for a minimum face amount, ultimately resulting in increased costs.

Additionally, some volatility will be felt in IUL products as caps and participation rates may trend downward mostly due to the current economic climate. The return on underlying bond portfolios is what provides the insurance company the ability to offer a cap or participation rate on the indexed life product. A sustained low interest rate environment should cause financially prudent carriers to adjust their caps and participation rates accordingly.

The Indexed Life Leaders

The vision of AMZ Financial is simple. We intend to be the Indexed Life market leaders. Our company is focused on Indexed Life product development as well as the marketing and distribution of both Indexed Life and Annuity products. We search for partners, insurance companies, marketing firms and agents who have a desire to market these innovative products. AMZ provides the knowledge and resources agents need about life and annuity products so they can make the best choice for their clients.

A Full-Service Offering

While the primary focus at AMZ Financial involves indexed products, we understand that one product doesn't fit every need. That's why we've developed partnerships and strategic alliances with many various organizations and distribution outlets to provide our producers with a full array of products and services including:

- Indexed Universal Life
- Term Life
- Universal Life
- Whole Life
- Second-to-Die Life
- Annuities
- Long-term Care
- Single Premium Whole Life

Our ability to provide you with great contracts and top-notch carriers — regardless of the type of product — means you have a one-stop-resource to help you solve all your client needs under one roof.

Dedicated Resources

At AMZ Financial we have staff dedicated to help you develop cases and address questions. We also provides turn-key marketing programs so you can position the opportunity and present the most suitable product, along with an extensive array of online resources to help you 24 hours a day, 7 days a week at www.amzwebcenter.com.

An Independent Spirit and Philosophy

Originally founded in 2000 as an independent marketing organization, the company maintains an outstanding track record and performance history. Since its initial inception, the company continues to lead the market in the distribution of Indexed Universal Life, and smashes premium goals year-after-year. As an independently owned company, you know when you speak with the experts at AMZ Financial, that you will hear the unvarnished truth.

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