WEALTH BEYOND TAXES

How Automotive Professionals are Using the Tax Code to Their Advantage to Generate More Income and Wealth

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Published by MCMF Publishing

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PART 1

WELCOME

WHO SHOULD READ THIS BOOK?

Allow me to introduce myself and my fellow author. My name is Gina Wells. As of the day I am writing this, my experience in helping individuals and families with their financial planning extends over the last 35 years. During that time, I have helped hundreds of business owners, professionals, and families achieve their financial and retirement income goals. I hold the Chartered Financial Consultant (ChFC®) and Chartered Life Underwriter (CLU®) designations.

The question that I typically get asked is, "*Are you a fiduciary?*" And the answer is yes. If you are not already familiar with the term fiduciary, let me give you the Reader's Digest version of what that means. I must by law put my clients' interests ahead of my own.

Catherine “Cat” Toone joined my firm in 2019 after discovering how much our missions aligned. Cat has been in the financial services industry for 10 years has a deep passion for helping families achieve their financial goals.

Cat and I are Health and Life Insurance Licensed in multiple states as outlined on our website.

While automotive professionals may share similar goals and aspirations to folks in other industries, there are specific characteristics of your industry that we have gotten to know intimately. We have become experts in helping professionals just like you take advantage of all the options that are available when it comes to using the tax code to pay less tax legally, ethically, and morally.

If you are an automotive professional (a W2 employee, 1099 contractor, or business owner), the Wealth Beyond Taxes strategies outlined in this book can help you pay significantly less in taxes over the course of your lifetime and help you generate more income and wealth for you and your family.

OUR PROMISE TO YOU

If you are still with us, we promise not to waste the next hour or so of your life. Quite the contrary. And we truly hope this book gives you a new option and inspiration when it comes to planning for both your present-day finances and your future retirement.

If you picked up this book, then we think we know a few things about you already.

1. **You're not stupid.** Your financial picture may not be as solid as you want it to be, but not because you didn't pay attention. You listened to the experts and did what they advised you to do. You probably now consult a financial advisor, have a CPA do your taxes, and follow the trends in the market.

2. **You're not lazy.** You work hard and earn every penny that comes your way. By working hard and using your talents, you earn a good living. You will do almost anything it takes to provide for your family and secure their future. We applaud you!
3. **You're not looking for a magic bullet**. Okay, it would be nice if there were some genie in a bottle to grant you the financial freedom you want. (If you find one, feel free to give us a call.) But you're not counting on it or even looking for it. You want the facts and can make up your own mind when presented with those facts.

Anybody who knows us knows we tend to be direct, matter of fact, and detest wasting time (*which is why this book is designed to be read from cover to cover in less than 1 hour.*) We promise to do our part and give you proven and effective strategies to use the tax code to your advantage to generate more income and wealth over the course of your lifetime.

So if this all sounds good to you, please keep reading…

INTRODUCTION

You're probably like most people who want a life filled with happiness, adventure, and opportunity. We all want to enjoy our retirement years surrounded by those we love and doing the things we enjoy. And during the journey toward retirement, we also want peace of mind knowing we're on the right path.

We'll also bet you've complained about taxes at some point during the last 12 months. *"So, what can I do about it?"* you ask yourself. You already work with a team of trusted advisors who help you prepare and pay your taxes each year, right?

Here's the problem with most CPAs when it comes to taxes. They focus all their time on recording the history their clients give them. They put the right numbers in the right boxes on the right forms and get them filed by the right deadlines.

By the time your income tax deadline rolls around each year, there isn't much they can tell you other than to put more into your tax-deferred retirement accounts like your 401(k) or IRA.

On the surface, this may sound like sage advice. You'll pay less taxes this year than you would have otherwise, right? (More about this in Chapter 1.)

Have you ever heard of "the law of hammer?" The law of the hammer is a cognitive bias that involves an over-reliance on a familiar tool. As Abraham Maslow said in 1966, *"I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."*

If this is the advice you are getting from your CPA then you may very well have a tax storm gathering.

Stock market risk, inflation, and burdensome taxes during retirement have created a retirement crisis that has affected the majority of Americans and has probably affected those close to you.

Forbes tells us that we're on the precipice of the greatest retirement crisis in the history of the world. In the decades to come, we will witness millions of elderly Americans, the Baby Boomers, and others slipping into poverty. Too frail to work and too poor to retire will become the “new normal” for many elderly Americans.

So, you’re probably wondering, *“Okay, Gina and Cat, you’ve painted the picture. How do I avoid this doomsday scenario with my taxes and future retirement?”*

That’s a great question and we’re glad you asked. Let's dive into it.

PART 2

WEALTH BEYOND TAXES

Chapter 1

WHY ISN'T MY CPA ALREADY DOING THIS FOR ME?

In today's world, most successful automotive professionals and business owners simply assume that their CPA will bring them innovative tax planning ideas when appropriate to their situation. But that is simply not the case. Traditional CPA firms are asked to do so much and are stretched too thin just trying to produce a compliant tax return or financial statement.

Most CPAs are inundated with smaller clients, who generate very little revenue for them and take up a lot of resources. They focus their time on recording the history, putting the right numbers in the right boxes on the right forms, and getting the tax return filed by the right deadline. Their job is tax preparation and tax filing.

There is very little strategy, creativity, or planning that goes into the 1-hour annual tax preparation meeting with your CPA. This is the reality and why your CPA typically won't bring any fresh ideas. Their "fresh ideas" consistently include adding more money to your 401(k) or other tax-deferred retirement accounts. Remember Abraham Maslow and the hammer?

Now, tax preparation and filing are important and must be done correctly. You -- (along with the IRS!) -- want to know how much you make in a year. But once you hit a certain level of income, you move beyond wanting to know just how much you owe. **You increasingly want to know how to pay less in taxes.**

The reality is that the US Tax code is one of the world's most complicated legal documents with over 150,000 pages and counting. Nobody seems to know how many pages are actually in the current tax code, as it is constantly changing, growing, and becoming more complex. But the good news is that where there is complexity there is always opportunity!

Tax Planning requires a completely different timeline, thought process, and skill set than most

CPAs have. Tax planning seeks to maximize the complexity of the massive tax code and ensure clients keep more of their hard-earned money! Tax planning is bigger than just one year and requires more than data entry and one hour of planning.

This is why when you press your CPA, tax preparer/filer, for more proactive ways to pay less tax, their recommendation is, “Put more money into your retirement saving accounts.” Success! You just paid less tax this year. Problem solved, right?

Chapter 2

HOW YOUR 401(K) COULD BE A TICKING TAX BOMB

When planning for retirement, the familiar options discussed are usually 401(k)s and individual retirement accounts, known as IRAs.

When information is detailed or hard to process, it's human nature to gravitate toward what we know, and these two savings vehicles are the ones most of us have heard of.

But what is a 401(k) or an IRA? What is a 403(b) or TSP? These are simply tax codes.

Once we understand that a 401(k) and the like are simply a tool that we can use in saving our money, we then need to understand the tax implications of that tool.

Albert Einstein is quoted as saying that **one of the most complex things in the world is the United States Internal Revenue Code**. So, if that's true, then what we have to understand is that the financial decisions we make based on these tax codes -- investments, mutual funds, ETFs, stocks, bonds, real estate, gold, precious metals, Bitcoin, etc. -- are ALL subject to taxation depending on the environment in which they are saved.

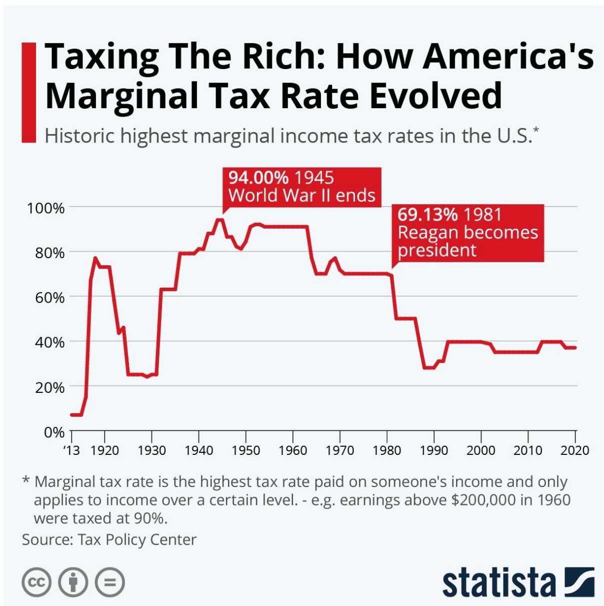
Retirement plans like 401(k)s, IRAs, and other government savings plans are designed to postpone the taxes you pay on your earned income. If you are in a higher tax bracket today than when you take it out, you will save money on taxes (you win). If, on the other hand, you are in a lower tax bracket today than when you take it out, you'll pay more taxes (you lose).

If we put our savings into an investment vehicle that defers taxes, we may be hurting ourselves. Why? **Because the U.S. government believes in compound interest as well.**

That is, would you rather pay taxes on the seed (the amount you put in) or on the harvest (the amount you are taking out)?

So, the important question becomes whether or not to postpone when you pay taxes. The truth is, it's easy to answer that question because the evidence is overwhelming. Most people are clearly retiring in higher tax brackets than in their working years. **They are losing the tax game.**

In the late '70s and '80s when retirement plans like the 401(k) started being used, tax brackets were extremely high and were designed to be lower in retirement years. **The tax postponement strategy that worked then is simply not working today.**



The majority of Americans are socking money into retirement plans that postpone taxes, which is a poor bet. Across the board, people are retiring with more income and/or lower deductions, and it's truly killing their retirement income.

gets to vote on what percentage of your profits they get to keep.

So, we have a question for you...

In the future, do you believe taxes will go up, go down, or stay the same? We all might have our own opinion on that, but the Congressional Budget Office, CBO, has already answered that question for us.

Not only does the CBO say taxes must go up, but they must go up substantially.

They did a study based on the government's current debt situation and concluded that with no changes to Social Security, Medicare, and Medicaid, the lowest tax bracket would have to increase by two and a half times in order to sustain these programs.

Here's the really bad news. They also said that the 25% bracket would rise to 63% and the highest bracket, 39.6% would need to rise to 88%. Can you imagine 88% of your nest egg going to the IRS in taxes? That's a risk we’re not willing to take with our life savings.

Chapter 3

WHAT MATTERS MOST TO YOU?

As we discussed in Chapter 1; *Why Isn't My CPA Already Doing This For Me?* you are likely being advised by your CPA, that the way to pay less tax (this year!) is to put more money in your tax-deferred retirement accounts.

And as we discussed in Chapter 2; *How Your 401(k) Could Be a Ticking Tax Bomb*, you are likely working with an advisor or money manager who is tasked with getting you the best rate of return for your stock portfolio inside of your tax-deferred accounts like your 401(k) or IRA.

There is nothing wrong with paying less tax this year and hunting for higher rates of return. But, if you want to achieve wealth beyond taxes and financial freedom, you must take a more comprehensive look at your financial situation. You must look at the big picture.

Think about your financial life like climbing a mountain. Is the goal of hiking a mountain only to get to the top? Of course not! Your goal is to get to the top of the mountain and safely back down while enjoying the journey. The expectation of your financial life should be the same.

Your financial life is a journey separated into two very different yet equally important phases: Accumulation and Distribution.

Climbing up the mountain is the Accumulation phase. This is where you are saving money, but you are spending lots of money too: vacations, houses, cars, kids. Remember, we want to enjoy the journey along the way. Climbing down the mountain is the distribution phase. This is where clients begin to spend the nest egg that they have spent a lifetime to create. How money behaves in the distribution phase is much different than the accumulation phase. Understanding this now is vital to financial freedom.

Retirement is not about just getting to the top of the mountain. It's about getting back down the mountain and not running out of money. Retirement should not be about uncertainty and fear. Retirement is a reward for hard work, discipline, and a life well-lived. Retirement should be a time of confidence and certainty.

So, what should you be thinking about when it comes to planning for retirement?

Everyone is different and your goals are uniquely your own. But, when it comes to defining goals, here are the six most common priorities people should have:

Income, a.k.a. cash flow, is the money you can spend. This means that when you enter retirement, your role changes from that of a saver to that of a spender, and your wealth has moved from the accumulation phase to the distribution phase. The distribution phase is not a reflection of your risk tolerance, it merely indicates that you need to generate an income from your accumulated wealth to help meet the spending needs not covered by Social Security, pensions, or other sources.

Growth remains a priority in retirement to help combat factors that may erode your wealth over time. Inflation, rising health care costs, interest rate risk, and potential long-term care needs are all factors that can reduce the purchasing power of your dollar.

However, with potential growth comes the risk of loss. In retirement preservation of principal dollars is especially important so it is important to grow your wealth in the safest manner possible

Preservation means, "*Don't lose my money!*" Or, as Will Rogers once said, *"I am more concerned* *with the return of my money than a return on my money."* For purposes of our discussion, it means that to some degree a person is not willing to accept a loss in exchange for a higher rate of return. The person for whom preservation is a priority will focus more of their plan on guaranteed principal assets. Preservation does not have to be absolute. Frequently, the plan designed with a client will result in x% of the assets being protected from investment risk.

Liquidity. That sum of money which is easily accessible by you at a moment's notice. Most of the time people think of this as cash in the bank, but it could be "stored" in other types of accounts as well. The point is that a specific sum of cash is readily accessible. For some people, this number is reflective of a number of months of household operating cash flow. For others, it includes a reserve for maintenance and repairs on the house, like hot water heaters, a/c systems, etc.

Heirs & Beneficiaries. As the name implies, H & B refers to the financial and other resource benefits you wish to leave for other people you love when you die. For families with young children, Heirs and Beneficiaries is much higher on the list. For older clients, Heirs & Beneficiaries will typically be lower on the list. For older clients with special-needs children and/or those whose objectives include legacy for children or grandchildren, H&B would be higher on the list. Almost always, those with wealth in excess of what they will spend in their own lifetimes seek to maximize what stays in the family.

Debt. In addition to taxes, debt is one of the biggest destroyers of wealth. From a planning perspective, figuring out how to eliminate personal debt quickly will greatly accelerate the wealth-creation process.

Chapter 4

WHAT THE WEALTHY KNOW ABOUT RISK AND TAXES

Warren Buffet, one of the greatest investors of our day, subscribes to the following philosophy when it comes to investing:

"Rule number one is to never lose money. Rule number two is to never forget rule number one."

I agree! And if you do too, then you'll love what you are about to learn in this chapter.

Let's take a brief journey back in time…

In October 1929, the stock market suffered severe losses. It plunged over 22% in just a few short days, making headlines across the country. Over the next several years, the market would have difficulty recovering. The Dow Jones Industrial Average would suffer a staggering 32-year setback, losing nearly 90% of its value.

From its peak of 381 in September 1929, it would close at a shocking 41 on July 8, 1932. It would take another 22 years to surpass its all-time high before the crash of 1929. During that period of time:

- Nearly 25% of all Americans would be unemployed and unable to find work.
- Over 40% of banks would shut down.
- Millions of savings accounts would simply disappear.

But in the midst of all that devastation, there was a silver lining for some people.

Life insurance companies remained virtually unaffected during that tumultuous time. More importantly, while the market suffered severe losses, **the policy owners of properly** structured whole life insurance **didn't lose a dime!**

That's such an important point, let us say it again.

During the Great Depression, arguably one of the worst periods of economic disaster our country has ever been through, those who had saved in properly structured whole life insurance **didn't lose a dime!**

In fact, a properly structured whole life insurance policy was such a stable place to have money, that while many people lost everything, those who owned whole life insurance were even paid profits! [1]

Fast forward to our present time. We have out-of-control government spending, record-high debt, and our world is being radically reshaped both politically and economically. Understanding how and where to keep your money safe (and out of reach of the IRS!) is vital to financial freedom.

Banks and Corporations

While many wealthy individuals maximize the use of properly structured whole life insurance, there is one specific group that really understands its value. This same sector of the economy controls nearly every aspect of our economy.

Properly structured whole life insurance plays a massive role in financial institutions, corporations, and banks. These organizations buy whole life insurance by the billions, and use it for many different reasons.

Not only does it increase their financial stability and reduce their taxes, but it is also an ideal place to fund employee pensions, healthcare costs, and other benefits.

The FDIC makes available the balance sheets of nearly every major bank. The following figures are directly from FDIC.gov and represent the exact amount of money the following banks hold in life insurance.

Bank	**Life Insurance Assets**
Bank of America	$19,607,000,000
Wells Fargo Bank	$17,739,000,000
JP Morgan Chase Bank	$10,327,000,000
U.S. Bank	$5,451,892,000

Banks are in the business of money. They have some of the greatest minds in the world including economists, attorneys, accountants, financial analysts, and other experts helping them increase the efficiency and use of their capital.

It is not insignificant that banks place billions of dollars in whole life insurance. It's a reflection of the value they place on this powerful asset. For banks, whole life provides the ultimate in safety, stability, and growth.

Large corporations are also actively involved in saving massive amounts in properly structured whole life insurance. It is also significant to note that these corporations rely heavily on whole life insurance to fund their employees' and their top executives' retirement plans.

Among its many benefits, the ability to properly structure whole life insurance to provide the stable growth necessary to create a predictable income is one of its most powerful features.

Here is a list of some well-known companies that hold properly structured whole life insurance [2]:

- Starbucks
- Johnson & Johnson
- Pfizer
- Verizon
- Comcast
- Walt Disney

- Lockheed Martin
- Nike
- CVS
- Bed, Bath & Beyond
- General Electric

In the 1900s, it's estimated that over 50% of savings went into properly structured whole life insurance.[3] It was the staple for safety, protection, and predictable future income for decades.

Today, Americans are being told by Wall Street and others with vested interests that volatile, risk-based investing in the stock market is the best way to prepare for retirement.

"*Why would they do that*?" you may be asking. You see, Wall Street investment firms were a big part of how government plans like 401(k)s got established in the first place. These elite insiders positioned themselves to be the managers of the funds that ultimately made their way into 401(k) plans. There have been many books that go into much greater detail about this phenomenon. Suffice it to say here that there has been a massive transition (for the worse) from safety and guarantees to risky, unpredictable stock market investments.

Thousands of Americans are starting to see the outcomes of these failed models, and they are looking for a better path.

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[1] Patch, B. W. (1933). Life insurance in the depression. *Editorial research reports 1933* (Vol. I). http://library.cqpress.com/cqresearcher/cqresrre1933051900

[2] Dyke, Barry James. "CORPORATE-OWNED LIFE INSURANCE." The Pirates of Manhattan: Systematically Plundering the American Consumer & How to Protect against it. Portsmouth, NH: 555 Publishing. 2007.174-176. Print.

[3] Thompson, Jake. "Money. Wealth. Life Insurance." Jake Thompson. 2013. 14. Print.

Chapter 5

A MORE TAX-EFFICIENT SAVINGS STRATEGY

Properly structured whole life insurance is one of the most tax-friendly financial tools we have. Money inside of a properly structured whole life insurance policy grows tax-free, can be used tax-free, and passes on tax-free.

"But I Can Get a Better Return In The Stock Market."

Maybe. Maybe not. You have to remember most financial advisors are product salespeople -- they're there to sell you a product. So, when you go to meet with a financial advisor, they'll say, "*Oh, I have a product that pays a higher rate of return,*" where you take all the risk, right? So, the only tool they have is the rate of return. **Now, the rate of**

return is important. But it's not the whole story. If we have a liquid bucket of capital that's earning a guaranteed 5% rate of return and at the same time, it allows us to take advantage of an opportunity that's worth a 50% rate of return, wouldn't that be a better position to be in?

When you have access to capital, you have opportunities. And those opportunities can be worth a 5% rate of return, a 50% rate of return, or an infinite rate of return.

Real-Life Example: Walt Disney

Walt Disney is a man who has influenced the vast majority of people across the globe. From animated pictures to theme parks and attractions, most of us have enjoyed the work he did in his life. But what most people don't know is that without his whole life insurance policies, much of what he built would not exist today.

When Walt Disney wanted to take his successful animated features and television programs and turn them into an amusement park for children and parents, not everyone believed in his vision.

Believing it would be unsuccessful, potential financiers of Walt's venture rejected his request for financing. If Walt wanted to start his theme park, he'd have to find another way.

Fortunately, Walt was a very savvy individual, known for his success in business and finance, and he had been stockpiling cash in his properly structured whole life insurance policies. Since banks and lenders continued to reject his financing needs, he decided to provide his own financing. Among other things, Walt borrowed against his whole life insurance policies, and in 1955 Disneyland opened its doors for the first time. Within one year over 3.5 million people visited the park. It was an instant success.[1]

Millions More

There are millions more people like Walt Disney. A few well-known examples are J C Penny, McDonald's, Foster Farms, Stanford University, and the Pampered Chef, to name but a few.[2]

The second question that we typically hear from people is:

"Wouldn't it be better to buy term and invest the difference?"

Let's address Dave Ramsey as the most well-known person peddling this piece of soundbite advice. Ramsey is a radio talk show host who counsels people on how to get out of debt. He encourages obvious but crucial behaviors like making a budget, practicing discipline, and communicating with one's spouse on financial affairs.

Ramsey is a financial entertainer with absolutely no securities licenses or other financial certifications. His primary goal is viewership and ratings. Ramsey absolutely does not understand properly structured whole life insurance and how it can be positioned in a successful financial portfolio. Therefore, he advocates that people "*buy term and invest the difference*."

The objections and criticisms he makes around whole life insurance are both misleading and downright false. How could he know? Remember, Ramsey has absolutely no securities licenses or other financial certifications.

One of the many problems with Ramsey's opinions about whole life insurance is that he views it purely as an investment rather than a cash-flow and tax management strategy. You are not "investing" in whole life insurance, rather you are putting your money into a tax-preferred savings account. You are creating a very conservative financial system over which you have much more control, access, and guarantees compared to any other readily available option. If you spot a great investment opportunity with the potential to earn a 20% rate of return, then great! Go ahead and borrow against your properly structure whole life insurance policy and acquire the investment.

Properly structured whole life insurance is a safe holding place for your wealth with significant benefits. Let us illustrate with an example of a client of ours named "Sally."

During the initial period of the 2020 Coronavirus Pandemic, the markets crashed 40%. Sally had money sitting in her properly structured whole life insurance policies. This money is guaranteed, always compounding, and liquid (meaning she had immediate access to it whenever she wanted.) As a result, Sally was able to borrow against her whole life policies and buy depressed assets like cryptocurrency.

Conversely, if Sally had had her money invested in the stock market, she would likely not have been able to take advantage of this opportunity. To get access and liquidity from this asset, she would have had to sell at a loss. The same is true for assets in a retirement savings account like a 401(k). To access that capital, Sally would have had to sell at a loss, pay taxes and a huge penalty prior to age 59 ½.

The key lesson is that **BIG opportunities require capital**. And that's what a properly structured whole life insurance contract can give you -- opportunities.

Tax-free growth

Among many benefits, we believe the most attractive benefit of properly structured whole life insurance is the way it is taxed. This benefit alone attracts those that want protection from the uncertainty of taxes.

Let's talk about a few of those tax benefits. The first, and arguably one of the most important, is tax-free growth. *How is this possible?*

Growth inside of properly structured whole life insurance is called a dividend, and by definition is considered a "return of premium." Since the IRS considers this a return of what you have already paid, it is not taxable. In other policies, growth is called a credit, and because of tax codes 72e and

7702 no income tax is due when you access this cash value.

That being said, there is one caveat to this: As the policy grows, you will have undoubtedly accumulated more than you contributed if you've designed your policy for high cash value. If at any point you decide to withdraw your money from the insurance policy, the growth (everything above the cost basis of the policy) can be taxable.

However, as long as you keep the policy intact, **it will continue to grow tax-free indefinitely.** And as you'll soon discover, there is practically no reason to ever cancel the policy, keeping those dollars tax-free for the rest of your life.

The appeal of tax-free growth on your money is one of the biggest reasons why wealthy individuals, banks, and large corporations pump millions of dollars into these policies each year. You'll have a hard time finding a better place with these types of tax benefits.

Tax-free Death Benefit

When you've amassed a large amount of wealth over the course of your lifetime, there's only one thing that stands in the way of passing the benefit of that hard work on to your family...Uncle Sam!

In our view, the death tax is unfair, inefficient, economically unsound, and, frankly, immoral.

Whether you have a big estate or a small estate, passing on money can be painful. Some of the largest estates are stripped to nearly nothing after taxes and probate. It is estimated that the death tax causes one-third of all family-owned small businesses to liquidate after the death of the owner.[3]

Would you like some good news?

In addition to the tax-free growth, which we outlined in the last section, properly structured whole life insurance provides a tax-free death benefit to your loved ones.

This means your life insurance death benefit will transfer with no income tax to those you choose to leave it to.

We can assure you of one thing: there is no better asset to die with than life insurance. It is one of the most heavily used estate planning tools in the country because it can help pass on more of your hard-earned money to your family.

[1]Thompson, Jake. “Money. Wealth. Life Insurance.” Jake Thompson. 2013. 14. Print.

[2]Thompson, Jake. “Money. Wealth. Life Insurance.” Jake Thompson. 2013. 14. Print.

[3]Case. Darren. "Business Success Planning During The Great Wealth Transfer." https://ibgbusiness.com/heirs-may-not-get-hoped-inheriting-business-inherit-right/

Chapter 6

THE PATH TO A LIFETIME OF FINANCIAL FREEDOM REGARDLESS OF YOUR CURRENT AGE

Both Cat and I have a special affinity for professionals and business owners in the automotive industry. Both of us grew up in Flint, Michigan, where most everyone worked for General Motors. My father was a salaried employee at GM for 30 years. During that time, I met my husband, Jim, who also worked all over GM – from the stamping plant, to pouring metal, to finally ending up at the General Motors proving grounds from where he eventually retired.

We are both proponents of the Infinite Banking Concept® and I am a licensed practitioner.

What is Infinite Banking?

The Infinite Banking Concept (or IBC) is the process by which one becomes their own banker, as taught by the late Nelson Nash. In his definitive book on the subject, *Becoming Your Own Banker*, Nash explains how whole life insurance policies uniquely function as dividend-paying assets through accrued equity and the many creative ways one can utilize this liquid cash value. For example:

You'll Never Have To "Qualify" For Money Again!"

When Wall Street and the government got together in the late '70s and came up with the plan to lock up your money in 401(k)s, banks and lenders were chomping at the bit.

Why? Because when you can't access your savings (without incurring penalties), you'd have to convince someone else to loan you money.

For example, where are you going to get money for your next car, kid's college or private school, medical bills, boats, homes, etc.?

[Enter your banker and other lending institutions]

It was the perfect setup to take advantage of the unaware and the needy. Banks, credit card companies, and other lenders have been making a killing ever since.

During that initial time period, interest rates soared, going from 7% to 21.5%.

Consumer debt rose an astonishing 25,000%.[1]

Today we live in a society created by those decisions, and it's crushing our ability to create wealth.

Have you ever noticed why car prices are never mentioned in TV commercials? They've done a brilliant job at putting themselves in the finance seat, and changing the price of a $30,000 car into a $36,000 loan. **And just like that, you've lost another $6,000 of wealth.**

Do you need a new car? Is your kid going to college? Instead of padding the pockets of the banks and other financial institutions, with Infinite Banking, you can now put that money right back into your own pocket.

What's even more compelling is (unlike with banks and credit card companies) you never have to qualify for it. **It's yours and you can access it whenever you want.**

An Infinite Banking Plan has no more taxes. It's 100% tax-free and can provide up to 50% more future income because it's tax-free.

Now one caveat here. While a properly structured whole life insurance policy (which is what Infinite Banking is based on) provides the single most powerful tax strategy legally allowed in our country, a couple of mistakes could put you right back on the fast track to more taxes.

Fortunately, these mistakes are super simple to avoid if you know what you're doing. This is why you must work with an extremely competent, trained professional.

Don't be fooled into thinking your run-of-the-mill advisor is going to be of any help here, and be careful of those who claim to be "qualified" because most aren't.

While the decades of time I have spent specializing in this exact strategy helps, the most important element to your success are the hundreds of contracts we've already designed for automotive professionals (including an in-depth knowledge of the existing benefits and rules of many of the automotive companies here in Michigan).

This is important for you to know because we can **guarantee** it's done right.

No matter what age you are, from zero to eighty-five, an Infinite Banking Plan can be a powerful tool.

- **If you are in your twenties:** You may be struggling with student debt, a tough job market, and salaries that don't seem to leave room for savings. You may have seen your parents and grandparents struggle during the financial crisis and want to avoid making the mistakes they made. You need a strategy where you can start small and build wealth over time.
- **If you're in your thirties and forties:** You might be growing a family, maintaining a home, and starting to think about how to pay for college. You may have incurred a lot of debt and feel like it's all you can do to keep your head above water. You need a strategy that will help you turn the ship

around and reduce your debt while growing the money you'll need for your children's college expenses and your own retirement.

- **If you're in your fifties and early sixties:** You may be in your peak earning years, but you also may have parents and children you're helping out financially. This is the time to make serious headway on your retirement savings, and you need a plan to cover the enormous healthcare costs you know are looming. You need a strategy that will enhance your retirement savings yet remain liquid for potential emergencies.
- **If you're in your late sixties, seventies, eighties, or already retired:** Your nest egg may have taken a severe hit in recent years, leaving you less than you had planned. If your money is in CDs, savings, and money market accounts, you're probably concerned about the low returns you're getting. You may be worried about inflation or the forced distributions (RMDs) you're required to take from your retirement account. You also may be thinking about

passing a financial legacy on to your children and grandchildren.

Now don't be concerned if at the moment you are not sure where you'll find the money to begin funding your own properly structured life insurance policy. Most of the individuals and families we work with typically earn somewhere between $75,000 per year to $1,000,000 plus per year, and everything in between.

And don't worry about any health challenges you may have that have made you ineligible for other types of insurance. You'll discover that those concerns are often irrelevant. We believe you would do yourself and your family a disservice if you didn't at least investigate this option.

Now, we have no idea what the economic climate will be as you read this book. We could be in a screaming bull market, or in the throes of a financial crash and recession, or looking for ways to protect our income and assets from inflation.

Regardless of the economic climate at the time you are reading this, our commitment to the clients that qualify to work with us is:

“**We will put you in a better financial position –- more money, with less risk, and paying less taxes.**”

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[1]Patch, B. W. (1933). Life insurance in the depression. *Editorial research reports 1933* (Vol. I). http://library.cqpress.com/cqresearcher/cqresrre1933051900

Chapter 7

RETIREMENT: FANTASY VERSUS REALITY

This book, while intentionally small, is about big ideas. Our goal has been to help you begin the exciting process of totally transforming the way you plan your finances both now and for your retirement by leveraging the tax code to your advantage.

We don't want you to just REACH retirement, we want you to have enough income and wealth for you and your family to thrive!

Toward that end, you should know the answers to the following questions… and if your advisor can't give them to you, you should fire them. Even if that advisor is you.

So, ask yourself, do you know the answers to these questions?

Do you know the rate of return you will need for you to live like you live today and not run out of money?

Our experience is that most people want to maintain their current lifestyle when they retire. Think of it like this: retiring could equate to being on unemployment…but for 30 years.

You've probably heard these 30 years referred to as 3 separate ten-year periods… "the go-go years," "the slow-go years," and "the no-go years." During these periods, having your money keep up with your desired lifestyle (including inflation), is not an easy feat.

You may have heard what we like to refer to as the "broken rule" from your human resource department or 401k, 403b, or TSP advisors –- "*You only need 70% of your income in retirement*." That advice is questionable. Your advisor or human resources representative never takes into account one of the greatest risks in retirement called **Sequence of Return Risk**. In essence, what that means is that if your existing retirement plan is using an average rate of return to forecast your probability of success, you may very well learn the hard way that averages lie.

Do you know how much you need to save each year to live like you live today and not run out of money?

Quite simply, we show this figure to our clients last. The reason for that is because the answer is almost always surprising. We have learned that most folks will spend more time researching a 2-week vacation than they will learning about the nuances of retirement (also surprising, to some).

Retirement differs from when we are working because we turn off our income… that's it. No one can predict (*let alone wants to think about!*) when they will die. But if you're not planning for 30-40 years of retirement (and saving accordingly), you could find out in the later stages of life that a miscalculation can lead to an undesirable lifestyle.

For example, no one wants to pack up their most prized possessions and go to a nursing home. Put simply, nursing homes are depressing and carry the stigma that they are a place where you go to die. But what happens when someone exhausts all their resources and has not planned properly for an end-of-life event necessitating long-term care? The answer is devastating –- they could become a ward of the state, and that's never pretty.

Do you know how long you will have to work to live the life you live today and not run out of money?

It's one thing being able to retire and work or consult at your leisure… but it's another thing to either HAVE to continue working or to be forced to STOP working due to an illness or disease.

We have seen folks retire after working their entire lives only to have their health prevent them from living the golden years we all dream of.

Even worse, we have seen folks pass away too soon, never expecting that they would become ill. Hug the ones you're with, make time for your family, and plan for the golden years to be just that: golden.

Too many financial advisors are narrowly focused on the rate of return of a portfolio instead of the quality of life that is desired.

Do you know how much you may need to reduce your future lifestyle to keep from running out of money?

This goes back to the first question and a myth that has circulated in the pre-retiree community for years. Why would someone want to live on 30% less than what they are living on now?

Our job as income planning advisors is to help you maintain 100% of your current lifestyle while helping you safeguard that plan against unforeseen events. It's OK to make cutbacks in situations that call for it. But why intentionally design a 30% reduction in your lifestyle if you can avoid it?

Does your portfolio have cancer?

We know the "C" word is serious, ominous, and extreme. That is the reason we chose it. If you had cancer, would you want to know?

The financial cancer we are talking about is taxes. When your portfolio has financial cancer and no one has taken steps to eradicate it, you could find yourself weak and sick financially. You may end up with a lot less money than you had anticipated.

We regularly speak with educated and smart automotive professionals who you would think understand this tax problem. But they don't; it's not intuitive.

What do we mean? Let us ask you these questions: Do you contribute to an IRA or 401K, 403b, or TSP (*These are all tax-deferred plans*)? We almost always get a 100% affirmation that they are not only participating in but investing as much as possible in these plans.

So, if this is true for you, the next question we ask is this: *"Do you think income taxes in this country will be lower (as you were probably told initially), the same, or higher when you retire?"* 100% of the folks we ask this question to answer, "*Higher!*"

We hate to break the news to you, but if you answered the same and think you can save money in a rising tax environment, this makes no mathematical sense.

To clarify, if you have paid .25 cents in tax on $1 today and may pay .33, .40, .50, or even .70 cents in tax on that dollar in the future, you're making a HUGE miscalculation.

We understand folks do this because this is the advice everyone, including their CPAs, financial advisors, and employers are giving them. But the rules have changed and are changing very quickly still, and taking steps to eradicate this cancer is vital to financial freedom.

Do you have a portfolio or a plan?

As mentioned in the previous chapter, we are proponents of the Infinite Banking Concept® as developed by Nelson Nash. We work with the Nelson Nash Institute because it's an economic think tank, based on sound economic principles. As a result, we have learned not to idolize products or portfolios.

Most people view financial portfolios as the solution when in fact they're just a tool. Financial portfolios are a means to an end. It's a way to achieve our goals, not the goal.

For years, financial institutions have

bombarded us with commercials advertising, "*What's your number*?" as folks walk around with this sum of money over their head. **What a misleading commercial!** Getting to retirement with a sum of money should not be the goal. **Getting through retirement with enough assets to generate the desired income to support the lifestyle you desire is a much better strategy**.

Retirement is not about how much money you have; it's about how much money you can spend. Retirement is about income. How much income do you need to support the lifestyle you desire and not run out of money? Remember your financial journey? You want to get safely down the mountain while enjoying the journey!

If you found that you didn't have the answers to the questions above and you'd like help answering them, we want to invite you to take...the next step.

PART 3

THE PATH FORWARD

Chapter 8

THE NEXT STEP

"It's not what you know; it's not even who you know; it's what you implement that counts."

Congratulations! You are one step closer to having the peace of mind that comes from knowing that you are on the right path to enjoying a life filled with happiness, adventure, and opportunity.

Imagine what it will feel like to know you're on the right track. That your financial future is secure, your family and legacy are intact. Image having similar benefits (such as tax-free income) to the wealthiest Americans, banks, and major corporations. Imagine being able to take full advantage of opportunities that present themselves to you. Imagine a life of wealth beyond taxes, and the financial freedom you and your family will enjoy. It's now within your grasp and, trust me, it's a fun and exciting process that will be wonderfully gratifying in the end. As we said earlier, we wrote this book for two primary reasons: 1) to help inform and motivate automotive professionals like you, and 2) to extend an invitation to see if working together to help you create more income and wealth makes sense -- for both of us.

If you like what you have read so far and feel that working directly with us to either create or improve your financial plan makes sense, let us ask you to consider these five questions:

1. Do you believe taxes will go up in the future?
2. Are you tired of planning your financial future on things you can’t predict or control?
3. Are you sick of being held hostage to high-interest rates on your credit cards, and fed

up with begging for money from bankers who hold all the cards?
4. Are you tired of the hope-and-pray method of financial and retirement planning?
5. Do you value working with an expert to guide you, bring out the best in you, and prevent mistakes?

If you answered yes to one or more of these questions, you have two options:

1. Do Nothing -- You can close this book and do nothing with the information we shared. (If you have gotten this far, we surely hope this is not an option.)
2. Take Action -- You can schedule a 15-minute introductory phone call with Cat to begin the conversation on how we might work together.

If you are serious about your financial future, you have nothing to lose and everything to gain by taking action.

This one phone call may hold the key to unlocking the door to wealth beyond taxes and the peace of mind that comes from knowing that you are on the right path to enjoying a retirement filled with happiness, adventure, and opportunity.

We understand your goals are uniquely yours, which is why we should talk -- if you are serious about implementing any of the ideas in this book. There is no obligation, and scheduling it is super easy.

Note: It's NOT a Sales Call

It's a conversation, a two-way interview to make sure that we agree this is a good match. We'll ask you some questions, and you can ask us some questions. This must be a win-win for both of us. After our discussion, we will determine our next steps.

This phone call is typically a 15 minute but no longer than a 30-minute discussion.

TODAY Is the Day. NOW Is the Time.

Schedule your **Wealth Beyond Taxes Strategy Session** with us right now. There's absolutely no fee, no obligation, no risk, and nothing to lose.

How to Schedule Our Call:

Go to: https://go.oncehub.com/15MinuteIntroCall and pick a day and time that works best for you. That's it! Or if you have any questions, you can email Cat directly at cat@yourfds.com

We look forward to hearing from you, and more importantly, working together to help you create more income and wealth for you and your family for years to come!

RESOURCES AND SOCIAL MEDIA

In addition to the resources we have already shared with you throughout this book here are a few more that you can check out:

Website:
https://www.yourfds.com/

LinkedIn:
https://www.linkedin.com/in/ginacwells/
https://www.linkedin.com/in/catherinetoone/

Podcast:
https://successprinciplespodcast.com/

The Nelson Nash Institute:
https://infinitebanking.org

ABOUT GINA WELLS AND CATHERINE TOONE

Gina Wells (left) is the owner of Advanced Capital Group dba: Gina Wells + Cat Toone Financial Design Strategies. She holds the Chartered Life Underwriter (CLU®) and Chartered Financial Consultant (ChFC®) designations. She is a fiduciary with over 30 years of experience helping individuals and families increase wealth, decrease risk, and build cash flow strategies that allow her clients to maintain their lifestyle, in any economic situation. She is also a licensed practitioner with the Nelson Nash Institute.

Gina is a qualifying life member of the Million Dollar Round Table, National Association of Insurance & Financial Advisors, Fenton Chamber of Commerce, and University of Michigan alumni. She served as President of the Genesee County Estate Planning Council as well as President of the Flint Association of Insurance & Financial Advisors.

Gina and her husband Jim live in Linden and enjoy traveling across the country in their motor home, the great outdoors, and spending time with family and friends.

Catherine “Cat” Toone (right) started her career in the Financial Services industry in 2011 while the economic crisis of 2008 was still fresh in people's minds. She witnessed the damage that financial devastation had caused retirees and pre-retirees and knew that there had to be another way to do things. Those families became her "why," and she set out to find a better path than traditional financial planning offered.

Cat joined Gina Wells in 2019 after discovering how much their missions aligned and together, they have been teaching clients the value of a comprehensive, well-designed financial strategy. Cat is currently completing courses to obtain her Series 65 license.

Gina and Cat are Health and Life Insurance Licensed in multiple states as outline in their website.

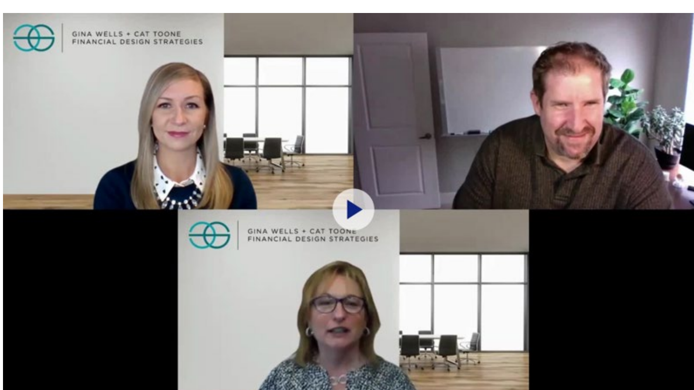
An active member of the community, Cat is the current Treasurer of the Flint Jr. League, a founding member of the Flint-Chapter of Free Mom Hugs, and the Vice-Chair of the Perry Innovation Center Family Council.

Cat lives in Grand Blanc with her husband, Kelly, a chef, and her two spirited boys Owen & Liam.

VIDEO INTERVIEW

In addition, **we find that video is a great medium to get to know someone.**

Toward that end, we created this 20-minute video so you can get to know us a bit better and determine if you think we might be a good fit.



Here is the link to the 20-minute video.
https://go.smartfinancialhub.com/meetGinaandCat

We’ve included the transcript of the recording below for those who prefer to simply read.

Transcript

Question:

Tell us about your personal story. Who is Gina Wells? And then, we'll ask who is Catherine Toone?

Gina Wells:

Well, Gina Wells grew up in Flint, Michigan, and graduated from Mott College and then the University of Michigan, Flint, where I studied paralegal technology. For years, I was a legal assistant and then paralegal for a prominent attorney in Genesee County. Anyway, I continued to do estate planning, and my father-in-law, Earl Wells, at the time ran a financial services business and asked me to come and do the estate planning work with him for his firm.

Before you know it, I got licensed in life insurance and then securities. One thing led to another, and now here I am 30 years later, the owner of Advanced Capital Group doing business as Financial Design Strategies with Catherine Toone. Over those 30 years, I've just culminated and built my business basically with automotive professionals, but also upon referrals. Referrals are a big base of our business.

Question:

One follow-up question for you, Gina, I know your family worked at GM. Can you share a little bit about that?

Gina Wells:

Sure. I grew up on the East Side of Flint and everybody worked for General Motors. My father was a salaried employee at GM for many years and retired after 30 years. Just about the same time, maybe seven years before he retired, I met my husband, Jim. Jim had worked all over in General Motors from the stamping plant to pouring metal to finally ending up at the General Motors Proving Grounds where he retired from.

Automotive professionals are still like any other professional working for a living, living a good life, trying to save money for the future, and one day wanting to retire. I've specialized in automotive professionals mainly because of my father and my husband, but mostly because I lived in Flint. Grew up in Flint.

Question:

Definitely. It makes sense. Who is this that you have with you?

Gina Wells:

Cat Toone joined my firm about three years ago, and I would love for her to tell that story.

Cat Toone:

We met and we realized how much our philosophies aligned and our goals of trying to really help people to see financial planning in a different light. We realized that, in teaming up, we could accomplish both bringing our mission to the automotive professionals. I too grew up in Flint. And then also, as women, we were in a unique position to spread the message. We were unique and we set ourselves apart. So, teaming up was something that came really naturally to both of us.

Question:

So, let's talk about some specific topics. The first one is... So, in the book Wealth Beyond Taxes, you open up with a chapter about why people have this assumption that I have a CPA and they're doing my tax planning for me. Now, what are your thoughts when it comes to that assumption people have?

Gina Wells:

We call ourselves macroeconomic planners, and there are all sorts of people that are working with an individual, CPA, attorney, real estate broker, mortgage broker, banker, you name it. We want to hear what they have said, and if we see that there may be something that hasn't been brought to the surface, we bring it to the surface, but not to say, "Oh, you don't know what you're talking about."

It is to say, "Gee, I didn't realize that looking down the road the way that we're planning, I'm probably going to be in the same or higher tax bracket. So, maybe postponing paying tax today isn't as good as putting some money in a tax-free bucket." Because remember, we have three buckets to put money in taxable, tax-deferred, and tax-free.

Question:

I think it's conventional wisdom that a CPA it's like, *"Hey, you had a great year. Want to save some taxes? Put it in that tax-deferred bucket."* Can you expand upon what Gina said about that?

Cat Toone:

The conventional wisdom will tell you to maximize your pre-tax contributions, get the tax deferral today and push that tax calculation down the road to a time when you don't know what taxes are going to be. You don't know what tax bracket you're going to be in or what your lifestyle requirements are going to be.

So, that's where we see this problem being created in kicking that can down the road. Part of our value is coming in and looking over the whole picture and really trying to help you decide based on everything else that you're doing within your world. What really is the best decision for you when it comes to tax-deferred growth.

Question:

From my perspective and listening to you, it sounds like it's really a matter of short-term thinking and long-term thinking. What are some of the things that people should be aware of when they're contributing to 401k's?

Gina Wells:

I call it soundbite financial planning. Soundbite financial planning is all over. People get on the internet; they watch one video and think they know all the answers from that one video. Or there's one personality out there that's telling them, "This is how you have to do it." I think once we start educating people, they answer these questions themselves. They say, *"Oh, this is not where I want to be in 10, 15, 20 years."*

Cat Toone:

Right. And I don't think it's a matter of people not understanding it. It's really just following the conventional wisdom that's been hammered into our heads for so long. But we're really just trying to help people look at things in a different light and see the road less traveled.

Question:

What are the things, beyond taxes, that come up in those conversations that you have with clients? What are their priorities? What's important to them that you discovered?

Gina Wells:

We see a 360-degree look at every area of their life. Where's money coming in? What is the purpose of that dollar? What are they going to do with it? What are the ramifications to get the money back if you need it? Estate planning is a huge, huge thing that people are missing because nobody wants to think about dying. But the truth of the matter is we live, we pay taxes, we die.

If we know that during all of those phases in our life, we call them accumulation to distribution, that no matter what happens, economically, to them or anything else that they have a plan that will survive almost any economic turmoil that may happen to them.

Question:

A lot of people, a lot of advisors and a lot of conventional wisdom, if you have it is, "Okay. I want the highest rate of return. That's my goal." Is that a good goal? Is that problematic? What would you add to that thinking?

Gina Wells:
Getting a rate of return, you have to have some level of... Safe money, investment money, but how can you take on a risk? Do you have the backbone to be able to lose 50% of your overall savings in the stock market at any time? I mean, that's the true question, Paul.

Can you afford to lose? If you can afford to lose, then there are probably some larger investments that people are doing. Let's not forget when the bow breaks, who really wins? There are winners and there are losers, right? The people who win when the bow breaks are the ones who have something to fall back on, who have built a moat around their overall planning that cannot be impeded by stock market loss.

Question:

I think that brings up a term that I'm familiar with, which is sequence of returns risk. Cat, would you add to that in terms of what sequence of returns risk is?

Cat Toone:

Sure. Well, everybody knows the market averages over time, but there comes a point in your life where you're going to need to start distributing income off of those assets that you've accumulated. So, it naturally begs the question, how much do I have to distribute? Part of understanding that or part of the story is the sequence of returns.

Because if you're drawing 4%, let's say, off of a million-dollar pile of money, well, when the market goes down and you're dipping into your principal dollars, that $40,000 you are drawing is not longer 4% is no longer of your money. All of these things need to be looked at with a critical eye when it comes to retirement income planning.

Gina Wells:

Look at everything that we've just gone through and the market is continuing to somewhat go up, but then we took some deep dives, it's been up and down. So, the average, as Cat said, is good in the accumulation stage. But in the distribution phase when you're going into retirement, you need to have that safe money out there to be able to fight against those crazy times when you're pulling money out of a down market and that's all you have to do.

Question:

Definitely. Shifting gears slightly, one of the things that you talked about in the book is what's known as the infinite banking concept. What is infinite banking?

Gina Wells:

When it comes to the Infinite Banking Concept, it all revolves around dividend-paying participating whole life insurance. That means buying a life insurance policy that is whole life that you are an owner in the business, so that's participating, right? It's not a stock company, it's a mutual company. And that the policy that you build, the longer you put money in, the stronger it becomes, and you can leverage it. You can leverage it back and put money back in.

In a Roth IRA, you take money out, you can't put it back in distribution. In a regular IRA, you take it out, you can't put it back in. Even cash in a bank account. You take the money out and you're going to put it back in, but you're going to start at ground zero.

The beauty of the infinite banking concept is you never leave the compounding curve. That is the beauty of using that specific financial product correctly. The infinite banking concept was born by Nelson Nash. The bottom line with what we do is we work with the Nelson Nash Institute because it's economic think tank-based sound thinking as to how you're doing this.

A lot of people will say, "Just get a policy started and just get going with it. That's all you need to do." We don't want to be a product provider. We want to be a financial planning team of yours that helps you understand how it all integrates and coordinates and builds and builds and builds so that under any economic situation, you will not fail. You won't be the 50% on the losing team.

Question:

What I understand you said earlier is that the basis of financial planning, vis-a-vis the infinite banking concept, is life insurance is the foundation. Beyond that, what are the types of services that you offer? Then additionally, what licensing do you have? Or what questions should people be aware of?

Gina Wells:

Well, I'd really love to direct them to our website, www.yourfds.com. We explain all of that there. I am a fiduciary. Cat and I are both licensed for health and life. We aren't licensed as PNC agents. We don't sell auto and home insurance. We don't prepare a tax return for you. We don't prepare an estate plan, but as I said earlier, we're macro planners. That's where we really shine across from anybody else. We are putting all the puzzle pieces together in a way that the end product is people know where they are today and where they're headed tomorrow.

Question:

Along those lines, Cat, if I can ask you, what are the types of services... that range of services that you guys do?

Cat Toone:

Sure. We can help you at any point that you're on in your journey, retirement income planning, insurance planning, really acting as that macro planner over all the different areas that your money touches in order to coordinate and integrate all those decisions. We help you maximize the financial output of every single decision that you make.

Question:

So, we've talked a lot about you specialize in helping individuals and families, professionals, and business owners that typically are in the automotive industry. Who's not a good fit for you?

Cat Toone:

If you're looking for the latest stock tips or if you want to get in on the latest and greatest in whatever's happening in the market and that's really all the planning that you're doing, we're probably not the right firm for you. We're really interested in helping people sleep better at night.

What “wealth” means is different for everybody that we talk to. It might mean more time with family. It might mean more time to go and pursue your dreams or more time to travel. Whatever that means for you, that's what we're interested in helping you do.

Question:

So, for someone that's reading this book or watching this video and is curious to learn more, how do you onboard a new client?

Cat Toone:

Sure. The next step, Paul, is just to have a conversation. Let's talk for a few minutes. Let's see if you're a right fit for us, we're a right fit for you, if you want to continue to learn more. Then from there, we'll schedule a 60-minute consultation where we'll get a little bit more specific. Every step of the way you are in control.

Question:

Does someone have to choose? They're like, "Okay, I'm a Cat person," or, "I'm a Gina person."

Gina Wells:

Everybody starts out meeting Cat. Then from there, if you choose to move forward, after that conversation with Cat, then it's a conversation with both Cat and me. Both on the phone, and we're listening to what we call a present position. What's a present position? Open up your pay stub. Do you understand your pay stub? What's on your tax return? Where are your current assets sitting? What do you spend money on? Do you really know what you spend money on? What are your big-ticket items?

Question:

This might just be a personal question. So, someone's like, "I have a policy." Are they still a good fit for you to have a conversation with?

Gina Wells:

Sure, definitely. I mean, when we talk about being total planners. We just said it a minute ago, the agent who may have sold you that, Paul, may not have told you how to integrate it with everything else that you're doing. And if you don't know how to integrate that product with everything else that you're doing, you are missing a huge, huge piece of the puzzle.

Question:

What's one of the biggest misconceptions that people have about the work that you do?

Cat Toone:

Sure…that we're all just trying to sell you something or pull the wool over your eyes. Have you ever seen that movie Groundhog Day with Bill Murray? The guy that comes up to him on the street who's overly aggressive, trying to push all these products on you.

That's not what we're about. We're not arm twisters. We are not going to try and strong-arm people into products that they don't understand or anything like that. We're trying to do the opposite of that. We're trying to educate; we're trying to make things better. We're trying to create more safety, more liquidity, more use, more control.

Question:

Here's the big question, how much money do people need to save for retirement?

Gina Wells:

Well, you know what? That depends on them. A lot of times I'll say to a client, "Gee, we just found you $10,000 that you didn't really realize was going anywhere." Right? And we bring it back to the table. "How much of it do you want to save and how much of it do you want to spend?" And if they tell me I want to save 50% of it, I'll go, "Okay. So, you might end up working a little bit longer. That's okay with you?" Sometimes I'll say yeah because they want to enjoy life right now. Sometimes I go, "Oh, I didn't think about that."

Cat Toone:

There's no magic number for what pile of money you need to have in order to live a good life.

Question:

I've completely bought into basically Infinite Banking for myself. The money that I'm accumulating, I know it's there down the road as well, but really, it's the whole idea of being able to not just get the immediate benefits of it but to really use it as that bank account. It just gives me a lot of feeling of control over my financial future.

Gina Wells:

Gives you a sense of control because it is control. You are the one diverting your dollars to savings or moving it back through your system because you had to spend it. All right? So, there's always a savings and spending element, but what's beautiful about it is there's also a trajectory moving forward. You're never exiting that compounding curve. And the more people understand about that compounding curve, it is the seventh wonder of the world, right? It is definitely something to behold when nobody can touch your growth.

Question:

Gina, I believe you've been in the financial services industry for 30 years. Cat, I believe you've been in for about 10 years. If you were to look back and give advice to that younger you based on all the wisdom, knowledge, insights that you've gained over the past number of years, what would be something that you would advise yourself, whether it's for you personally, or whether it's how you interact with your clients and advise them?

Gina Wells:

That there's big money in money management. Don't get me wrong. They wake up every January 5th, whether or not your account's doing well with the percentage of their overall portfolio. We don't work like that. We work a little bit differently, right? We do have some fee structure. We do have some commission structure, things of that nature, but we work for our clients, not for a product. Where we see ourselves in 10 years is continuing to do the same thing we do and hopefully bringing other people on that have the same outlook.

Question:

Let me flip the question on you, Cat. So, what's it like for you, now being in the business 10 years and having a mentor like Gina?

Cat Toone:

It's made all the difference in the world, both professionally and personally, nobody knows this business better than Gina. And I feel so lucky to have hitched my wagon to her star.

I've been able to really learn from the best and you just don't get that. So, when that opportunity came along, I had to grab it.

Gina Wells:

Meeting the right people at the right time, Paul.

SERVICES

In addition to the ideas and strategies detailed in this book, here is a comprehensive list of the services we offer:

- Guaranteed Income for Life
- Retirement Income Planning
- College Planning
- Tax Strategy
- Estate Planning*
- Student Debt Consulting
- Insurance Planning
- Retirement Income Planning
- Investment Management
- Financial Planning
- Long-Term Care Planning

- Infinite Banking Concept

Business Services

- Business Valuations
- Legacy Planning & Exit Strategy
- Financial Wellness & Education Programs
- Commercial Insurance & Liability Protection

*Estate Planning services provided in conjunction with your licensed legal advisor

You can learn more and get the most up-to-date information at my website at: https://www.yourfds.com/ or by emailing either Cat at cat@yourfds.com or Gina at gina@yourfds.com.

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