Your Financial Literacy GUIDE

September 2019 // Prepared by Cindy Riddle

Take the first step to financial security – give us a call and schedule a free consultation!

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Do **YOU** Know **YOUR** Financial Needs?

Cash Flow

When you create your financial strategy, it's important to know how much money you have access to and how, if possible, you can increase that amount. This money is your cash flow and can help you accomplish many things, including reducing or eliminating debt and increasing your savings. Here are some strategies you can use to increase your cash flow:

- Create a budget for your monthly expenses and needs – and stick to it
- Spend less than you earn
- Raise deductibles on your auto, homeowners and other insurance policies, which can help to lower your premium
- Look for ways to earn higher interest on money that is currently in low-interest savings accounts
- Start a second career or a part-time business to earn additional income

Proper Protection

A big part of building a sound financial strategy is life insurance. Life insurance helps protect your loved ones in the event of your death. It not only helps replace lost income, but it can also help preserve your family's assets.

A basic rule of thumb is to have enough life insurance to provide approximately 10 times your annual family income. For example, if your current household income is $50,000, you may want to consider having $500,000 in life insurance protection.

Debt Management

One of the biggest obstacles to a sound financial future is consumer debt. It's important to have a strategy that can help reduce and eliminate debt.

Here are some approaches you can take:

- **Pay More** - Pay more than the minimum, as much as possible within your budget, on the credit card/loan with the highest interest rate. Once you pay off that credit card/loan, begin paying off the next highest interest rate credit card/loan.

- **Transferring Debt** - Consider transferring credit card/loan balances to a card with a low interest rate that is offering a promotional, no fee transfer option. Don't hesitate to call the issuers of all your credit cards to ask for a lower rate.

- **Quit Charging** - Put your credit cards away so you don't consider charging on them while you're paying down your debt or after it's paid off.

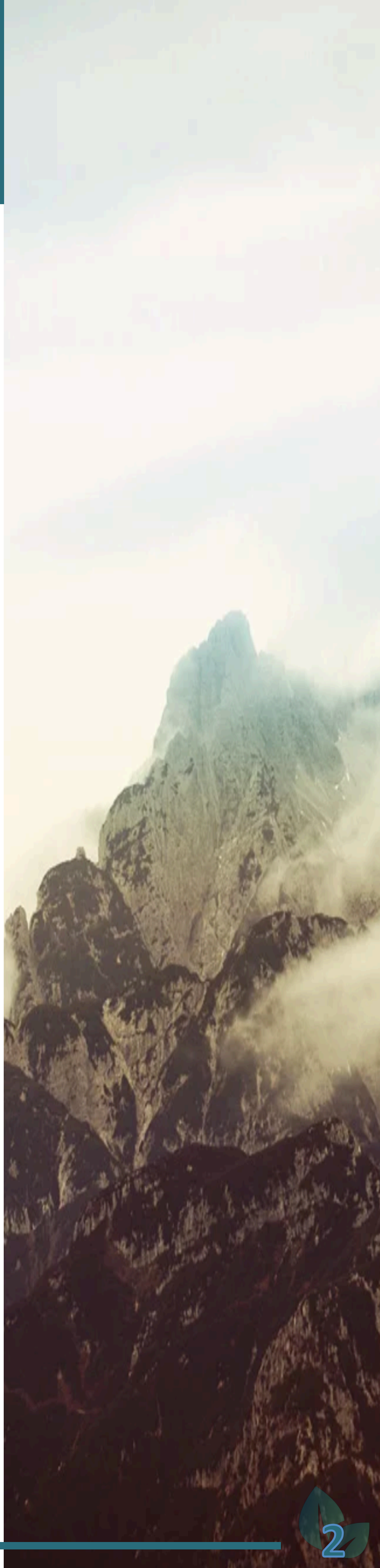
Emergency Fund

No matter how much you plan in life, the unexpected happens. To prepare for life's little "disasters," set up an emergency fund to help pay for any resulting expenses. A basic rule of thumb for determining how much you should set aside is three-to-six months of your total expenses.

Don't think you need an emergency fund? Consider these potential expenses and scenarios:

- Major car repairs
- Major home repairs
- Major appliance repairs or replacement
- Loss of a job
- Serious illness or hospitalization
- Elder care or long-term care

Having an extra source of funds gives your family peace of mind during a stressful time.



Build Wealth

When developing your financial strategy, it's important to ensure you put a long-term asset accumulation program in place that strives to outpace inflation and reduce taxation. When determining the best program for you, ask yourself the following questions:

- How long do I expect live?
- How much it will cost to live comfortably during those years?

There are key financial concepts that can help you as address these questions. For example, **The Rule of 72** is an estimation of the time it takes for money to double*. Additionally, understanding the cost of waiting gives you an idea of the financial advantage of starting to save today.

I can explain these and other financial concepts to you, and help you develop a strategy based on your needs.

Preserve Wealth

An essential part of your financial strategy is ensuring that the wealth you accumulate(d) over the years is not impacted by taxes or other unintended consequences.

A well-designed strategy can:

- Eliminate probate costs
- Help manage estate taxes
- Ensure your legacy reaches your intended heirs, including any life insurance coverage, pensions, and annuities
- Provide an opportunity to set up medical and financial powers of attorney so that, should you become incapacitated, someone can take care of your finances, make medical decisions for you and more

Please consult with your personal legal professional and/or tax advisor for further guidance regarding your specific circumstances.

Contact me to help you navigate your financial needs. I don't charge a penny for my time. I just ask for referrals from my happy clients!

***The Rule of 72**
is a mathematical concept that approximates the number of years it will take to double the principal at a constant rate of return compounded over time. All figures are for illustrative purposes only, and do not reflect the risks, expenses or charges associated with an actual investment. The rate of return of investments fluctuates over time and, as a result, the actual time it will take an investment to double in value cannot be predicted with any certainty. Results are rounded for illustrative purposes. Actual results in each case are slightly higher or lower.

Secrets to a **Tax-Free** Retirement

Don't end up ***outliving*** *your money*

PROTECT YOURSELF from the dangers of increasing taxes and market volatility with a Max-funded, Tax-Advantaged Insurance contract.

I'm going to share with you the secrets to a TAX-FREE Retirement that I myself have implemented and many – thousands of other people – have implemented to protect themselves from the dangers of taxes and market volatility.

If you are planning on retiring in the near future or are *already* in retirement…I hope that you are prepared. What you are about to hear has the potential to make your golden years the most comfortable and secure years you've ever experienced.

If you're planning on retiring in the near future, you've most likely done well financially in the past and been smart about your money or have worked hard for what you've earned. Or perhaps you've been a victim of the harshness of an unpredictable stock market and fluctuating real estate values, and the idea of retiring sparks more distress than delight.

Those days of decade long booming stock market growth are dead! In 2000-2010, retirement and home values plummeted for those who had worked hard and saved even harder and then saw their accounts and real estate values plummet until hitting rock bottom with a heavy thud!

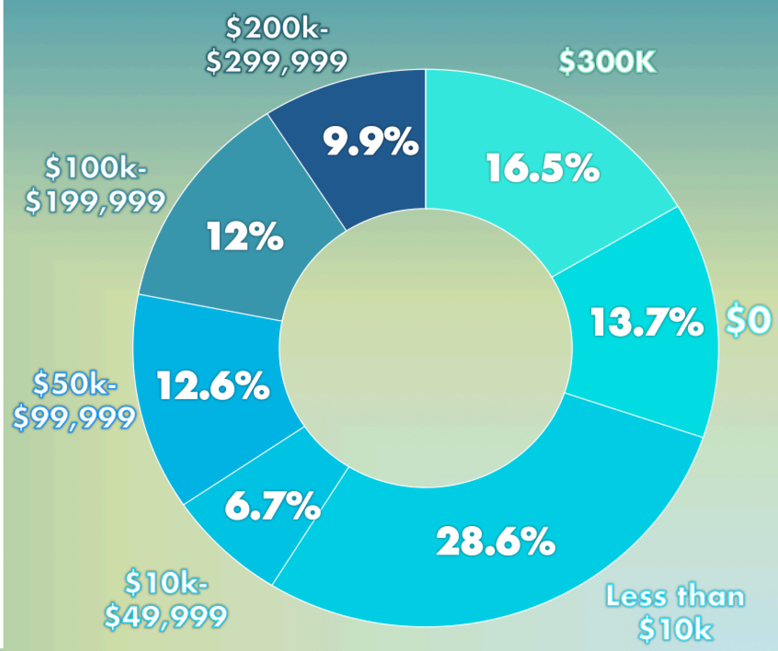
MOST AMERICANS lost 38% in the value of their IRAs and 401Ks from 2000–2003. It took 4 more years until 2007 just to recoup what they'd lost.

For example…

About 42% of Americans Will Retire 'Broke'

***'Broke' = Those who have $10,000 or less saved for retirement**

**Dollar amount represents total amount saved for retirement*



Let's say a couple was planning on retiring in the year 2000, and they had a nest egg of $1 million dollars. They saw that nest egg erode away to $600,000 by 2003 and it took until the END of 2007 to regain what they'd lost.

Hoping to be able to retire on about $6,000 per month from their newly rebuilt and fragile million-dollar nest egg, assuming their rate of return was about 7.2%, their dreams were shattered when in 2008 they witnessed that million-dollar nest egg loose 40% in one single year! Not only that, but real estate values also plummeted.

Many said, "Enough all ready!" and put their money into banks only earning about 1% or less. Do the math. Now these retiring people are earning only 1% or less on $600,000, which is only $6,000 PER YEAR, when just 12 months earlier, they were planning on retiring on $6,000 PER MONTH. They were down to 1/10 of their expected income! As a result, many Americans have felt like they lost their future.

The fact of the matter is no one following the strategies that I'm telling you about lost any money after 9/11 or in 2008! Many not only DOUBLED their money TAX-FREE, but many actually TRIPPLED their money TAX-FREE from 2000-2012.

The last few years have been a bit better, but it isn't here to stay. The stability and predictable growth of real estate and stock market portfolios are a time of the past. And the **global economy**, **terrorism**, **massive national debt**, **national healthcare**, and **higher taxes have created an entirely new financial landscape**. One in which we need to be aware of so as to only impact our wealth for the better and not worse.

Those incredible days of consistent and reliable stock market growth are GONE! Year after year predicable real estate appreciation is gone as well! The "buy and hold" is now longer wise advice. The notion that the market always goes up is no longer true. Traditional IRAs and 401ks are NOT the best way to save for retirement. In fact, they are no longer even a "good" way to go.

FOR THE LAST 25 YEARS, people are no longer in lower tax brackets when they retire. Yet most people continue to put their money into tax-deferred accounts following traditional advice and doing the same thing over and over again while expecting different results…which, by the way, is the definition of insanity! And they **will end up outliving their money** due to the negative impact of **inflation, higher taxes,** and **market volatility**.

It doesn't have to be this way any longer ***if*** you take action on these strategies before it is too late right now. Postponing is probably not the best idea for your financial security. For those who are ***not*** decisive and savvy, then more severe financial pain could be just around the corner.

I will show you how to have MORE INCOME DURING RETIREMENT by **stopping to pay unnecessary taxes**. The harsh reality is that you may not be as prepared as you think. Even though you may have built a sizeable nest egg, if you are relaying on your traditional IRA and 401k to supplement your social security benefits and maybe even a pension, be prepared to have taxes erode away your cash.

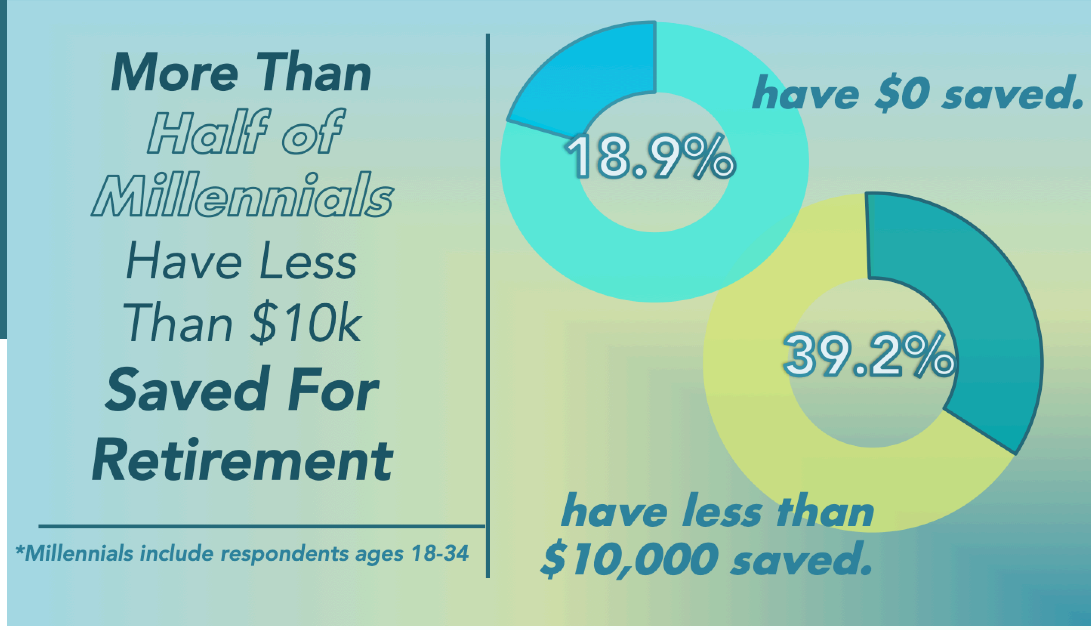
Have ***MORE INCOME*** during *retirement*

WITH TAXES ON THE RISE, I look for every valid and legal way to maximize my income and minimize my taxes. I'd much rather redirect my money for family, vacations, and causes that I support rather than giving that cash to the government.

What you also may not realize is that when you reach retirement, you will loose many tax-deductions that you once enjoyed such as home mortgage interest, dependents, and retirement plan contributions. And if you are a business owner, you will be losing even more deductions. This means that although you may have less income during retirement, your taxable income may be just as high or even higher. ***If*** you don't take action to avoid paying excess tax, you will most likely be in for a rather unwelcomed "surprise" during your retirement years of outliving your money. **No matter how you look at it, paying less in taxes means keeping more for yourself and your family.**

In my opinion, as part of your tax-reducing retirement strategy, you should take a serious look at a maximum-funded tax-advanced insurance contract (IUL). When structured correctly and funded properly, these contracts shelter you from the danger of increased taxation.

UNFORTUNATELY MANY FINANCIAL ADVISORS or Accountants, who haven't done their research into these strategies, end up having strong or uneducated opinions that are not based on facts. Especially regarding the tax benefits and internal rate of return that can be achieved.



Here is how a properly structured contract can shelter you from increased taxation:

Tax Savings #1

Money put into these insurance contracts has already been taxed at today's rates and not tomorrow's. With tax rates going up in the future to unknown amounts, getting taxes over and done with will likely be incredibly important and financially significant. It is always best to pay taxes on the "seed" money rather than the money that you "harvest."

Tax Savings #2

Money taken out of your contract, when done optimally in accordance with IRS guidelines is not regarded as taxable income as opposed to income from a traditional IRA or 401K. For more than 100 years, the money that accumulates inside of a life insurance policy does so as "tax-favored."

You can also access your money tax-free using several methods. The smartest way is via a "loan" rather than a "withdrawal." When done correctly, it is a loan to yourself that is never due or payable during your lifetime. To be in compliance with IRS guidelines, an interest rate is typically charged. But then that interest rate is offset with interest which is credited on money that remains there as collateral for your loan thus resulting in a zero-net cost in many instances.

Loans taken from your contract are ***not*** taxed because they aren't deemed "earned," "passive," or "portfolio" income, which are the ONLY types of income that are subject to income tax on a 1040 tax return. (See sections 7702 of the Internal Revenue Code).

Tax Savings #3

As a life insurance policy increases in value due to completive interest being earned, no taxes are due on that gain **as long as the policy remains in force**. Many investments, such as savings accounts, CD's, mutual funds, and money markets will typically have taxes on their gain. (See section 72e of the Internal Revenue Code).

Tax Savings #4

Upon your death, the money in your insurance policy transfers to your beneficiaries completely income tax-free! (See section 101a of the Internal Revenue Code).

In summary, there is **no other money accumulation** vehicle that **accumulates money totally tax-favored** and then lets you **access your money totally tax-free** so that when you pass away it blossoms and **increases in value and transfers to you heirs totally income tax-free**!

Empowering yourself with this strategy could mean the difference between depleting your principle on your nest egg in 7-11 years versus NEVER OUTLIVING YOUR MONEY no matter how long you may live.

4 Key Elements to **Financial Security**

1 - LIQUIDITY

The ability to ACCESS YOUR MONEY WHEN YOU NEED IT with an electronic funds transfer or a phone call.

Did you know that many financial institutions are not obligated to give you your money for 6 months or longer in the event of a real emergency or run-on-the-bank? Liquidity means not having to pay any taxes or penalties in order to access your money. Your money in the bank passes the "liquidity" and "safety" test, but fails the Rate-of-Return test because you are earning less than 1%.

2 - SAFETY THROUGH INDEXING

Make sure that your money doesn't loose due to market volatility, taxes, or inflation.

Keep your cash in institutions that have the highest safety ratings. The **insurance** industry **is rated the safest investment in the world** because they have to have liquid money on-hand in the event of all emergencies. In 2008, when 400 banks went under in America and 900 more were on the brink of failing, the federal government asked the 5 major banks in America to disclose where they had their Tier 1 assets for safety. They reported that they held their money in the multi-trillion dollar insurance industry called BOLI (Bank Owned Life Insurance) and corporations had their money invested in COLI (Corporate Owned Life Insurance). Thus, the **Safety of Principle** plan uses indexing strategies that protect your principle.

In 2001-2003, most people involved in the stock market lost 40% of the value of their 401(k)s and IRAs. Many people watched their $1 million dollar nest egg dwindle down to about $600k near the end of 2003 because it was subject to market volatility.

I took 4 years until 2007 to make back what they lost. During those 7 years, from 2001-2007, people keeping their principle in indexing strategies double their money and didn't loose a penny. That's the power of compound interest inside the indexing strategy! However, when the crash of 2008 hit, these same people lost 40% AGAIN…for the second time a decade. It wasn't until 2012 for most Americans to make back what they lost! But people who kept their money in indexing strategies during that 12-year period nearly tripled the value of their money to $3 million! How was that possible? Because they didn't loose money when the market dropped. That's the power of indexing. (NOT investing in indexed funds)

When you retire, no more than 30% of your money should be in tax-favored strategies putting off the inevitable until you are in a higher tax bracket

WHAT IS MOST IMPORTANT TO YOUR FAMILY?

Financial Needs Analysis

1 Increase Cash Flow
Earn additional income & manage expenses

2 Estate Preservation
Avoid Probate
Minimize Estate Taxes
Leave a Legacy

3 College Funds
Preparing for your children's future

4 Proper Protection
Protect against loss of family income & assets

5 Retirement
Outpace Inflation
Minimize Taxation
Principle Protection

6 Emergency Funds
Save three-to-six months of your monthly income

3 – RATE OF RETURNS

Invest in products that offer you a way to earn a competitive rate-of-return that has proven to historically trounce inflation.

Predictability is key to achieving the success of your future financial goals. While nothing is guaranteed, looking at historical returns can give you a good idea of how likely your financial strategies are to perform with a higher yield.

4 – TAX ADVANTAGES

Why pay unnecessary taxes? Many people are benefiting from both tax-favored and TAX-FREE strategies keeping them from outliving their money during retirement.

The **4 "Amazings"** of Wealth Accumulation

The Amazing Power of Compound Interest

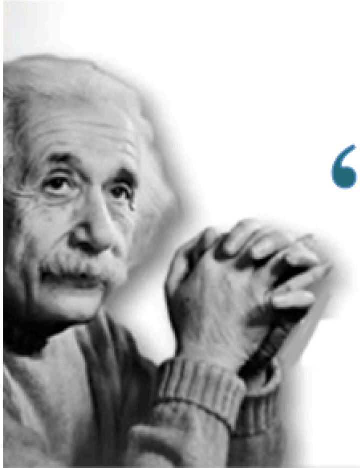
Simple interest is very different from compound interest. One of the best vehicles or strategies to accomplish unparalleled wealth accumulation is the **Indexed Universal Life (IUL) Insurance** product, which harnesses the power of compound interest. The added bonus is that **all the growth is TAX-FREE and liquid**. However, it does require that you qualify in order to get this marvelous strategy working for you!

The Amazing Power of Indexing

Indexing is a strategy that allows your investment to **mirror the stock market**, only participating in the ups while being **exempted and protected from the downs**. It's pretty common knowledge among financial professionals in the industry that it's not *IF* we have a market crash, it's *WHEN*. So ask yourself, do you want to keep your money unprotected and tied to the next 2008-type crash?

The Amazing Power of Tax-Favored Accumulation

Tax-Free Accumulation is one of the best strategies you can utilize. The truth of the matter is that Uncle Sam has a permanent "tax lien" on your IRA or 401(k), meaning they will take a solid 1/3 of your accumulated value in the form of whatever tax-bracket you find yourself at that age. Suddenly your 401(k) turns into a 201(k)! Plus, when you start to withdraw your RMDs (Required Minimum Distributions), your IRA or 401(k) begins to deplete while still subject to market volatility. IRAs and 401(k)s are like playing Russian Roulette with your retirement savings.



"Compound interest is the **Eighth Wonder of the World**. He who understands it, earns it…He who doesn't pays it."

-Albert Einstein

The Amazing Power of Safe Leverage

Safe Leverage gives you the ability to **own or control assets with very little of your own money at risk**. Safe Leverage is a strategy the world's wealthiest individuals, corporations, businesses, and banks use every day. Albert Einstein said, "Compound interest is the eighth wonder of the world. He who understands it, earns it…while he who doesn't, pays it." An example is how banks "borrow" your money once you deposit it with them. They pay you nominal interest for your savings account while they use the difference to invest in products with high rates-of-return. We show our clients how to by-pass the middleman by using the same strategies that the banks use to accumulate wealth safely and securely!

The **4 Phases** of Retirement Planning

Phase 1: Making Your Financial Goals a Reality

Based upon your financial objectives (goals) and your available assets, it is of the utmost importance that you make and follow the plan that your Wealth Within Your Reach Financial Professional works with you to create. A good financial strategist works within the IRS guidelines to allow MAXIMUM tax-deferred and TAX-FREE growth. Although these products are available to the public, many of them require that you qualify in order to own them. Indexed Universal Life insurance, along with indexed annuities, are important and beneficial retirement strategies that are often overlooked by the narrow scope of some financial advisors and CPA's who may not be state-licensed to discuss the products about which we educate our clients.

"Legacy by Choice" means to be purposeful about building a financial legacy to last for years to come, even after you are gone!

Phase 2: Building/Acquisition of Assets

Once you have successfully put completed Phase 1, you begin strategically funding your policy(ies) based upon your agreed upon goals and established plan. At this point, once the first premium is paid, you have an IMMEDIATE ESTATE for your family and loved ones. And if these plans are started early enough in life and/or at any age and are aggressively funded (within the IRS tax guidelines), it is possible to begin to "bank on yourself" after the accumulation phase has had time to blossom. Meaning you can take loans from your policy (without any interest or penalties) and pay yourself back within your own time frame while the policy continues to grow.

Phase 3: Maximum Funding

The more you put into your Indexed Universal Life insurance policy, staying within the established IRS guidelines (TAMRA), the more TAX-FREE money you will have accumulated for your retirement! This is where your Wealth Within Your Reach Financial Professional helps set up a funding plan to get the biggest bang for your *savings* buck, keeping it safe from becoming taxable income! Funding annuities is a little easier. Your Wealth Within Your Reach Financial Professional helps to make sure that your "personal pension" is set up to fit your desired retirement needs.

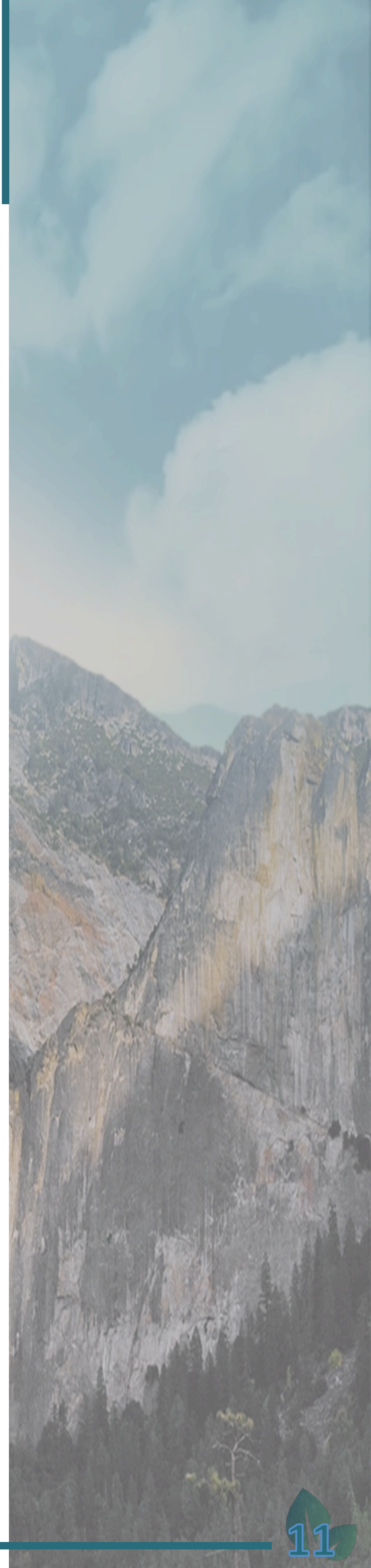
Not So Fun Fact:

Banks borrow your money paying you 1% in interest, then turn around and buy insurance products making 5% interest or more when they loan it back again. Banks earn 500% for leveraging on other people's money!

Phase 4: Profits and Distribution

After your policy(ies) have been maximally funded and you've seen significant growth, you can work with your WWYR Financial Professional to decide when to begin taking your distributions, how much to take based upon your cash value, and the importance of keeping the plans growing through continued compound interest. These strategies are a far superior way to accomplish what the "buy term and invest the difference" proponents recommend because our clients are becoming self-insured…and it's totally TAX-FREE!

At
Wealth Within Your Reach Financial,
we help you optimize your assets and increase your net spendable income! Can someone say an 'Amen'?



Frequently Asked Questions About Cindy Riddle

Who could benefit from a meeting with Cindy?

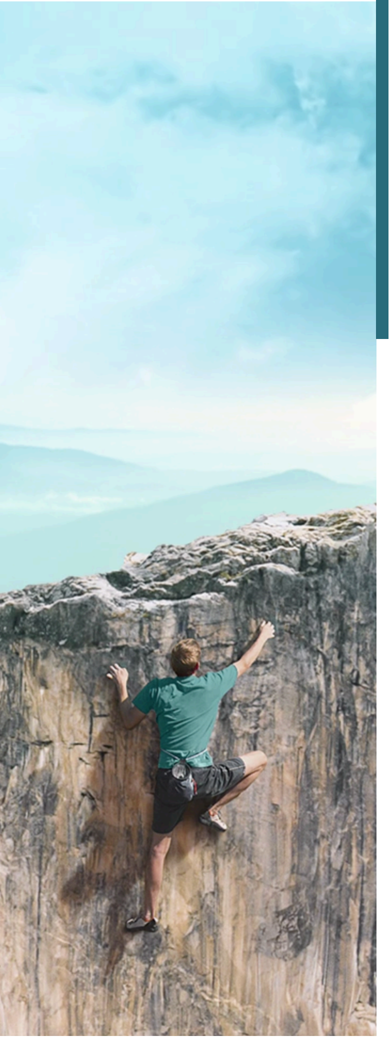
- Anyone who would like a TAX-FREE "savings account on steroids" earning **7% AND ABOVE**! *Where else can you get that?*
- Anyone who would like to protect their savings (principal assets) and nest egg from market volatility and declines.
- Anyone who would like to discuss their current financial situation and create their dream retirement. (**Fun Fact**: *Did you know the BEST retirement plans begin when you are young and healthy?*)

What does Cindy charge for her services?

- There is **NEVER A CHARGE** to you for any meeting or any of my services! However, I do gladly accept referrals!
- Win-win situation! Should you decide to do business with me, **MY SERIVES ARE PAID FOR DIRECTLY BY THE COMPANIES THAT I REPRESENT** (not by you, my client).

I already have a Financial Professional. Why would I need to hear what Cindy has to say?

- A large percent of the people who meet with **me *already* own financial products** or are working with a financial professional.
- This meeting is not about trying to steal you away from your current financial professional; it is about giving you **another perspective and alternative strategies** to protecting and increasing your wealth that many Financial Advisors can't offer!
- My mission and goal is to make as many people as I can aware of their available financial choices. This mean showing how and where you can **safely** put your money, and helping you **feel confident** about your financial strategies by focusing on the best financial "vehicles" that can provide your principal assets with protection from the ups and downs of the stock market!
- **There is NEVER any obligation…no matter how long our meeting takes.**



For what company does Cindy work?

- I am a multi-state licensed Independent Financial Professional.
- I work with a brokerage through which I am affiliated with all the **top rated companies** within the U.S., such as Nationwide, Athene, Global Atlantic, Pacific Life, Transamerica, Allianz, Everest and MANY MORE!

What are Cindy's credentials and background?

- I have worked in the financial arena as far back as 2007 when I worked for Waddell & Reed and then Edward Jones.
- I became licensed as a Life, Accident, and Health Agent in 2015 and have been teaching "**financial literacy**" to my clients ever since.

If I meet with Cindy, what are my obligations after my first face-to-face visit?

- You can schedule a meeting with me by calling me directly at (408) 691-0147.
- **No further obligation is required!** I will be honest with you and give you my professional recommendations, but you are ultimately the "driver" of your own financial future, and are under zero obligation to do anything.

Wealth Within Your Reach Financial

NO FAMILY LEFT BEHIND

About Our Company:

Wealth Within Your Reach Financial provides our clients with insight into the best financial strategies and solutions to not only protect their income and assets, but also to grow their net spendable income with higher rates-of-return!

We guide our clients through life's financial labyrinth to help them…

- **Bulletproof** their retirement (so they don't outlive their money)
- Learn how to **beat inflation**
- **Benefit** in times of market volatility (how not to loose a penny of their principle or growth)
- Use strategies for **tax-free wealth accumulation**!
- **Understand** how Uncle Sam has a "lien" on their 401(k)
- How to create their own **private pension plan**
- **Establish income protection** (even in the event that they cannot work)
- **Create an immediate estate to benefit their family**

About the Founder:

Cindy is the founder of **Wealth Within Your Reach Financial**, a financial services company specializing in asset protection and growth! She has been in the financial services field for over 12 years. As a multi-state licensed financial professional, she has helped her own family with all the same superior strategies that she shares with her clients.

Cindy is passionate about helping individuals and families create a financial SAFETY NET using tax-favored and TAX-FREE wealth growth and asset protection strategies. She loves teaching financial literacy to anyone who wants to use their own income to grow their own wealth, build their own pension, and be their own bank (potentially avoiding taxes or paying interest). She doesn't charge a penny for a financial review to help people evaluate their financial needs and fill any gaps so their future selves will THANK them!