



**In Their Own Words:
Testimonials from Independent
Advisors Using The Income for
Life Model[®] and Related
Technology**

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Executive Overview

Since 2003, Wealth2k[®] has offered comprehensive solutions for retirement income distribution planning. Our leading solution, known as The Income for Life Model[®], is both a comprehensive and competitively-advantaged framework for enabling financial advisors to successfully attract and implement retirement income sales. This program facilitates the last mile of investing that serves to lock-in the client for life.

Across the U.S. financial advisors are using The Income for Life Model to capitalize on retirement income planning opportunities. These advisors are enjoying competitive advantage in their local markets and are solidifying themselves as the durable advisor to their clients. They are controlling IRA rollover assets, and they are furnishing their clients with the investing framework best able to generate lifetime, inflation-adjusted income.

What do financial advisors using The Income for Life Model program say about it? What business-building benefits are they enjoying? How has the program helped them emerge as the advisor of choice?

The best way to assess the answers to these questions is to understand what the advisors themselves say about The Income for Life Model. This paper documents, in advisors' own words, how they feel about The Income for Life Model. These are the candid comments from individuals who have graciously and enthusiastically shared their real-life experiences.

Gregory Gentry, Marietta, OH

“The Income for Life Model is a tool every financial and estate planner should have in their pocket. I signed up for The Income for Life Model on a Tuesday morning and played with it for 30 minutes to get used to it. The next day a couple walked in my office after having left a meeting at a nearby Merrill Lynch office. The husband asked if I had any information on retirement income planning. I sat them down, filled in The Income for Life information sheet online, downloaded the proposal and went over it with them on the spot. They were both very comfortable with the concept and brought me a check for \$1.2 million the next day. The Income for Life Model report helps provide a more professional approach to presenting a program. It’s a must for your practice.”

George Jorgensen, Tyler MN

“Wealth2k’s The Income for Life Model is the easiest and most comprehensive way to introduce the paradigm shift from accumulation planning to distribution planning. I have found The Income for Life Model to be an effective tool in “planting the seed” for clientele several years before retirement. They remember the concept and when the time of distribution/rollover occurs, they come back to our office because we have already shown them a plan for lifetime income.”

“The Income for Life Model’s simplicity, in a time of ever-increasing complex financial strategies, is a blessing for both our office and our clients and prospects. Simply put, they get it!

“And of course, those retirees using the Wealth2k model don’t allow market volatility to affect them. It truly is an insulator from the emotional rollercoaster that is portfolio planning in volatile markets.”

Robert L. Holland, Jr., Lakewood, CO

“The Income for Life Model has definitely given me a competitive advantage in my practice. I’m not aware of other firms/planners having access to such a sophisticated tool that simplifies the process of income distribution, virtually eliminating concerns regarding the sequence of returns during distribution, which, as we know, can devastate a client’s portfolio causing them to run out of money prematurely. Clients are able to grasp and understand the concepts of the model, instilling the confidence and the trust needed for them to embrace the philosophy and recommendations of their advisor.

“In my mind, The Income for Life Model is the best way to build a long and successful practice, and the only way to build a successful distribution strategy for my clients. It allows me to sleep well at night, too!”

Timothy J. Holly, Phoenix, AZ

“The focus of my business is retirement planning, helping retirees and those soon to retire implement distribution strategies in line with their financial goals and objectives while considering individual time horizons, income needs and risk tolerance. The Income for Life Model does all this and more. The website presentation is a powerful tool to use in the office as well as at seminars. A ‘Personalized Analysis’ for each client is easily generated from the website. In short, The Income for Life Model is easily understood by my clients, the website presentation is professional and effective, the plan is the product (I can undersell), and my business keeps getting better! In my mind, this is the best way to build a long and successful practice, and the only way to build a successful distribution strategy for my clients.”

Steven Avery, Bellingham, WA

Oriented to insurance sales, Steven Avery was a modest producer averaging \$70,000 of GDC through 2005. Two years ago Steve presented his first IFLM seminar in his home town of Bellingham. He invited the President of a local credit union to attend the seminar. By coincidence, the credit union was considering a broker-dealer change. After seeing the seminar presentation, the credit union President decided that IFLM was a perfect program to take to the credit union’s members. From IFLM sales alone, in the past two years Steve has produced in excess of \$250,000 in GDC from IFLM sales alone.

“I emphasize what most advisors do not. The Income for Life Model is a distribution strategy with flexibility for the changes that life sends our way. I utilize FPS for the accumulation phase and ROI. As they approach retirement, most clients and prospects become very interested in IFLM because of its focus on the other ROI, ‘Reliability of Income.’ Over a 25+ year period this allows them the peace of mind to stay the course in volatile markets.

“Because the segments range from 2% to 12% ROI, it allows me the opportunity to find an investment strategy that matches the rate of return reasonably. That gives me a competitive edge to help people meet their financial objectives and still have access to money if needed. It boils down to not only the return on their money, but more importantly the return of their money...with an income for life. There you have it.”

Roy Ward, Las Cruces, NM

“My first three presentations ended in the prospects buying into the program and responding as I had hoped. In other words...sales! I believe in The Income for Life Model so much that I now pay the annual fee myself, rather than a company provider doing it. A great program!”

Teresa Brown, Gearhart, OR

“During the market decline of 2001-2002 I had a few clients who were receiving retirement plan distributions under IRC 72t. They were all about 3 to 3½ years into the program. They each had about 1½ to 2 years before the withdrawal amounts could be changed or discontinued. The portfolios were mostly in moderate stock mutual funds investments. Needless to say, between the market declines and the withdrawals, the portfolios were rapidly declining in value. This was not only distressing to my clients; it was damaging the faith I had in my abilities to serve my clients well.”

“I needed a way to better serve my clients during the retirement distribution portion of their lives. Then I was exposed to The Income for Life Model. It responds to the need for an inflation-adjusted income that will last over a long period of time without the likelihood of depleting assets. Over the past 3½ years I have used the program numerous times and am convinced of its effectiveness. My clients have fewer concerns about short-term market volatility and are willing to allow time in the market to work to their advantage.”

“I have presented the Model to every potential retiree I have met during the past 3½ years and have acquired every account, except one. The Model is easy for my clients to understand and is easy for me to implement and track. For my clients utilizing the Model I believe their satisfaction level is very high.”

Brett Hulse, Federal Way, WA

“I have integrated The Income for Life Model in two methods as a complement to the financial planning process. I use the FP Suite software to aid in creating a general picture for each client’s financial condition and depending on the circumstance integrate The IFLM platform. If the client is retiring or very near retirement I lean on the clients media awareness that everybody is pushing income planning and explain that we have been ahead of the curve by implementing income planning for the past 6 years and here is our methodology that has been in practice for the last 30 years. Out comes The Income for Life Model, and the client is impressed by the simplicity of the presentation and how it bundles very nicely to gather all of the clients assets to make life easy. A wise advisor from Denver once taught me that if the client understands that all the pieces of their finances are part of the IFLM machine, another advisor does not have a snowball’s chance in hell to break the mold.”

“For clients who have a few years to retirement I lean on the fact that as a firm we are not only in the best position to help them grow their nest egg as we are independent planners, we also have a system in place to make the transition to income planning. Again, out comes the Model and the client is intrigued as they typically have never thought about working with a planner who has answers for the long-term. I have secured multiple clients with this process as I have positioned myself as their financial guy for the many years ahead and not just until things change and they need to shop around.”

“Bottom line, The Income for Life Model is the basis for the future of our firm's growth. When we have been in competition we blow the other guy up as the IFLM platform is organized and EASY!!!! I have added millions in assets specifically because of the Model that I never would have

gathered otherwise”.

Janet Lee Porter, Westfield, MA

“I love the Wealth2k Income for Life Model illustration. I can now say that I know where all of my clients’ assets are. My income has increased by 35% using this program. My clients also understand that they can stay invested in the market and not panic because they can see where they are going to be when they retire. Even in the down market we have been having, when they are going to retire in about 10 years, it really only effect them by pennies on the dollar. They are willing to stay invested knowing that the market will even out and they will be where they want to be. Awesome software!”

Donald Shelley, Denver, CO

“I would separate my experience with The Income for Life Model into two categories: (a) current clients and (b) new prospects. For prospects within 10-15 years of retirement, the Model is my most potent marketing item. The message: the financial services industry has spent decades discussing how to accumulate money, now they are spending energy in trying to develop retirement income distribution strategies. Thus far the industry continues to struggle, often times attempting to develop products often too difficult to understand, or attempting to develop strategies that frequently are of questionable validity.

“The consumer with a decent sense of mathematics picks up The Income for Life Model quickly; those who do not, get comfortable with the concept by way of repetition.

“Two recent situations:

“A 58 year old prospect saw me after I suggested he should be concentrating on how to manage his 1.2 million for retirement rather than for accumulation. He is four years away. After learning about The Income for Life Model he gave me two commitments: (a) \$1,000,000 for mutual fund investment (he is tired of buying individual stocks unsuccessfully) and (b) using The Income for Life Model as his income strategy when he retires.

“A 61 year old prospect saw me after he was told by a good friend (my client) he was using a management strategy (IFLM) for his retirement income money that has made him feel safe and secure. The first thing the prospect said when he saw me was he knew he could not retire for years, because his behavior change regarding money occurred just last year. He said he needed my help in reaching his goal at age 70 so that he could employ the system his friend Jim had told him about. Being a financial person he picked up the concept in minutes.

“Clients Jim and Diane retired January 2007. Their total capital available at retirement: \$782,000. The monthly income required to supplement their Direct Income Sources: \$3,000 per month, inflating at 3% annually. The amount committed to The Income for Life Model: \$630,000. The Model was introduced to them in 2002. At the time Jim had invested \$50,000 in a variable annuity with me; all other funds were either in 401k accounts or with Merrill Lynch brokerage and VALIC. I have worked with Jim since 1984. He had purchased life insurance from me, homeowners, automobile and umbrella insurance. Jim was comfortable with the Model after two years; Diane was not until mid 2006. By November 2006 I had the commitment for all of the investment money.

“Clients Jean and Jim retired in May 2004. They were receiving two public sector pensions and making occasional withdrawals from investments that totaled approximately \$700,000. I had discussed The Income for Life Model with them in late 2003. They liked the idea, felt they would not need additional income beyond the two pensions, and then found that was not the case. Occasional withdrawals of principal did not feel safe to them as it was random and without a strategy. In February 2005 they funded the Model at \$2,000 per month increasing at 3% for twenty five years. \$425,000 of the \$720,000 was committed to the Model. I had all of their money before they retired; the strategy made the relationship stronger than it already was. I have worked with them since 1974”.

“When presenting Income for Life to a prospect or to a client, I use a combination of the retirement module from Financial Profiles and The Income for Life Model Illustration. First I review the spread sheet from Profiles, using the principal sum committed to generating income during retirement, and using an assumed rate of return of 4% or 4.5%. I discuss the approximate probabilities of not exhausting the principal, pointing out that only historical timelines over actual rolling periods present a more accurate picture. Then I apply the principal sum committed to generating income during retirement to an Income for Life Model illustration. They see the difference and feel more secure”.

“In some cases I will employ a seventh segment. This is a contingency segment which revises the assumed rates of return in segments 2 thru 6 from 4%, 6%, 8%, 10% and 12%, to 3%, 5%, 7%, 9% and 10%. That requires a funding equal to 10% of the total dollars committed to the Model. So a \$500,000 commitment would require an additional \$50,000.”

“I use products to fund The Income for Life Model for segments 2-6 that have long track records, so that I can demonstrate rolling period performance results which do not guarantee future performance, but do lend themselves to providing a high degree of comfort.”

Michael Cox, Luverne, MN

“Our office has discovered the ‘Peace of Mind’ The Income for Life Model gives our clients. Knowing that the first 10 years of income is guaranteed creates a real satisfaction in each and every client that used the Model. We have been especially pleased with the ‘wow’ reaction by clients who love the simplicity of the concept.”

“We believe that our office has become the ‘retirement expert’ in our area because of the satisfaction of our clientele. The Income for Life Model makes us unique because we not only believe in it, but also because we have clients that allow us to use their endorsements of the process”

“Before The Income for Life Model we did not have a clear direction for distribution planning for our retirement clients. We do now! We have endorsed the program and show it to other representatives in our OSJ. It is always met with acceptance and appreciation.”

Paula Dorion-Grey, Crystal Lake, IL

“The Model has been one of the most powerful tools I’ve used to show clients how their portfolios will be constructed and where their income will come from.”

David J. Drucker, Albuquerque, NM

“Undeniably there is a need for products like The Income for Life Model.”