overview:

life insurance

A proven staple of conservative investing, life insurance now offers greater flexibility and more strategic options than ever before. Here's a quick overview:

the personal view

what/benefits

- **Provides financial protection for loved ones in the event of death:** (traditional insurance)
  - Supplies a source of income for family so they can continue to stay in their home, attend college and for ongoing living expenses
  - Offers liquidity for taxes and other estate expenses at death
- **Can be used strategically:**
  - Builds value during lifetime and provides a benefit at death
  - Includes tax advantages, as benefits are free of income taxes
  - Protects assets from creditors
  - Can use trusts to greatly increase the value and benefits of life insurance
  - Affords a deeply discounted source of funds for a certain future expense

who/how

- **Anyone who loves someone and is concerned about their financial well being:**
  - Those who are married
  - Those with children
  - Those responsible for someone else's financial well-being
- **High net worth individuals with concerns about:**
  - Estate taxes
  - Liquidity

when

- **Usually at the time of a key life event:**
  - Marriage
  - Birth of a child
  - Purchase of a home
- **Pre-retirement** (to protect pension plan)

the business view

what/benefits

- **Provides money for a business owner to buy out the shares of a deceased partner or shareholder** (as part of a buy/sell agreement)
- **Enables business to continue operations after death of a key person:** ("key person insurance")
  - Offers tax-free inflow of capital for the business to continue operations, pay salaries, loans, and other expenses
  - Provides funds to find a replacement for the key person
- **Offers a valuable benefit for key personnel:**
  - Facilitates supplemental retirement plan
  - Creates "golden handcuffs" to promote excellent performance and loyalty (through deferred compensation)
  - Serves an additional perq for valued employees

who/how

- **Business owners:**
  - On behalf of the business
  - To protect each other
  - As an additional benefit for select valued employees
  - To meet lender requirements as a guarantee for loan repayment or a line of credit,

when

- **As desired as part of a long-term growth strategy**

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We provide thoughtful, measured advice on incorporating select insurance products into a person's — or business's — comprehensive financial plan. Financial advisors, accountants and attorneys frequently ask us to collaborate in managing their clients' risks. Our approach is practical, straightforward and, above all, people-centered. Please contact us if you have a question or want to consider purchasing or recommending an insurance product.

Brigitte A. Bromberg MS, CFP®, CSA
President, Winning Strategies Group, LLC

Winning Strategies Group LLC
Insurance & Risk Management

181 New Road, Suite 226, Parsippany, NJ 07054 *ph:* 973-244-9499 *fax:* 973-244-9479 *e:* brig@winstrat.com *w:* www.winstrat.com