



The Best Costs Less with I.T.S.

**Need, Greed, Faith and Charity
Course#215171**

NEED, GREED, FAITH & CHARITY

This is a new 6-hour class, designed to examine the four major methods by which life insurance products can satisfy individual needs. It will be presented in a case study format. In this course, each individual person has a separate and distinct planning need for insurance products. They are as follows:

“NED” who has family needs,

“GREG” who is somewhat greedy and wants to maximize everything for personal benefit,

“FAITH” who wants to make a major gift to her church and/or favorite cause, and,

“CHARITY” who has bought land all her life, is sitting on a pile of highly appreciated assets, yet now needs to convert it to income for retirement. She wants to make a major gift to her charities of choice, then buy life insurance to “replace the assets” for her heirs.

NEED, GREED, FAITH & CHARITY

A. “NED” THE NEEDY

1. Regular family needs analysis

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2. Income replacement (people v/s \$)

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3. Planning for social security dependent shortfall

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4. Estate conservation using “ILIT’S”.

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5. New Capital Gains tax planning

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6. “Gifting” and shifting; how to use the \$15K gift rule, then borrowing the \$ back.

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B. “GREG” THE GREEDY

1. Economic outlook concerning future tax brackets

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2. Regular IRA’s v/s Roth

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3. How much to put into a 401-K?

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4. Layering risk – aggressive v/s conservative products

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5. Comparing Roth's v/s V.U.L.'s (VUL's – Roth's on steroids for the very rich

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6. Is "Buy term and invest the difference" a dead idea in today's Marketplace?

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7. "C.D. Conversions" into LTC and Life Benefits

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8. Deferred compensation ideas

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9. Using corporate dollars to buy personal insurance

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C. "FAITH" THE FAITHFUL

1. "Giving something back" - The idea of benevolent gift of life insurance.

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2. Establishing insurable value

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3. Establishing insurable interest – using the gifts to create a track record for the IRS

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4. Leaving it to the church – “worship place marketing”.

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5. Universal Life Example

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6. Life v/s FIFO accounting

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7. Modified Endowment Contracts and Non-Profit Organizations

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8. Charitable conversion of IRA's, 401-K's and other qualified Accounts that are truly not needed for ones' personal situation

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D. “CHARITY” THE CHARITABLE

1. The dilemma – to hold, sell or give it away?

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2. Figuring the best way to convert an “appreciated asset” into an “income asset” without triggering a capital gains tax.

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3. Setting up a split interest trust to benefit yourself and a charity.

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4. Net present value and tax deductions.

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5. Family foundations v/s outright charities

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6. Diverting extra income into a life insurance “asset replacement fund”.

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