



Life NEWS



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Why Life Insurance Ross?

In my second year as an independent insurance broker, I am still asked why I chose the life insurance business. The answer is simple, since my first days as an engineer I have been passionate about sharing with people the best ways I know to acquire and keep more money. Insurance provides that.

I got excited about insurance a few years ago when I learned how one can shelter tax forever with an insurance tax shelter. I decided to become licensed in Life and Health Insurance so that I could build a business sharing and helping people with guaranteed strategies. Yes, I said "guaranteed".

During my first year as an insurance broker I quickly learned that this is a tough business and a passionate business. I didn't realize at first how much buying insurance is an act of love. Love for your family, and your life needs; be them health, business or retirement needs. I also didn't know how high the drop out rate is for brokers in their first year.

Because of the analytical engineer in me, it took me the better part of a year to know that I have the knowledge to provide the best service for my clients. I wanted to know that I was sharing information with them that was relevant to them and would help secure their families, their businesses, and their retirement goals.

My wife Renée, son Trevor, and daughter Brooke have endured my long hours and helped me get to where I am today. Today I will provide you the service you deserve.

Thank you for accepting my news letter, and I look forward to growing with you. I do appreciate your feedback on this news letter and on the expanded information on my website.

In Service,
Ross Macfarlane

FREE REPORT

"8 Key Questions to Answer Before You Buy Insurance"

Get Your Copy Online
www.wealthinitiatives.com

CALENDAR OF EVENTS

FREE INFORMATION SESSIONS

- ✓ HOW TO BUILD YOUR: "TAX FREE RETIREMENT PLAN"
 - Oct 14th 6:30 pm, WI office
 - Nov 12 th 6:30 pm, WI office
- ✓ RRSP MELT DOWN STRATEGIES (GET YOUR TAX CREDITS AND GET IT OUT!)
 - Oct 22nd 6:30 pm, WI office
 - Nov 18th 6:30 pm, WI office

RSVP to guarantee your seats...

HAVE YOU CHOSEN CRA TO BE YOUR BENEFICIARY?

Initiate your plan to tax freedom!

Do You Have Too Much:

1. "Family Insurance?"
2. "Business Insurance?"
3. "Money that is Flexible and Growing"



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MORE INFORMATION AT WWW.WEALTHINITIATIVES.COM

Family

Do You have Too Much Family Life Insurance?

An insurance needs analysis can be a complicated calculation, but a quick look at your debt and income replacement needs will show you what is mostly recommended. For example Bob and Mary have a \$400,000 home with a \$250,000 mortgage. They have a vehicle loan of \$20,000 and a Line of Credit balance of \$15,000. Bob and Mary, age 41, both work and they have two young children. On death it is recommended to pay off the family debt. For Bob and Mary that will be \$285,000. A funeral and other other final expenses can be \$10,000. The lost income needed to be replaced will be for the children's expenses including their education fund. Typically \$750/month per child for twenty years plus 4 years of college/university education of approximately \$10,000 per year. That brings us to a total of \$725,000 of insurance need. Split this between Bob and Mary. A joint first to die policy for the debt \$285,000, and two separate \$220,000 policies on Bob and Mary. Total approx. \$70/mo.



Business

Do You Have Too Much Business Health Insurance?

Business insurance has many facets, which includes Health Insurance for you and your employees, key person insurance, business loan protection, buy-sell funding, funding capital gains tax on business death, and pension plans. In this

issue we will look at a *New Alternative Health Benefits Plan: The Health Trust.*

Are you paying more than you get from a group plan, or are you just not interested in the high costs of paying for a large group plan. If you are tired of paying for health insurance that you don't use, and would like the ability to have your business (personal or incorporated)



pay for your health costs including Dental, Eye Glasses, Laser Eye Surgery, Cosmetic Surgery, Viagra, Contact Lenses, Prescription Drugs, Acupuncture, Chiropractic, Massage, and more then you need to set up a *Health Trust.* The trust will allow your business to write off medical expenses. In other words pay for your dental, massage, etc with pre-tax dollars. With a Health Trust you only pay for what you use. It can be set up for your employees with a different plan for your executives. Setting up an employee with \$1000 to spend on what they want per year can be a low cost solution to your group benefit needs. The limit can be set higher for executives. If you already have a spouse with an excellent group plan then the Health Trust can pay for deductibles and percentages not covered under the group plan that you typically pay out of pocket with after tax dollars.

For Example Bob and Mary have their own Business. They typically spend \$1800 per year on Dental, massage and prescription drugs. This is not more than 3% of their income, so they can not make a claim on their personal tax returns. They use the Health Trust and save \$400 per year.

JUST ONE CHANGE COULD SAVE YOUR FAMILY THOUSANDS

A REVOLUTIONARY WAY OF BANKING.

Simplify your Banking by consolidating debts and opening one bank account that allows you to pay down your mortgage as quickly as you choose. It will also act as your line of credit, and all at one low rate (3.25% - as of Sept 2009). You can enjoy payment *holidays* (missing payments). You will have the freedom and flexibility with your money that you deserve.



NEW IN CANADA

AN INNOVATIVE WAY OF INVESTING.

10%* RETURN

Europe and the USA have enjoyed the *Life Settlements* investment industry for decades. Now Canadians have the luxury to share in the returns of buying and selling U.S. life insurance policies.

* offered through offering memorandum, money at risk, return rate not guaranteed.



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