



New Compensation Program for Loans Referred for Refinance

Effective April 2014, GFD is excited to announce that advisors and other entities referring loans involving a life insurance or annuity policy to our lending affiliate, Global One Financial (G1) are eligible to receive a referral fee upon closing of the new loan.

The program – entitled the Loan Refinance Referral Program (LRRP) – is designed to provide referring advisors and other entities an additional incentive in the form of a referral fee based upon the loan origination fees incurred by the client upon refinancing of an existing loan.

How does it work? Let's take a look at this example:

Assume a loan for \$2mm is referred to GFD for refinancing. A one time 1% (100bps) fee is assessed on the refinanced loan. Once the 10 year loan from GFD's lending affiliate, Global One, is approved and funded, the referring party could receive:

Option 1

50% of the loan origination fee. Paid to the referring party at loan inception (e.g. \$2mm x 50bps)

Total: \$10,000 (initial)

Option 2

25% of the loan origination fee upfront (e.g. \$2mm x 25bps = \$5,000)

AND

a 5bps annual trail on the persistent funded amount (persistent) for the term of the loan (e.g. \$2mm x 5bps = \$1,000 x 10 years = \$10,000)

Total: \$15,000 (initial plus trail)

Option 3

A 10bps annual trail on the funded amount (persistent) for the term of the loan (e.g. \$2mm x 10bps x 10yrs)

Total: \$20,000 (trail only)

If you know of any potential opportunities that you may want to bring to us, please take a moment to fill out the worksheet on page

what'sINSIDE



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6 of this newsletter (entitled the "Loan Refinance Referral Worksheet" and forward it to your FSM today.

For more general information about this program – or to discuss the specifics with an FSM, please call us today at 800-515-2599 or email info@globalfd.com.

Call us today and find out what it's like to work with the most innovative firm in the life insurance premium financing industry.

UPDATED Lender Rate Table



At Global Financial Distributors (GFD), we work hard to provide our clients with the best possible support, options, and some of the best flexibility available today in the insurance financing marketplace.

In keeping with that principle, we have worked with our lending partner to update the rate and term sheet for our loan offerings in order to expand the choices for you and your clients.

Most importantly, in this update, we will continue to offer our 10 year simple interest only loans, but now clients will have the option to choose either a 5 or 10 year rate option. This change means that loans can be even more custom tailored to fit the financial needs of each client and possibly respond better to changing markets.

Concurrent with this change, the rate “floors” that each loan is assigned are also being changed – in many instances, these floors provide the client with additional protection from minor fluctuations in rates.

To view the updated rates, log onto the Global Gateway and click on the Forms section of the Sales Stages within the Materials Library.



For more information about the important changes you'll find on the rate sheet and to let us help you with a potential case please contact your GFD Financial Service Manager (FSM) at 800-515-2599.

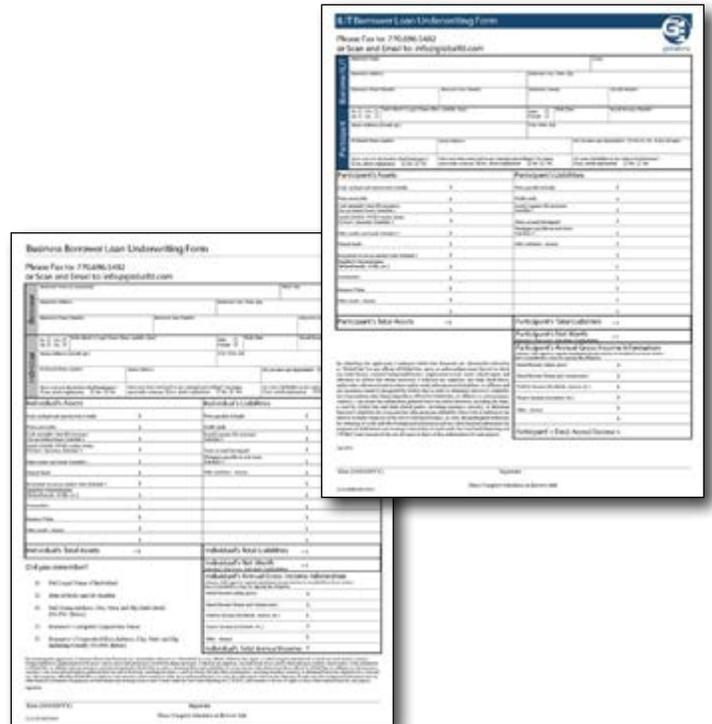
NEW Loan Underwriting Forms



As more and more Leveraged Planning Solutions for Individuals cases are submitted, our lending partner found a need to create a Loan Underwriting Form that is specific to the ILIT Borrower. As such, GFD's lending partner now has **two** distinct Loan Underwriting Forms - one for the Business Borrower and one for the ILIT Borrower.

Effectively immediately, please ensure that you and your clients are completing the correct form prior to submitting it to GFD. If you have any questions about which form is needed, please contact your FSM at 800-515-2599.

The new Business Borrower Loan Underwriting Form and ILIT Borrower Loan Underwriting Form are available for download now through the Global Gateway. Once logged in, click on the Materials Library to the right, then select the Sales Stage in the dropdown menu, and click on Forms.





CASE STUDY

Buy-Sell Arrangement

PROFILE:

REVTECH Services, Inc. needed to implement a buy/sell arrangement on behalf of their CEO, David White, 53, to provide for added liquidity for both White and the firm in the event of his departure or death.

RESOLUTION:

REVTECH and Mr. White elected to use a life insurance policy to provide the funding necessary to maintain business continuity and provide compensation for Mr. White's interest in the business. A commercial loan was chosen as the means of funding the policy premiums.

Using a commercial loan to purchase a life insurance policy enabled REVTECH to reduce out of pocket cash expenditures while still funding the policy sufficiently.

REVTECH and Mr. White's advisor recommended Global Financial Distributors because of their track record, attractive rates and ease of processing and ongoing management.



SPECIFICS:

The policy chosen was an Indexed Universal Life policy from a top-rated major insurance carrier. The loan solution was structured such that four equal premium payments of \$500,000 (totalling \$2,000,000) would be made by GFD's lending affiliate to the carrier in order to sufficiently fund the policy's cash value and guaranteed death benefit of over \$8.2 million¹.

The net loan interest payments made by REVTECH increased gradually over the first four years until they reached a steady \$52,722 from year four onward^{2,3}.

STATUS:

By choosing a Leveraged Planning[®] for Business solution, REVTECH saved over \$486,819 (net) in premium payments in the first year alone. Over the subsequent ten years making the interest payments on the loan saved over \$1,500,000 in net outlay compared to the cost of making direct cash premium payments. Using a Leveraged Planning solution helped REVTECH realize a significant improvement in their projected annual cash flow and provided a buy-sell arrangement to secure an excellent transition strategy for a key executive.

¹ GFD does not provide tax advice. All clients must confer with their financial and tax advisors on matters of deductibility or tax treatment.

² Annual interest payment reflects decision by client's advisors to deduct interest expenses. Policy growth assumed as illustrated.

³ The client's loan utilized a variable interest rate based on the 1 year LIBOR rate plus spread.

⁴ Additional collateral may be required in future years.

⁵ Savings represents difference between aggregate interest payments and accumulated premium payments.

⁶ Mr. White is a hypothetical client, plan specifics are based on actual loan and insurance policy illustrations.

Marketing Tips for Insurance Professionals

SOCIAL MEDIA

Twitter



Everyone seems to have a Twitter account, but no-one really knows how to use it. Actually, it's simple: get a few followers, post interesting facts, useful links, important updates, etc., lather, rinse, repeat. Twitter takes time and dedication, but not that much. 15-20 minutes every other day can make a big difference. There are also plenty of tools to help develop larger followings and manage your account including: TweetDeck (for managing posts) and UnTweeps (for scrubbing your followers).

Facebook



Facebook isn't only for social sharing. The advertising capabilities of FB are very compelling. Facebook allows insurance agents to create targeted ads that will be seen by people in a specific location, of a specific age or gender and more! That means, you can target ads precisely to attract only the type of clients you're looking to reach. Visit www.facebook.com/advertising to learn more.

CORRESPONDENCE

Nobody writes notes anymore, why? The extra time makes a huge impression. Article after article and poll after poll indicates that actually writing a note by hand vs. sending an email or leaving a voicemail, leaves the strongest impression. Whether it's a thank-you note or an initial self-introduction, the handwritten note can be the thing that sets you apart from your competition. Looking for a resource for writing letters? Visit www.handwrittenletters.com for valuable tips and facts.

LinkedIn



One of the most often overlooked features of LinkedIn is the ability to write and publish articles. LinkedIn isn't just a networking tool. It's also an active marketing tool that you can use to your advantage. If there are topics you're passionate about and you can write well, then take a stab and start writing articles – they could very well make the difference and set you apart from your competition. It's easy to get started: just go write your article, go to your home page and post it in the "share and update" section.

NEWSLETTERS

1st Edition

INSURANCE GAZETTE

What better way to show your clients that you're working all the time to meet their needs, or to show prospective clients the breadth of your knowledge? A newsletter can be a great way to both provide useful information (like what we're providing here) and prospect at the same time. Newsletters needn't be long – 4 pages can be more than enough.

Shorter is even better sometimes – particularly if the material you're providing is dense or important enough that you want to make sure the reader views it and retains it. If you don't want to write your own newsletter, there are several online resources you can use to help you create and distribute. One example is: www.insurancenewsletters.com

MARKET A UNIQUE OFFERING

Nothing sets you apart from your competition better than offering something they don't. Standing out from the crowd gives you more options for talking points, more pivot points and greater flexibility in your marketing. Naturally, at Global Financial Distributors, we think Leveraged Planning® Solutions are an optimal way to stand apart and provide your clients with access to something truly unique. Whether they're looking for wealth planning options or in need of a powerful estate planning tool, Leveraged Planning Solutions allow them to take advantage of leverage as a means to put more money to work sooner to meet their future needs.

upcoming **WEBINARS**

MAY 2014

POWER PROSPECTING:

IDENTIFYING THE RIGHT CLIENTS

MAY 13, 2014, 3:00pm - 4:00pm ET

MANAGING THE CASE PROCESS

MAY 21, 2014, 3:00pm - 4:00pm ET

JUNE 2014

UNDERSTANDING LEVERAGED PLANNING SOLUTIONS:

PLANNING OPTIONS FOR BUSINESSES AND INDIVIDUALS

JUNE 11, 2014, 3:00pm - 4:00pm ET

POWER PROSPECTING:

IDENTIFYING THE RIGHT CLIENTS

JUNE 17, 2014, 3:00pm - 4:00pm ET

MANAGING THE CASE PROCESS

JUNE 25, 2014, 3:00pm - 4:00pm ET

You can register for any of these webinars or view the full webinar schedule by accessing the Webinar Calendar under the Resources tab available at www.globalfd.com.

interesting **STATISTICS**

55% of American adults do not have a will or other estate plan in place, according to Lexis-Nexis.



Below are a few of the results from the Planning and Progress 2014 Study, recently conducted by Northwestern.

Only **18%** of U.S. adults consider themselves highly disciplined financial planners, while 36% consider themselves disciplined.

60% of the respondents thought their financial planning could improve, with the #1 reason why being a lack of time.

Among young Boomers (age 50-59), **70%** don't use a financial advisor.

GLOBAL ONE'S LOAN REFINANCE REFERRAL PROGRAM WORKSHEET

OFFERED BY GLOBAL FINANCIAL DISTRIBUTORS



This worksheet is designed to quickly determine if a client may be suitable for our Loan Refinance Referral Program. This is not an application and does not constitute an offer or guarantee a refinance agreement.

CLIENT SPECIFICS

Client Name(s): _____

Policyholder/Owner Name(s): _____

POLICY DETAILS

Issuing Insurance Carrier: _____ Policy Type/Product Name: _____

Policy Number (if available): _____ Fixed Policy (non-variable): Yes No

Policy Issue Year (if available): _____

Do you have a current inforce illustration or policy statement? Yes No

If Yes, please attach. If not, one will be required prior to issue of final offer.

LOAN DETAILS

Current Lender: _____

Total Loan Amount Requested: _____

Does this include additional distributions? Yes No

If yes, how many: _____; What amount per distribution: _____

AGENT DETAILS

Name: _____ Best Contact Number: _____

Agency: _____ Email Address: _____

How did you hear about our program: _____

Please Fax to 770.696.5482 or Scan and Email to info@globalfd.com.