

THE GFD ADVISOR



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AN INTERVIEW WITH LEADERS IN LEVERAGE PRESIDENT'S CLUB WINNER, PHIL VOGEL



Global Financial Distributors named Phil Vogel as the 2015 Leaders in Leverage President's Club winner. We had an opportunity to chat with Mr. Vogel and asked him a few questions about how the Leveraged Planning® Solutions fit into his business.

Briefly describe you, your business and your client focus.

My wife and I started an integrated

financial planning business several years ago, combining my wife's skills as a CPA and my experience in financial planning. Together, we've been able to provide a total package from financial analysis to case design and more depending on the needs of the clients. The majority of our business revolves around the facilitation of Premium Financing cases for our personal clients and partnership with other agents.

How did you come to include Leveraged Planning® solutions among your business offerings?

We were working on a premium financing case in California, and we found GFD as part of our due diligence for the client. When we reached out to learn more about Leveraged Planning solutions, we found that GFD's total offering was a perfect fit for the client's needs.

Who, in your mind, is the ideal candidate for a Leveraged Plan-

what'sINSIDE



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ning solution, and what does their business look like?

Executives, typically between 30 and 60 years old – particularly those who own their own business or practice. In the past year or two, we've found

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An Interview with Leaders in Leverage President's Club Winner Phil Vogel (cont'd)



a number of excellent candidates in the medical and dental industries. Psychologists, for example, are a big source of new inquiries right now. That being said, we still get a decent amount of business from the construction, hotel and agriculture industries as well.

What is the most common reason that your advisor's clients identify for looking into Leveraged Planning solutions?

A large percentage of our cases are executives looking for supplemental retirement income. Since GFD is very easy to work with and their renewal process is second to none in the industry, our clients are usually attracted to that ease in doing business. Personally, I like the program design because a lot of our clients are business owners and the corporate loan chassis is obviously ideal for those individuals.

To what would you ascribe your success in implementing Leveraged Planning solutions among your advisors/clients?

Understanding the Leveraged Planning process and what it can do for clients is really key. A lot of advisors out there don't get how the process works - they don't understand Pre Fi and don't understand how to identify optimal clients. Not chasing cases that don't work is key - we look at cases up front and try to prequalify them carefully so we don't waste effort. The key is: if there is no need for life insurance, we aren't going to chase that case. So, essentially, we identify a need for life insurance first and only then identify a fit for LP and proceed from there.

For someone just becoming acquainted with Leveraged Planning solutions, how would you advise them to begin prospecting?

Start with your own client base. Go through and see who might benefit from a Leveraged Planning product and fits the mold of an ideal prospect - for instance, execs who own their own business, as I mentioned earlier. Next, talk to any CPA firms you work with. CPAs can be a good source of referrals. Additionally, if you have a relationship with a successful commercial property and casualty firm, you can benefit from growing that relationship as well -

they are looking for referrals just like you, so you can work to each other's mutual benefit.

What do you see as the biggest challenges in educating clients and prospects about Leveraged Planning solutions? How do you overcome those?

Helping clients to understand leverage and how to structure a program based around a Leveraged Planning solution. It can be confusing to some. We spend time with the client and their other financial advisors early in the process to help them understand how Leveraged Planning solutions work. There was a time when we would wait until late in the process to involve, for instance, the CPA and that would end badly sometimes.

"...we found that GFD's total offering was a perfect fit for the client's needs."

Now, we bring those individuals in as early as possible

Where do you see the biggest opportunities in 2016 and beyond? What general trends do you see in the industry and beyond?

I think changes in how indexed universal policies are illustrated have significantly impacted both the insurance industry as a whole and sales of insurance in particular. These changes have set up a situation where Leveraged Planning solutions now perform better than they did in the past. More and more advisors have heard about premium financing too, and now they're more willing to discuss it. I teach a class a few times a year about premium financing, and I find that more insurance agents are signing up as they are already generally familiar with the subject and now want to get a better idea about how to mix it into their marketing efforts. I think for a lot of agents, premium financing will continue to grow in popularity. We are also seeing more and more traction among CPAs. This helps us alleviate any difficulties we've had in the past with dealing with financial advisors.

Phil has dedicated over three decades to the financial services industry and held multiple leadership roles in the agency system. In 1998, he founded Vogel Financial Services, LLC to expand the products and services offered to clients and producers. Phil and his staff have grown Vogel Financial Services, LLC into a comprehensive financial services business which includes business and high-net worth clients, along with consulting services for independent producers throughout the Midwest.

REMINDER: Complimentary Tax Guide



It's the least wonderful time of the year again – tax time! Every year, tax day sneaks up on us all and we realize – generally a week or two ahead of time – that we don't know what's changed since last year. And let's face it, changes to the tax code get more complex every year. Well, this year GFD decided to do something to help alleviate some of the stress of keeping track of these changes. This year, we are happy to provide a complimentary tax guide to you as a way to help you keep track of what's new – good or bad. If you didn't receive the email blast, here's another chance to get this critical resource.

This complimentary guide is yours to use as you see fit and, if you would like, we encourage you to provide a copy to your clients for their use and reference as well. The tax guide can be downloaded from the Global Gateway in the "Materials" section. If you have any questions about the 2015 Complimentary GFD Tax Guide or about Leveraged Planning solutions from GFD, please contact your FSM at 800-515-2599.



Are you attending the AALU conference in May? GFD is! AALU – one of the leading industry groups focused on growth, promotion and advocacy for the life insurance industry – is holding their annual conference in Washington, D.C., May 1-3, 2016, at the Marriot Wardman Park Hotel.

If you are a member of AALU, we look forward to seeing you there! Stop by and visit us at booth #510.

Upcoming WEBINARS

Below is the complete Webinar schedule for the second quarter of 2016. You can register for any of these webinars by accessing the Webinar Calendar at www.globalfd.com.

APRIL 2016

POWER PROSPECTING

April 13, 2016, 1:00pm - 2:00pm ET

MANAGING THE CASE PROCESS

April 20, 2016, 1:00pm - 2:00pm ET

CLIENT PRESENTATION

April 27, 2015, 1:00pm - 2:00pm ET

MAY 2016

UNDERSTANDING LEVERAGED PLANNING SOLUTIONS

May 4, 2016, 1:00pm - 2:00pm ET

POWER PROSPECTING

May 11, 2016, 1:00pm - 2:00pm ET

MANAGING THE CASE PROCESS

May 18, 2016, 1:00pm - 2:00pm ET

JUNE 2016

UNDERSTANDING LEVERAGED PLANNING SOLUTIONS

June 1, 2016, 1:00pm - 2:00pm ET

POWER PROSPECTING

June 8, 2016, 1:00pm - 2:00pm ET

MANAGING THE CASE PROCESS

March 15, 2016, 1:00pm - 2:00pm ET

CLIENT PRESENTATION

June 29, 2016, 1:00pm - 2:00pm ET

SALES CONCEPTS FROM THE FIELD:

Rural Hospitals Use Premium Financing as a Physician Recruitment Tool

By John Cornish III, Wealth Retention Strategist, Capital Crest Financial Group



Recruiting doctors to live and work in rural America is a chronic problem. Rural hospital facilities face several problems that make it extremely hard to acquire not only physicians, but also C-Suite Executives. Aging facilities, challenged finances, and low morale all lead to high turnover.

Most health centers try to attract top talent with big salaries and expensive bonus packages. However, hospitals in rural areas cannot compete with the high salaries that are offered by urban areas. Adding to the mix is the squeeze on doctors' reimbursement rates and new requirements for keeping electronic records, sparking a wave of departures from private practice.

Current trends now have physicians or medical facilities borrowing or financing retirement plans using life insurance as their foundation. These plans are actually strategically structured corporate owned life insurance plans. They allow hospitals to be flexible with their cash flow, while retaining capital for other corporate expenses, including investments. When properly designed, life insurance-based compensation also provides hospitals an opportunity to invest in a secondary asset class with preferential tax treatment, wealth protection, liquidity and the ability for its top physicians and executives to transfer wealth seamlessly from one generation to the next.



Leveraged Planning® solutions from GFD is an example of

a powerful way to use leverage in the wealth, estate and business planning process to reduce corporate expenses for hospitals and provide future potential benefits.

Instead of paying the high premiums that come with corporate-owned life insurance plans, premium financing arrangements such as Leveraged Planning solutions will rely upon a loan from a lender (at a low interest rate) to fund as much money in the whole life or indexed insurance policy (typically for 10 years) as possible.

Depending on how much interest is paid, market climate and policy performance, after 10-15 years the anticipated growth in the insurance vehicle is sufficient to repay the loan from policy CSV (or from other assets, if the client desires).



The physician or executive is now vested and can then assume ownership of the plan. If they like, they can simply allow those assets to continue growing to produce both a sizable death benefit and a tax-free income stream at retirement.

Leveraged Planning solutions from GFD present hospitals with a unique means of providing compensation and/or business planning contingencies using the combined power of leverage and life insurance.

John Cornish III of Capital Crest Financial Group (CCFG) is a retirement strategist with focus on Talent Acquisition and Retention. By incorporating this sophisticated strategy as an outlet and resource to your employees, you can further add value to them. Businesses, medical facilities, doctors, professional athletes, attorneys or C-Suite employees with a net worth in excess of 5MM or businesses with annual revenue of 3MM may qualify for these programs.



Do You Really KNOW What GFD DOES?

It seems that no matter how often we talk to people, the way they explain what GFD does is different. Sometimes we hear ourselves pigeonholed as a “premium financing company” and sometimes as “those guys that do Leveraged Planning, which I think is lending money”. Both of these are partially correct, but they don’t really sum up everything GFD does. Here’s how we explain what we do (prepare for some dry marketing speak):

“GFD is the nation’s leading provider of high-touch, customized life insurance premium financing and insurance-backed lending strategies. These strategies are collectively marketed under the Leveraged Planning® solutions brand. Known for its direct lending approach and extensive experience crafting insurance supported solutions to meet the needs of both business and individual clients, GFD provides unparalleled service, support and the most flexible lending platform in the industry.”

What does all of that mean? It means we provide loans directly for use in life insurance premium financing, life rescue, and/or life policy-collateralized loans. It means GFD can lend to both business entities and to individuals (in the form of an irrevocable life insurance trust (ILIT). It also means **we have the most specialists and experience in structuring solutions – in the insurance-financing industry and that we offer the best combination of terms and rates (the lending platform) available today.**

In total, it means if you’re interested in funding a premium financing solution, if your clients have life policies that are encumbered with existing loans or if your clients are interested in implementing a business planning solution of any kind relying on life insurance, GFD is the first, best and only total-coverage firm in the industry. Contact a GFD Financial Services Manager (FSM) today at 800-515-2599 if you would like to hear a bit more.

ARE YOU CONNECTED via Social Media?



Do you use Twitter? LinkedIn? Facebook?

If not, you’re failing to take advantage of one of the most useful tools you have to disseminate information, keep in touch with clients and prospects and gather important industry information.

GFD takes full advantage of our social media presence – particularly on Twitter and LinkedIn – using these sites as a primary means of distributing articles, product updates, white papers, and forwarding on interesting industry news.

Why are we telling you all of this? Because we would like to invite you to like or follow our social media feeds. To find us on Twitter and LinkedIn, please visit the following URLs (please note that the LinkedIn URL is a “short URL – and is thus missing the “l” in Linked):

<https://twitter.com/GlobalFinancial>

<http://lnked.in/globalfd>

<https://www.facebook.com/GlobalFD>

Important Web Updates

Our primary website (www.globalfd.com) has new components. If you've been working with us for a few years – or paying attention to us at all – you've probably figured out that we like to update our website fairly frequently. Whether it's overall look and feel or total content upgrades, we like to keep it fresh. In keeping with that goal, we've added some new components in the past few months that we think you will enjoy.

Among the updates, we are excited to announce the addition of a new GFD Blog to the Resources section. The blog, updated once or twice weekly, provides you with articles relevant to not only GFD's Leveraged Planning solutions, but also to the life insurance and financial planning industry in general. In addition to potentially providing you

with new information, these are also free for you to forward to your clients. Keep in mind, if you use social media

(please see our section on Social Media in this newsletter if you don't), please feel free to forward these on your social media outlet. Additionally, we have restructured the front page of the site to include featured case studies and a direct link to our video.



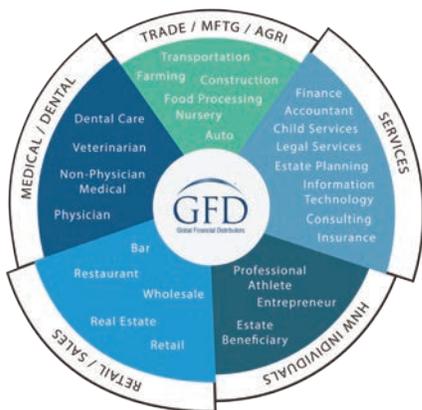
NEW MATERIAL:

Know Your Leveraged Planning® Prospect

One of the most frequently asked questions we receive is, "What does a typical client look like?" While we address that question in some of our regular webinars, we thought it would be beneficial to provide even more detailed information in a marketing piece. We recently released a new marketing document entitled, "Know Your Leveraged Planning® Prospect." Below are a few snapshots from the complete piece which can be downloaded from the GFD Gateway.



A LOOK AT OUR CLIENTS



POTENTIAL CLIENT PROFILE

- Understand risk and has used leverage to create wealth or acquire assets
- Believe that they can earn more money by investing in their business
- Does not want to use personal or business funds to purchase life insurance
- Is looking for consistency, longevity, and to retain their privacy
- May have a large loan on an existing policy and has the continued need for life insurance
- Entering the end of the term conversion period who has a continued need for life insurance

