

CHARTING

A PATH TO PERMANENT GROWTH



The Perpetual
Wealth Strategy for
Business Owners



PARADIGMLIFE
GROWTH | INCOME | LEGACY



The banking industry has been around since the 3rd Century AD. Since that time, banks have served as a place for individuals to store money and earn a rate of return. Banks have then profited by lending that same money at a higher interest rate. This ability to lend money and charge interest has enabled banking to become one of most powerful industries in the world.

Business owners use banks for many different reasons including purchasing equipment, inventory, company expansion, advertising, homes, vacations, cars, etc. Over a lifetime, business owners will spend millions of dollars on purchases, and pay banks hundreds of thousands of dollars in interest for those purchases.

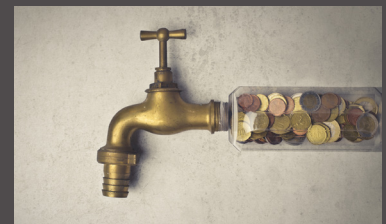
Paradigm Life assists business owners in establishing their own private banking system that can be used to finance both personal and business expenses. This is made possible by utilizing one of the oldest and safest financial products available... permanent life insurance.

Permanent life insurance is one of the most controversial and mis-

understood financial products available and remains a topic of debate among many financial professionals. However, wealthy individuals, for generations, have used permanent life insurance as one of their most important financial instruments. On a larger scale, banks value this asset enough that they hold tens of billions of dollars of it. Wells Fargo, for example, increased their permanent life insurance cash value from \$5 billion to \$20 billion between 2008 and 2009. Large corporations such as General Electric and Wal-Mart also have large holdings of permanent life insurance.

You may be asking yourself, “Why do they own so much life insurance?” The reason is they have learned how to use life insurance for its invaluable living benefits and guarantees, making it truly life insurance. Unfortunately this is not how life insurance is typically presented, taught and sold, which has led to much misunderstanding and confusion regarding this topic. Learning how to utilize this product like banks and corporations can provide benefits enjoyed throughout your lifetime.

THE KEY ATTRIBUTES:



LIQUIDITY



SAFETY



RATE OF RETURN



TAX BENEFITS



Let's briefly discuss some of the attributes that make permanent life insurance such an attractive financial product...

LIQUIDITY

When structured correctly, the policyholder can access all of the premiums that have been paid into the policy as cash value. The cash value is 100% liquid for use by the policy owner at any time and for any reason.

For example, do you have business loans that you are paying high interest charges on each month? Have you wanted to increase your professional skills by attending higher education or exclusive continuing education courses, but did not want to put it on your credit card? How about adding new technology to your business to make you more competitive and serve your clients more efficiently?

Perhaps you have personal expenses such as student loans, homes, cars, and vacations? All of these can be paid for using the cash value in a permanent life insurance policy.



SAFETY

Protecting your money is important, whether it be from thieves or market forces that work negatively against you. As we have seen in the last couple of years, it is difficult to avoid the effects of a falling market. In fact, it can be nearly impossible. Permanent life insurance can offer safety similar to what you find in a money market account. This is partly due to the fact that the insurance industry is regulated more conservatively than the banking industry; this is supported by its to-date record of never failing to meet policy claims. In addition, each state has an insurance guar-

antee fund that protects from the insolvency of any insurance company. Lastly, you find added safety within permanent insurance because the cash value within the policy is not directly invested in the stock market.

RATE OF RETURN

One of the least known attributes of permanent life insurance is that you earn a guaranteed rate of return on the cash value you have accumulated. Cash value can also have the added benefit of a yearly dividend. This means that at the end of the year, profits from the insurance company are redistributed to



WHEN IT COMES TO THE UTILIZATION OF OUR MONEY, WE EITHER:

Pay a financing institution an interest rate (%) to use their money. (Example: Using a credit card to go on vacation. The vacation ends up costing us more because of the interest we pay back to the bank)

OR we purchase something with cash and lose the interest rate (%) we might have earned. This is also referred to as opportunity cost. (Example: Paying cash for a car. We have lost the earning power of that cash if we had invested it).

you, the policyholder. Since these unique policies continue to earn while at the same time retain their liquidity, permanent life insurance is a product that provides consistent and guaranteed growth. Better yet, cash value continues to earn a rate of return even if you have taken out a loan against it! No other financial product can offer that.

TAX BENEFITS

It is said that “nothing is certain but death and taxes.” However, with regards to permanent life insurance that isn’t exactly true. The rate of return that you receive from cash value, and any subsequent divi-

dend payments, are accumulated on a tax-deferred basis. If structured correctly this growth can be tax-free!

THE BANKING CONCEPT

Hopefully, you are now beginning to recognize that one of the oldest financial products has 100% application in today’s modern business world. The power behind this unique vehicle comes when you utilize each of the characteristics we have discussed in this article: Liquidity, safety, rate of return and tax benefits. It is often said that an ideal financial product is one that possesses all of these characteris-

tics. As you implement this concept into your business, we will educate you on how to use cash value as if it were a bank that you owned and controlled. You will use a preferred vehicle of banks, corporations and wealthy individuals, and you will utilize it just as they do. Here are just a few examples of the many other benefits that you receive from permanent life insurance:

- Death benefit circumvents probate
- Cash value and death benefit protected from creditors
- Ability to financially leverage both the cash value and the death benefit
- Pension maximization
- Smooth estate transfer
- The Family Banking Concept
- Supplemental or sole retirement vehicle
- Ideal charitable vehicle
- And many other benefits

MAXIMIZING YOUR POTENTIAL

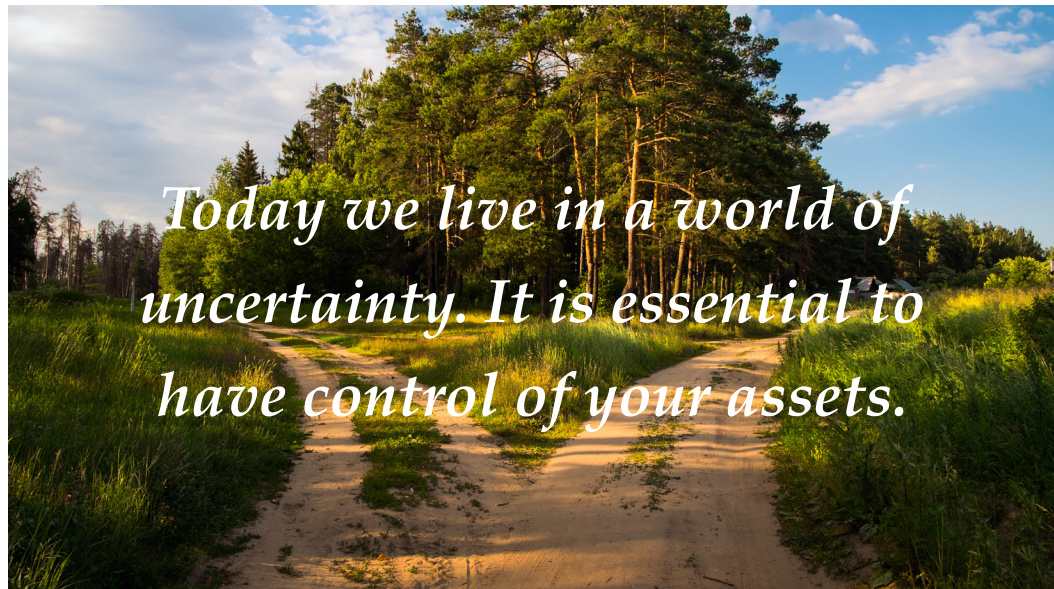
Business owners are always in need of capital and with that capital comes two distinct costs: 1) either the capital is borrowed from a bank that charges you interest, or 2) the capital is spent in cash which elim-



inates the money's additional earning potential. What if you could solve both of these problems? We will show you how to eliminate interest charges while increasing your money's additional earning power. Furthermore, we will show you how cash value serves as a valuable reserve to store profits while earning tax-deferred or tax-free growth.

The long-term consequences of paying interest to banks can be catastrophic and has led millions of individuals and companies to bankruptcy. However, the interest rate that could have been earned on cash used for buying equipment, inventory, homes, cars, vacations, paying for education, etc., amounts to hundreds of thousands of dollars, even millions, for the business owners that we work with.

We teach you how to avoid having to use credit cards or bank loans for major purchases. More powerfully, we educate you on how to recoup the entire opportunity cost associated with spending money rather than investing it. This alone could save you millions of dollars over the course of your lifetime!



HOW YOU CAN USE THE PRIVATE BANKING SYSTEM:

- Equipment Purchases
- Credit Card Payments
- Continuing Education
- Inventory
- Car Loans
- Business Loans
- Business Expansion
- Just a Few of the Possibilities

Imagine the freedom of not having to apply for a loan, submit a business plan, worry about the interest rate, or haggle over the terms and conditions. Also, when you use the cash value in your policy, you pay the interest back

to yourself, which increases the size of your policy, not the bank's bottom line.

We live in a world of commotion and uncertainty. It is essential to have control of your assets and the freedom to use them as you deem appropriate. Why place your hard earned money in a 401K, IRA or other tax qualified plan, where it is subject to market volatility beyond your control? Your qualified plan money is unavailable to you without penalty until 59 1/2, and will potentially be subject to higher taxes in the future. Permanent life insurance



enables you to use your money now while still earning a rate of return, and isn't susceptible to downside market fluctuations.

By taking advantage of the many benefits and guarantees of permanent life insurance you will be able to keep the interest payments you would have otherwise given to banks and financial in-

stitutions. You also have liquidity of capital, which will allow you to self-finance your own purchases (business and personal), while still earning a rate of return on your cash value. With the increased safety of capital from market declines and creditors, and a tax-deferred and potentially tax-free growth, permanent life insurance can supplement your current re-

tirement vehicles. When structured and utilized correctly, this form of permanent life insurance can even serve as your sole source of retirement income.

You owe it to yourself to learn how the benefits of permanent life insurance can add financial stability to you and your business.

No-obligation 30-minute consultation

SCHEDULE FREE CONSULTATION



WWW.PARADIGMLIFE.NET



[1-855-233-4954](tel:1-855-233-4954)



INFO@PARADIGMLIFE.NET



PARADIGMLIFE

GROWTH | INCOME | LEGACY