



L.O.V.E. Based Multi-Generational Planning™

PRIVATE CLIENT ADVANCED LIFE INSURANCE PLANNING



Independent

We believe independence is a necessity when advising corporations and families of substantial wealth. At WLG, we have intentionally designed a business model which aligns our values with our client's best interest. Not one of WLG team members are an employee of an insurance company. This allows us to truly be "independent" when it comes to our recommendations of which insurance company to implement.

Knowledge and Experience

At Wealth and Legacy Group, we have created a culture which allows each team member to utilize their talents, skill and background to serve our clients needs. As a Private Client of our firm, you will have access to over 100+ years of combined experience. We routinely collaborate with our clients trusted professionals to ensure their life insurance portfolios are designed in a manner which provides the highest probability of success.

Genuine Concierge Service

Wealth and Legacy Group is a firm where the genuine care and well being of our Private Clients is our highest mission. We understand that our client's circumstances change over time as does the life insurance industry which is why we relentlessly invest into our team members and technology to allow us to better serve our clients. This culture and infrastructure often allows us to minimize our client's risks and take advantage of opportunities to improve the performance of your life insurance portfolio.

Collaboration

Wealth creates unique opportunities, challenges along with multiple teams of advisors. As wealth increases, typically decisions become more complex and sophisticated. At Wealth and Legacy Group, we are very sensitive and experienced with addressing these complexities. We understand life insurance is only a piece of the puzzle which is why we are equipped and have a tremendous amount of experience working with our clients trusted professional team (CPA, Wealth Manager, Attorney, Family office, etc.).

For clients who request our guidance, we have strategically positioned our firm with some of the most well respected boutique, midsize and large firms in the country. This puts us in a position to make introductions to the following trusted professionals such as, Law Firms, Accounting Firms, Wealth Management Teams, Family Offices, Legacy Coaches, Philanthropy Advisors, Private Risk Management Advisors, etc.

L.O.V.E. Planning™

YOUR LEGACY IS HOW YOU LIVE....NOT JUST WHAT YOU HAVE

At Wealth and Legacy Group we have a passion to help families of wealth not just survive but rather live abundantly! Family wealth is often emotionally charged, especially when you have financial abundance. Wealth creates unique opportunities and challenges. The greatest challenge is typically the least discussed: the place where money, value and family intersect.

As a Private Client of our firm, you will have access to our proprietary L.O.V.E. Planning™ process. L.O.V.E. Planning™ was designed to provide our clients with proven strategies and tools to help increase the probability of multi-generational success by being intentional in creating family harmony and ultimately your legacy.

1000 SOUTH AVENUE | STATEN ISLAND | NY | 10314 | P: 646.402.6300

40 WALL STREET, 28TH FLOOR | NEW YORK | NY | 10005 | P: 212.400.7175

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Creative Applications for Advanced Life Insurance Planning



Estate Liquidity

Provide cash so that assets do not have to be sold at a discount due to premature death

Magnify Philanthropic Donations

Allows philanthropically minded individuals to utilize a time tested asset class to preserve capital and increase the impact of giving

Estate Equalization

Equalize the total amounts among all the beneficiaries (such as when one beneficiary gets “real” property like a business interest that is worth far more than the assets left to distribute among the other beneficiaries)

Human Life Value Protection

Provides full economic replacement value to the beneficiaries (business and personal) in the event of a premature death of the insured

Permission Slip

Provides financial confidence in knowing that assets can be fully utilized while alive since there is a permanent death benefit which will replenish the assets to the heirs when the insured passes away

Create Tax Advantaged Income

Provide an income stream by converting non income producing assets into income producing assets. Usually accomplished by employing charitable planning strategies

Business Continuity

Ensuring that the business will be able to continue by providing funds needed in the event of the death(s) of senior management through key person insurance and/or by funding business transfer agreements

Transferring Concentrated Stock Positions to Heirs

Ensure that heirs do not have to sell stock at the wrong time

Employee Stock Ownership Plan Liquidity

Provide funds to be able to cash out participants' accounts

Income with Respect to a Decedent

Prevent erosion of assets that are subject to income taxes after death as well as estate taxes, such as various retirement accounts, royalties, etc...

Address Multiple Marriage Issues

A way to provide for children from more than one spouse and to provide for a spouse upon premature death

Policy Check Up™

Our Policy Checkup™ allows our clients to regularly review and manage their insurance portfolio to ensure that the insurance products they own are properly positioned to continue to support and advance their wealth creation, protection and transfer objectives.

Older insurance products, which have not been regularly reviewed, may no longer meet current objectives. As potential problems are identified, corrective measures and alternatives will be suggested. The benefits of a Policy Checkup™ are the following:

- Assessment of existing coverage details and costs associated with these policies
- Review of current insurance carriers financial strength
- Identification of guarantees in the policies, or in some instances lack thereof
- Identification of income, estate or gift tax issues with respect to current laws and future funding requirements
- Projected future premium obligations at various different funding levels along with stress testing each projection
- Review of current ownership and beneficiary designations relative to your planning objectives

Through our Policy Checkup™ process we frequently identify:

- Under or poorly-performing policies as compared to the current marketplace
- Savings in annual premiums
- Increased coverage for same premium outlay
- Coverage with improved features/guarantees
- Better products or product design relative to client's goals and risk tolerance

How We Get Compensated: Fee Based (Varies Depending on Scope of Project)

Policy Acquisition

Our business model has been built on the premise that corporations and families of wealth requires access to insight, expertise, custom products and concierge service when it pertains to the design, implementation and servicing of their life insurance portfolios. As such, we have designed a detailed process which allows us to leverage our decades of healthcare training and healthcare industry experience to help navigate the acquisition of your life insurance. This expertise and knowledge allows us to accurately draw a picture of your health condition and financial position to the insurance company in order to receive the most favorable underwriting outcomes thus leading to better policy performance.

Our Policy Acquisition Process includes:

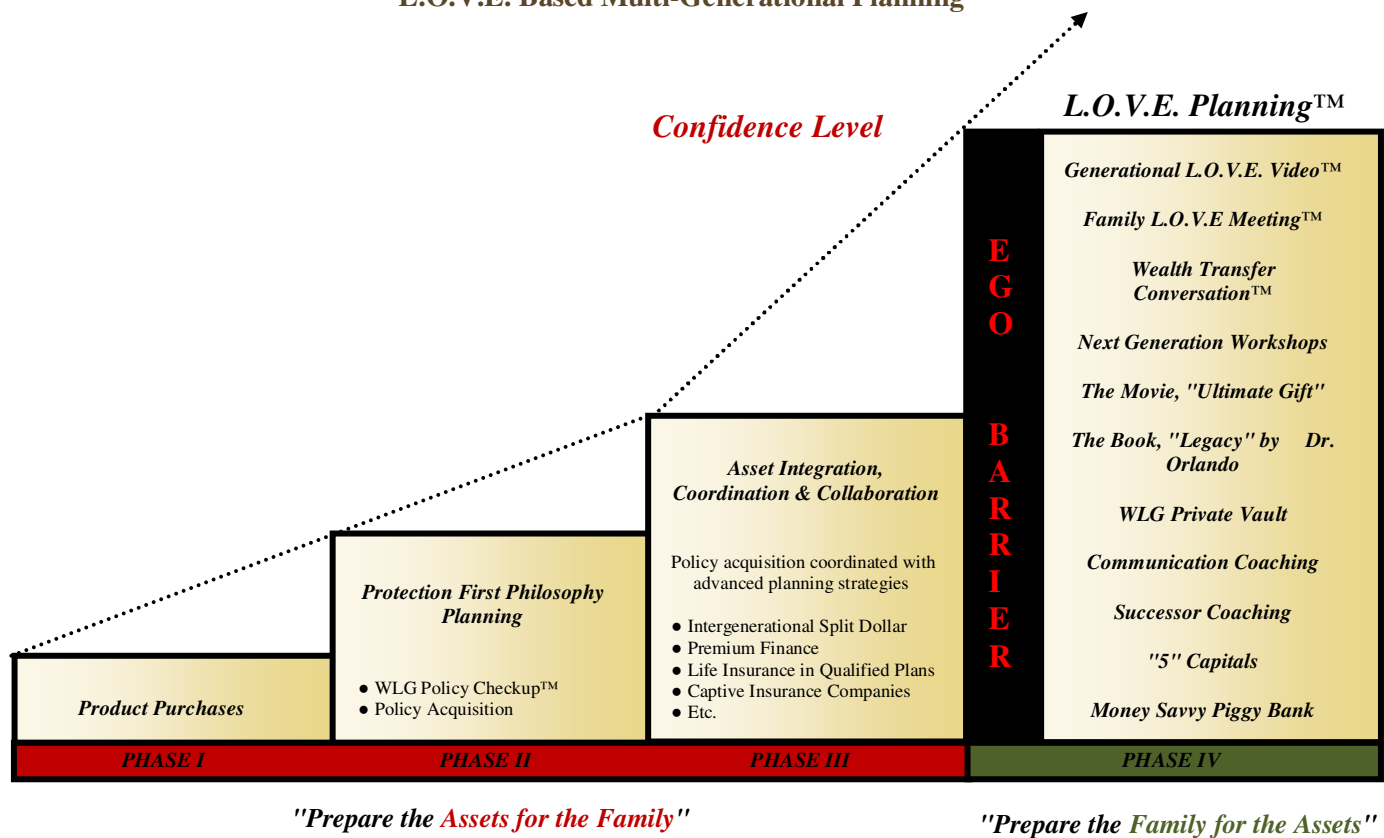
- Meeting with WLG partner to properly package health history
- Negotiating/advocating on your behalf with insurance carrier underwriters
- Preliminary underwriting to protect confidential medical history information
- Personalized cover page on all submitted applications
- Dedicated internal case coordinator
- Many other benefits

How We Get Compensated: Commission Paid from Insurance Company, Fee Based (Customized Life Insurance Contracts)



4 Phases of Prosperity Economics™

L.O.V.E. Based Multi-Generational Planning™



Phase I - Product Purchases

In Phase I, a family's level of confidence in their planning decisions is relatively low typically because they have purchased numerous products (life insurance, disability insurance, investments, mortgages, business interests, real estate, etc.) without a true understanding of how each of these product/assets work together, thus leaving them with a lower level of confidence in their ability to accomplish their planning goals regardless of the amount of assets they have accumulated. In this phase, families may have the best products but due to their lack of understanding of how each of these products truly work, they do not get to truly enjoy the peace of mind these products and assets should provide them and future generations.

Phase II - Protection First Philosophy Planning

Experience has shown us that as a family moves from Phase I to Phase II, their confidence in their planning decisions become evidently greater since they now know the foundation of their multi-generational plan is now structurally sound. In Phase II, families typically recognize that regardless of the amount of financial assets they have amassed, none of it matters if a good portion of what they own is at risk. Many families in this phase start to see a dramatic increase in their confidence due to the fact that their financial assets are properly protected in the event of lawsuit, disability, premature death, death or disability of a business partner, creditors, taxes, etc. In this phase, families truly benefit from the products they own because they now have a better understanding of how each of these products work and the advantages and disadvantages of each of them.

Phase III - Asset Integration, Coordination and Collaboration

As families move to Phase III, they are able to better capitalize on opportunities to more effectively protect and transfer their personal and corporate wealth to future generations. In Phase III, we collaborate with our clients trusted professionals (CPA, Attorney, Wealth Manager, Financial Planner, Family office, etc.) to provide sound insurance based strategies to help accomplish their multi-generational planning objectives. This harmonious integration, coordination and collaboration leaves clients with the peace of mind they truly deserve.

Some of our Phase III strategies include: • Captive Insurance Companies • Intergenerational Split Dollar Arrangements • Premium Financed Life Insurance • Life Insurance inside a Qualified Plan • LI as a Permission Slip • Life Insurance as an Asset Class • Life Insurance to Magnify Charitable Giving • Utilizing Pre-Tax Funds to Acquire Life Insurance for Estate Planning Purposes • Life Insurance for Estate Liquidity • Many Other Advanced Planning Strategies

Phase IV - L.O.V.E. Planning™ - Leaving Others Valuable Experiences

L.O.V.E. Planning™ = **F**inancial Capital + **I**ntellectual Capital + **S**ocial Capital + **H**uman Capital + **S**piritual Capital

Family wealth is often emotionally charged, especially when you have financial abundance. Wealth creates unique opportunities and challenges. The greatest challenge is the least discussed: the place where money, values, and family intersect. As your level of wealth increases, your decisions become more complex and sophisticated, this is where Phase IV is integral to creating a true L.O.V.E. Based Multi-Generational plan as well as helping to answer many of the questions families of wealth have, such as:

- How do we ensure a happy and fulfilled life for myself and my family in the context of wealth?
- How do we transfer our wealth to our children and others we care about without it becoming a burden on us and our heirs?
- How do we prepare the next generation in our family for the opportunities and responsibilities of wealth?
- How do we best give and share our resources with others while ensuring it aligns with our values?
- How do we ensure that our family business (whatever it may be) flourishes?