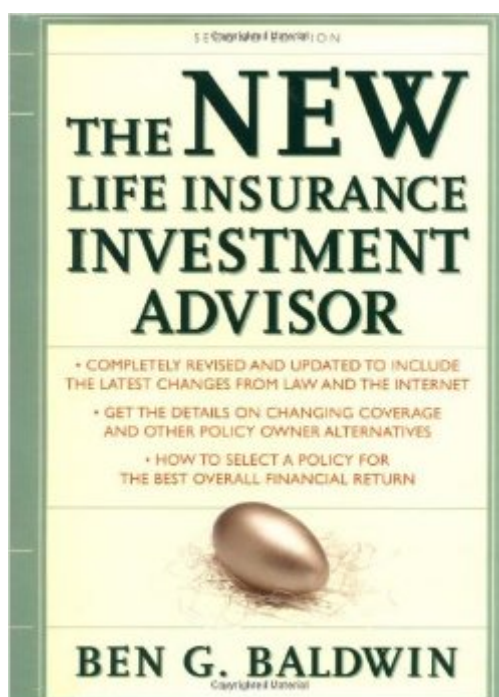


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# New Life Insurance Investment Advisor: Achieving Financial Security For You And Your Family Through Today's Insurance Products



## Synopsis

"For anyone who needs to understand different types of life insurance, as well as considerations for purchasing and managing policies, this book should be on your nearby reference shelf. If you've frequently found yourself fumbling around with terminology, such as the differences between variable, universal, and variable universal life (VUL) policies, you'll finally see some light through the haze." - MorningstarAdvisor.com Life insurance doesn't have to be complex or intimidating. Ben Baldwin's completely revised and updated guidebook makes it clear and logical, discussing how to analyze insurance products based on their investment merits and best overall financial returns. This clear, authoritative resource for consumer insurance information covers the pros and cons of Internet purchases, techniques to use capital within a policy, the fixed premium feature, insurance for different stages of life, and the new emergence of "immediate annuities."

## Book Information

Hardcover: 400 pages

Publisher: McGraw-Hill Education; 2 edition (August 15, 2001)

Language: English

ISBN-10: 0071363645

ISBN-13: 978-0071363648

Product Dimensions: 6.3 x 1.2 x 8.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (34 customer reviews)

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## Customer Reviews

I'm an avid reader and have ordered dozens of books through , but this is the first one I've taken the time to write a review for, because I believe this book can help others in the same situation I was. I ordered this book when I was applying for Life Insurance, based on the investment strategy in Douglas Andrew's book, "Missed Fortune 101". I wanted to review another reference on life insurance to learn more about it, and to corroborate Andrews' strategy. This is the only other book I could find that discussed LI from a financial investment perspective. This is a very comprehensive book about LI. It's a large book, and so far I've only read portions, skipping around to the areas I

needed to understand the type of policy I was applying for, and to justify in my mind that indeed it was the right one for me (I'm working with a financial planner who recommended a particular plan, and has largely focused his practice on Doug Andrews' strategy). This book gave me a lot of the information I needed to ask my agent questions about my policy. In fact, he was impressed with my questions and wanted the name of this book. This is a very easy to read book, with plenty of \*understandable\* tables as examples. I have also found it to be very objective, discussing the tradeoffs of the different types of policies, and discussing in what personal situations a particular policy might be best. The intent of this book is clearly educational - there's no hidden agenda or bias that I can detect. The author has CFP, CLU, and ChFC credentials. Finally, and very importantly, this author stresses the need to manage your life insurance policy over time, as you would any other investment - especially the flexible aspects of policies, and including, where necessary, 1035 transfers to a more appropriate policy.

This book is a must read, for anyone attempting to accumulate significant amounts of wealth and ample case reserves for a secure retirement. Once you grasp the full understanding of how best to pay for Life Insurance, the hardest part may be finding a qualified Financial Advisor to assist you over the long run. This is a long term arrangement, one that requires a long term Advisor, to assist you in doing what most people are not capable of doing....accumulating wealth. The book will also be a guide to refer back to, from time to time.

The author did a great job in explaining life insurance products. Those that have panned the book have a built in bias against insurance companies and their salesmen/woman. Fine, but I am waiting for one to write a cogent critique of why the author is wrong in his analysis. Frankly, I haven't found one financial services professional that can, even those that don't sell insurance products. Bottom line, the strategy makes sense for a many if not most folks who are trying to accumulate retirement \$\$\$. And yes the insurance industry makes good fees selling their products just like the securities companies make great fees with their products whether they are indexed mutual funds or stocks and bonds. I simply consider this the cost of doing business and move on. So what if someone makes some money helping you have a more comfortable retirement. Read it, take the ideas seriously, and incorporate the ideas into your plan. I have.

This book is a must own for any financial services professional as well as any investor. Ben Baldwin takes the new investor through the basics of financial planning, teaches about mutual funds, life

insurance, annuities in an easy to understand way pointing out the pros and cons of each product. Originally one of the fiercest detractors of variable products, Ben Baldwin was open minded enough to take a serious look and study variable products. His volte-face is as impressive as his credentials. To those who keep claiming that variable products are expensive, fee ridden products, maybe you should really open your mind and study these products. You might even change your mind and realize maybe is knows something you don't, that VUL might actually be the swiss army knife of financial planning.

VUL is a wonderful product, which if used correctly, can be a great tool for lowering taxes in retirement. I'm not sure what the person below was referring to when he says to buy level term and invest the difference in a better performing mutual fund. The insurance in the VUL is term, which can even be a decreasing term if the insured so pleases. (Why not buy the term insurance with tax-free income in the VUL policy!) I've never heard of a level term that lasts more than thirty years and the investment subaccounts have the same managers and investments as mutual funds! The biases against this tool come from people who have not accumulated much money, since they are unaware of the tax potholes people face from their qualified plans. Other biases come from people who write for WSJ or other media who probably failed as financial professionals. I understand the desire to hate insurance, but people need to ask themselves: between taxes and insurance, (since you have to pay for one or the other) why not pay for the one that is clearly cheaper over the long haul---insurance.

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