



# Financial Objectives Discussion Guide

## Confidential

Date: \_\_\_\_\_

Potential clients and independent life insurance agent involved in this discussion included:

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### 1. PERSONAL OVERVIEW

	Client 1	Client 2
Name		
Gender		
Date of Birth		
Address		
Home Phone		
Work Phone		
Cell Phone		
Email		
Preferred Contact Method and Time		
Occupation		
Business Owner?		
Social Security Number*		

\*Will be required if a life insurance transaction results from this conversation.

Please provide me with a general overview of your financial situation and experience including any disappointments and achievements.

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List any recent events in your life related to you, your loved ones or your financial situation. Examples include: change in marital status, death of a family member, health concerns, change in employment, change in income, new investments, etc.

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Based on your current situation, what is the earliest that you think you'll retire and how do you envision that retirement?

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What would your retirement look like if we worked together? Think about where you'd live during the various stages of your retirement, how you'd spend your typical days, what activities or hobbies you'd be involved in, etc.

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Who have you relied on for financial guidance?

	Property & Casualty Agent	Life Insurance Agent	Broker or Financial Advisor	Accountant	Attorney
Name					
Firm Name					
Phone					
How did you meet?					
How long have you been associated?					
When did you last meet?					
Rate Satisfaction Level from 1 – 5 with 1 being poor and 5 being excellent					

## Your Financial Concerns

I'd like to understand your current financial concerns and know about the relationships in your life that may be impacted by these concerns. First, let me know if any of the following items are of concern to you and, if so, how they rank in order of importance.

Concern	Level of Importance – Check appropriate column				
	1 None	2 Minimal	3 Somewhat	4 Very	5 Urgent
A. Income protection for my family					
B. Funding children's education <sup>1</sup>					
C. Planning for a comfortable retirement					
D. Leaving a legacy for heirs					
E. Providing for extended family and/or dependents with special needs					
F. Estate settlement needs					
G. Charitable giving					
H. Concern about market volatility					
I. Concern about low yields on savings or other fixed vehicles					
J. Affording to retire					
K. Business continuation					
L. Executive benefits for employees					
M. Lose of key employee or partner					
N. Other:					

Additional Comments: \_\_\_\_\_

## Your Relationships

Based on your concerns, list others who you are supporting or plan to support financially. When identifying your relationship with these individuals, be as specific as possible from a legal perspective (i.e. "daughter of previous spouse" vs. "step-daughter", "son-in-law's child from a previous marriage" vs. "grandchild", etc.).

Name	Relationship	Gender	Date of Birth	Social Security Number*	Concern (use letter from previous chart)

\*Will be required if a life insurance transaction results from this conversation.

Now that we've discussed your personal situation, I'm going to ask you for a lot of data. Before we move on though, is there anything else that you'd like to share?

## 2. CURRENT FINANCIAL SITUATION

Pre-retirement Earnings and Benefits	Client 1	Client 2
Annual Salary		
Bonus		
Other Income		
Annual Value of Employer Paid Benefits/Contributions*		
Health Insurance		
Life Insurance		
Disability Insurance		
Other:		

### General Assets

Description	Current Value	Owner (Client 1, Client 2 or J – Joint, T - Trust)	Plan to Use for Retirement?	Plan to Pass on to Heirs?
Residence				
Other Property				
Automobiles				
RV/Other				
Savings Account				
Certificate of Deposit				
Bonds				
Mutual Funds				
Stocks				
Business Interest				
Other:				
<b>General Assets Total</b>				

Note: A separate chart for Retirement Assets follows.

## Retirement Assets

Description	Current Value		Annual Contributions			
	Client 1	Client 2	Client 1	Client 1's Employer	Client 2	Client 2's Employer
401(k)						
403(b)						
Pension Plan						
Employee Stock Plan						
Traditional IRA						
Roth IRA						
Annuities						
Other:						
<b>Retirement Assets Totals</b>						

## Liabilities

Description	Amounted Owed	Duration
Mortgage 1		
Mortgage 2		
Home Equity Loan		
Credit Cards		
Student Loans		
Line of Credit		
Business Loan		
Other:		
<b>Liabilities</b>		

## Net Worth

(Assets \_\_\_\_\_ + Retirement Assets \_\_\_\_\_ = \_\_\_\_\_) - Liabilities \_\_\_\_\_ = Net Worth \_\_\_\_\_

## Taxes

	Current	Expected at Retirement
Federal Tax Bracket		
State Tax Bracket		

### 3. COLLEGE FUNDING NEEDS<sup>1</sup>

#### Current College Funding Sources

Saving Vehicles	Current Value
529 Plan	
Savings Accounts	
Certificate of Deposit	
Sources from family (grandparents, etc.)	
Future potential sources (scholarships, grants, loans, student aid, other?)	
Other:	

Expenses	Estimated Cost
Tuition	
Housing	
Food	
Books	
Supplies (computer, pens, notebooks, other?)	
Fees (activity, parking, other?)	
Transportation	
Other:	

## 4. INSURANCE REVIEW

Do you currently have coverage under any of the following types of insurance policies? Indicate the number of policies if you have more than one of any type.

Type	Client 1	Client 2
Life Insurance		
Disability Insurance		
Long Term Care Insurance		

How did you purchase this coverage? (i.e. from the same representative, multiple representatives, on-line, other)

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How did you come to a decision on the amount of death benefit coverage you currently have.

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What life changes have occurred since you bought these policies? (i.e. marriage, children, mortgage, other?)

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When was the last time you reviewed your beneficiary designations?

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Let's review the insurance policies that you current have as well as any annuities that you referenced earlier.

*NOTE: Use additional sheet(s) for multiple policies/contracts.*

### Life Insurance Coverage

Current Coverage	Client 1 (Insured)	Client 2 (Insured)
Owner*		
Beneficiary(ies)*		
Issuing Insurance Company		
Policy Issue Date		
Product Type		
Death Benefit		
Annual Premium		
Underwriting Classification		
Riders (Type and reason for having them):		
<b>For Permanent Life Insurance:</b>		
Death Benefit Guarantee		
Cash Accumulated Value		
Cash Surrender Value		
Surrender Charge Period		
Guaranteed Interest Rate		
<b>For Term Life Insurance:</b>		
Level Term Period		
Years Remaining of Initial Level Term Period		
Years Remaining for Eligible Conversion Privilege		

\*Be sure to list trusts if appropriate.

### Disability Insurance Coverage

Current Coverage	Client 1 (Insured)	Client 2 (Insured)
Issuing Insurance Company		
Annual Premium		
Monthly Benefit		
Inflation Adjustment?		
Offset by Social Security?		



## Long Term Care Insurance Coverage

Current Coverage	Client 1	Client 2
Issuing Insurance Company		
Annual Premium		
Daily Benefit (in-home)		
Daily Benefit (care facility)		
Maximum Lifetime Benefit		
Inflation Adjustment?		

## Annuity Contracts

Current Coverage	Client 1	Client 2
Issuing Insurance Company		
Current Value		
Cost Basis		
Growth Rate		

## 5. DISCUSSION SUMMARY

Is there anything that we haven't discussed that you feel is important for me to know?

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Do you have confidence in me to work with you to help find potential life insurance solutions to help meet your needs?  Yes  No

What expectations do you have of me in the role of your life insurance representative?

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## Next Appointment

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

The content of this material is not intended sell, discuss the risks, recommend, or provide any type of advice relative to securities. Nor is it intended to recommend the liquidation of specific securities, or identify specific securities that could be used to fund a life insurance product.

Neither North American Company nor its agents give legal or tax advice. Please consult with and rely on a qualified legal or tax advisor before entering into or paying additional premiums with respect to such arrangements.

1 The primary purpose of life insurance is to provide a death benefit to beneficiaries. Because of the uncertainty surrounding all funding options except savings, it is critical to make personal savings the cornerstone of your college funding program. However, even a well-conceived savings plan can be vulnerable. Should you die prematurely, your savings plan could come to an abrupt end.

To protect against this unexpected event, life insurance may be the only vehicle that can help assure the completion of a funding plan. In addition to the financial protection aspect of insurance, the tax-deferred buildup of cash values can be part of your college savings plan. Generally, if the policy is not a Modified Endowment Contract then tax-free withdrawals can be made up to the contract's cost basis. Moreover, if the policy is not a Modified Endowment Contract, then loans in excess of the cost basis are also tax free as long as the policy remains in force.

*We're Here For Life*<sup>®</sup>

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