by Joseph Neri

MONEY IS MATH

RICH DAD Methodology to Making Millions

Learn how to take the risk and taxes out of building wealth.

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Rich Dad Methodology to Making Millions

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PLANNING EDGE

DISCLAIMER: This book will discuss certain financial strategies. Any information obtained during the course may be used for the solicitation of life insurance and/or annuity products by a properly licensed insurance professional.

Any discussion of the tax treatment of products and services discussed within the course are based on our current understanding of tax laws and regulations, which are subject to change. Such information is presented for educational purposes only, and should not be relied upon as professional tax advice.

You should always consult your personal tax advisor or attorney.

It's not how much you own that matters, it's how much you control.

— Tom Wheelwright, CPA
(Tax-Free Wealth)

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Introduction

I believe that our traditional financial system is broken which leads to people having less than what they expect or should have. The more money the Federal Reserve prints, the more volatile our financial system will become and with that, taxes and inflation will go higher.

I wrote this book because I want to show you the lessons I've learned from my lifelong search for how money really works and how to create a financial plan that will put you in a position to win and remove the risk of total failure.

Why do most of us struggle financially when we live in the most prosperous country in the world? Why are we always broke when YouTube is bombarding us with information on how to become wealthy? I believe that most of us are like this because we are following advice that is not set up for success, advice from our families, financial institutions, and financial media.

A big part of this book is to kill the myths in our current financial institutions and financial media. Most people don't know how destructive these myths are and how they are crippling them financially. They drastically influence our decisions daily and most of us are not even aware of it.

What if everything you knew about money turned out to be false? When would you want to find out?

The principles and strategies I'm going to share with you in this book have been around for a very long time — longer than the stock market has been around. The wealthiest families on the planet have been using these principles and strategies for generations.

My only request is that you keep an open mind because these principles, even though they are very simple, are not taught in our traditional finance channels, and they may come across as counterintuitive to most people. This will challenge most of your core beliefs about money, but it will also open another door in your brain that will get you thinking. It will help you question things that 95% of Americans never question, which will lead to your empowerment.

I named this book Money is Math because Money is Math. If I told you to put $1 inside a shoe box for 365 days, in 365 if you didn't touch it, you would have $365 in the shoe box. Making money is actually very easy. It's your habit and programming that’s making it hard. Once you change your mindset and the relationship you have with money, things will open up and you’ll be amazed at the opportunities that are out there to multiply your money.

Did you know that if you only have to double $1000 10 times you’ll get to 1,000,000?

If you follow the principles you learn in this book it will change your life and your family’s life forever. 100% GUARANTEED!

Your true worth is determined by how much more you give in value than you take in payment.

— The Go-Giver

Lesson 1

Focus on Providing Value

When you go to Walmart and you see a very old person working. This person has worked hard their entire life but whatever they saved up and what the government is giving them is just not enough. This is 95% of America! At that age instead of traveling the world, enjoying their grandkids, and doing what they love, they can't because they have No Choice but to go back to work.

Why do we work?

There are 3 universal reasons why we work. (I got this from the book The Go-Giver by Bob Burg & John Mann): Survive, Save, and Serve.

1. Survive - To meet basic living needs.
2. Save - To go beyond your basic needs and expand your life.
3. Serve - To make a contribution to the world around us.

Unfortunately, most people are like the old person at Walmart, they spend their entire lives focusing on Surviving. A very small percentage focuses on Saving. But those rare few who are truly successful — not just financially, but genuinely successful in all aspects of their lives, keep their focus on Serving.

Every person in this beautiful country has ZERO excuses for getting to the top 5%. We have enough money that flows into our life. If you make $60,000 for the next 40 years that’s $2,400,000. If you make more than that then you have an even larger wealth bucket to play with. Your wealth bucket is larger than some, while some are larger than yours, but there is one thing we all have in common when it comes to money… WE WANT IT TO GROW. At a minimum, we want to keep it from getting any smaller or keep it the same size as it is today.

The strategies you will learn in this book are meant to teach you how to recapture money you're giving away unknowingly and unnecessarily. It will also show you how to create cash flow and take away the stress, risk, and taxes out of your wealth-building process, so you can focus on your purpose.

In 2019, I met a very successful financial advisor. He was looking to recruit me so invited me for coffee. After small talk, the subject of retirement came about, and when I asked him how can people survive with these financial plans — with no guarantees and they are accustomed to an 80k-150k lifestyle? His response blew my mind. He responded, “When you retire you’ll be spending less money and your cost of living will be lower.” I didn't want to debate the guy but that was basically the end of our conversation.

I 100% disagree. I believe whether you are planning on retirement or not, your lifestyle should either stay the same or be better.

For me, I don't believe in RETIREMENT. There is nothing wrong with retirement but I believe if you truly love what you do, you'll keep on doing it until you can’t do it anymore.

My idea of retirement is just having the freedom to do what I want and when I want. I believe that time is the most valuable resource you have. Once it's gone, you can't get it back.

My focus has never been retirement. It has always been cash flow because when you have enough cash flow you have TRUE FREEDOM, the freedom to use YOUR TIME as you please.

After networking with 100s of wealthy individuals, I've noticed they share these attributes: focus, persistence, and patience. When I say "wealthy" I don't mean "rich". In fact, most wealthy individuals don't make a lot of money. They focus on saving their money to accumulate wealth. They save as much as they can and wait for the right investment opportunity.

Conventional wisdom creates ordinary financial outcomes. The teachings discussed here challenge the common misconceptions that the average person carries when it comes to achieving financial prosperity.

The #1 problem for most Americans is still money.

Chances are that you picked up this book because you're tired of working hard and not seeing any results or progress. Or maybe you're an entrepreneur or real estate investor like myself and you are looking for a way to multiply your money while keeping it liquid and safe from market downturns. Or maybe you just don't trust Wall Street or the government.

I truly believe in my heart that this book is the solution to most people's financial problems.

That being said I do not believe that there is a financial product out there that will solve all our financial problems. Everything starts with YOU, your mindset on money, and the daily habits that will allow you to keep that money. Your INCOME can only SCALE to the extent that YOU do. Invest in YOURSELF first! In my opinion, that is the only way to solve your financial problems.

One of the main things that separates the ultra-rich from the poor is patience. Most people are always looking for the next shiny object. Your ability to plan long-term is what most people don't have. They only see themselves now — not themselves at 50 or 60 or 70 years old.

By the time they realize they've been hurting and stealing from their 60-year-old self or 70-year-old self, it might be too late.

When we run the numbers for an average middle-class American family, they are giving away 2-5 million dollars unknowingly and unnecessarily. What do you think you can do with an extra 2-5 million dollars in your golden years? For sure, you won't be applying at Walmart.

Financial freedom is available to those who learn about it and work for it.

— Robert Kiyosaki

Lesson 2

Important Financial Questions You Need to Ask Yourself

Do you know the **rate of return** you need to be able to live in the future like you live today, adjusted for inflation, and have enough money to last until your life expectancy?

Do you know how much you need to **save annually** so you can retire at the same standard of living you enjoy today?

How long do you have to work before you can retire and have enough money to live until your life expectancy?

What's your purpose? You work so hard your whole life, for what? Do you have a clear plan for financial freedom? Or are you just relying on your 401k or traditional plan and hoping everything will work out?

We need to ask these questions because the amount of money we have is finite and, at some point in the future when you stop working, it will end! This is why when the financial media (Dave Ramsey and Suze Orman) are telling you to focus on accumulation and rate of return, we are telling our clients to focus on cash flow. Cash flow is greater than accumulation. Cash flow equals freedom.

The closer you get to cash flow the better off you are.

— Grant Cardone

Lesson 3

The Five Principles

Before we go any further, I'm going to share my five wealth-building principles with you. I learned these from my friend Ryan Stone. If you don't agree with these principles, this book might not be for you. Every millionaire I know and all our clients are aligned with these principles.

Principle #1 — Reach for maximum protection in all areas.
You cannot build a TOWER of WEALTH on the sand. Imagine accumulating wealth your entire life and one unexpected event crashes everything down. It could be death, an accident, or a lawsuit, Whatever it is, life happens so you need to think ahead.

Principle #2 — Save 10%-20% of your income for wealth-building.
You need to have a wealth-building account there is no way around it. If you are not putting money for wealth-building purposes, you're not going to be wealthy. PERIOD END OF STORY.

Principle #3 — You need 2-6 months in reserve
This is for your lifestyle! Things happen and you don't want to use your wealth account if you lose your job or you have a bad month in your business to pay for your monthly living expenses.

Principle # 4 — Only invest in things you understand.
That's pretty straightforward. Don't just buy whatever new Crypto project your co-worker recommended. If you don't have a basic knowledge of the stock market or real estate then you shouldn't be in it. If you want to learn different ways to invest, start with the *Rich Dad*

Poor Dad book by Robert Kiyosaki or check out *Bigger Pockets Podcast*. You can either be a passive investor or an active investor. It's easier than you think. Let's get on it!

Principle #5 — Control the velocity of money.
You need to be able to control how fast your money grows. This is huge for building wealth. This is what we need to focus on. When you have the right strategy in place you can eliminate the risk to almost zero. We'll talk about strategies later in this book.

Those are the five principles to wealth- building. The truth is building wealth is a very boring process and it's not exciting as most people think it is. Wealth building requires a lot of patience and discipline that most people don't have.

We know you can:
Turn $1 to $5
Or turn $5 to $50, but
Can you turn $50 into $100? How about…
Turning $1000 into $2000
Turning $2000 into $5000
Turning $5000 into $10,000
Turning $100,000 into $300,000
Turning $300,000 into $1,000,000
Turning $1,000,000 into 5 Million.

Close your eyes and visualize it for a second. Imagine this is your hard-earned money. When thinking about having this money, when did you get excited and when did your excitement turn into fear? Very similar rates of return, yet your emotions are different at each level. This is in correlation with your relationship with money. Your relationship with money and your beliefs about money will determine your lifestyle and how much money you make. After all, money is just math

The market is a device for transferring money from the impatient to the patient.

— Warren Buffett

Lesson 4

Three Paths to Wealth

There are only 3 ways to increase wealth: 1. Living below your means; 2. Making more money; 3. Applying both 1 and 2.

1. **Living Below Your Means**
   - Know the exact dollar amount you spend every month and track it for at least a year. Create a monthly budget and follow it.
   - Stay away from credit card debt.
   - Never gamble your savings. (I'll show you how to multiply your savings the right way later in this book,)
2. **Make More Money**
   - Develop a new skill that pays more.
   - Start a part-time business. For me, it's real estate investing and sometimes dabbling in the stock market or crypto. For you, it could be something different.
3. **Applying both**
   - While you're investing in yourself and saving as much as you can of your monthly income, possibly developing a new skill that pays more, you are now on the fast track to wealth.

Applying 1 and 2 took me from $35k per year to $140k per year in less than 10 months. This allowed me to increase my SAVINGS rate to 30-40% and INVEST the rest of the money into real estate. Anyone who was poor at one point and is now super-wealthy started by saving as much as they could and investing their money in their business or someone else's business.

MAIN LESSON:

Learn to invest in yourself and develop a skill that pays more so you can save more.

That is where the power, opportunity, and choice come from when you have money. Money equals opportunity. There is no question.

— Billie Jean King (former world #1 tennis player)

Lesson 5

Savings vs. Investments

Savings and investments are not the same! SAVINGS = SAFETY. Your 401k, your HELOC, and your IRA are not your savings. Nowadays, even your bank savings account is no longer your savings. (With our current inflation rate of 7%+, in 2023 your money it's getting destroyed). Federal Reserve usually tries to keep inflation below 3%.

To beat inflation your savings should be earning 3% or more. What is your bank paying inside your savings account? Wells Fargo is at .05%. Even if they go up to 1% You are still losing money.

Your savings should never lose money or go down in value. I’m going to repeat that because it’s very important and this is the foundation of this entire book. **YOUR SAVINGS SHOULD NEVER LOSE MONEY OR GO DOWN IN VALUE**, whereas your investments are a percentage of your savings that you are willing to put at risk.

1. **Low Risk:**
   - Invest 20% or less of their savings
2. **Medium Risk:**
   - Invest 20-40% of their savings
3. **High Risk:**
   - Invest 40% or more of their savings

There are only 2 types of people economically in this world. Group 1: People that spend their money and save what's left. Group 2: People that save their money and Spend what’s left.

Group 1 ALWAYS ends up working for Group 2.

MAIN LESSON:

- Savings = Safety and uninterrupted growth.
- Savings never lose money or go down in value.
- Investments - Percentage of your savings you are willing to put at risk.

If this doesn't make any sense right now just be patient. I will clarify this later in this book.

Do not save what is left after spending, but spend what is left after saving.

— Warren Buffett

Lesson 6

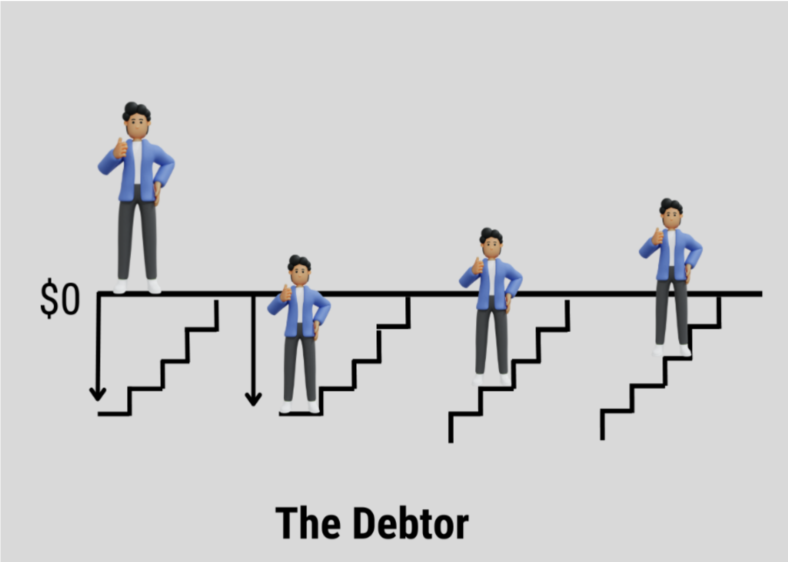
Three Ways People Spend Money

Let's introduce Peter, Megan & Joe.

Peter is the Debtor, Megan is the Saver, and Joe is the Wealth Creator.

So, let's go over the fundamentals of the ways people spend money. There are three ways that people spend money. 1. The Debtor; 2. The Saver; and 3. The Wealth Creator.

PETER - THE DEBTOR

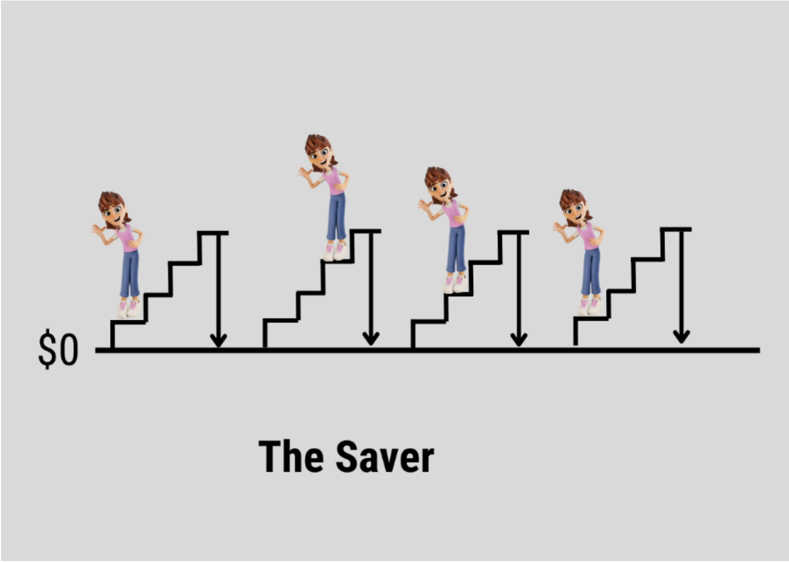


The horizontal line in the above picture represents $0. Let's pretend you are borrowing money to buy a car. When “The Debtor” borrows money and creates debt, he doesn't realize that he is also creating a leak for his future income potential. It will take him a few months to a few years to pay that debt off. Once it’s paid, he borrows money again and the cycle continues.

“The Debtor” is someone who lives paycheck to paycheck. Living beyond their means, always struggling to get out of debt. Generally, they have no savings. Their money is being drained by their creditors and financial institutions.

“The Debtor” is giving their money away by paying interest. The creditors and financial institutions are the ones making the compound interest.

MEGAN - THE SAVER

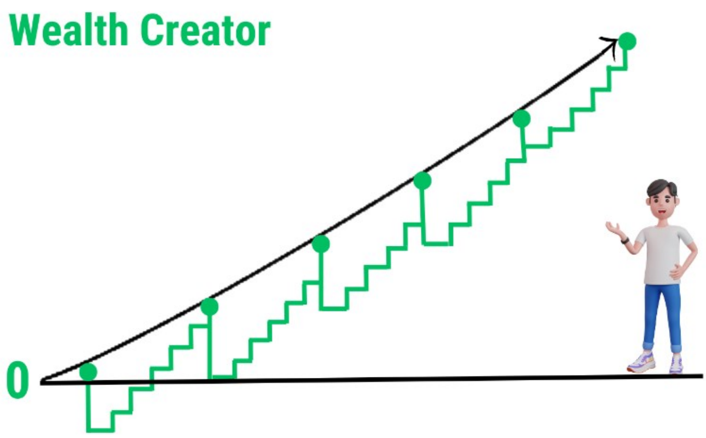


The horizontal line in this picture still represents $0. “The Save”r saves money and wants to pay cash for everything. For the longest time, I thought that this was the best position to be in. The problem with this position is once you save enough money to pay off a major purchase or investment, you are back to ZERO $$$ and you have to save again to make another purchase or investment.

MAIN LESSON:

Paying cash is a form of finance because when you give your cash to someone else, you no longer can make interest on that money.

JOE - THE WEALTH CREATOR



Again, the horizontal line represents $0. This is a strategy of "The Wealth Creator."

"The Wealth Creator" has been growing and protecting their money for years. A wealthy person has the same challenges as we do. They are making the same decisions and the same purchases as anyone else. The only difference is when they buy a car or a real estate investment they use OPM (other people's money) and leave their money where it continues to grow UNINTERRUPTED. While their Savings is growing uninterrupted they use collateralization in a form of a loan to access it. In other words INTEREST ARBITRAGE, so they are earning interest on their money while they are borrowing at a lower interest rate. They are now making money while using other people's money (OPM). I'm going to say that again… **They are making money while they are borrowing money.**

MAIN LESSON:

“The wealth creator’s” savings never goes down in value even when they are using it to make an investment or a major purchase.

They are making money on their savings and at the same time making money on their investments. Their money is now working twice as hard.

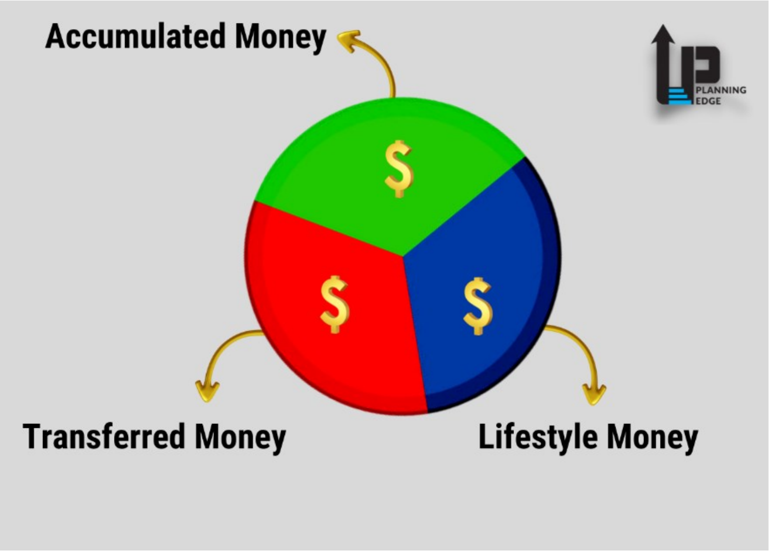
I use debt to buy assets. Most people use debt to buy toys and liabilities.

— Robert Kiyosaki

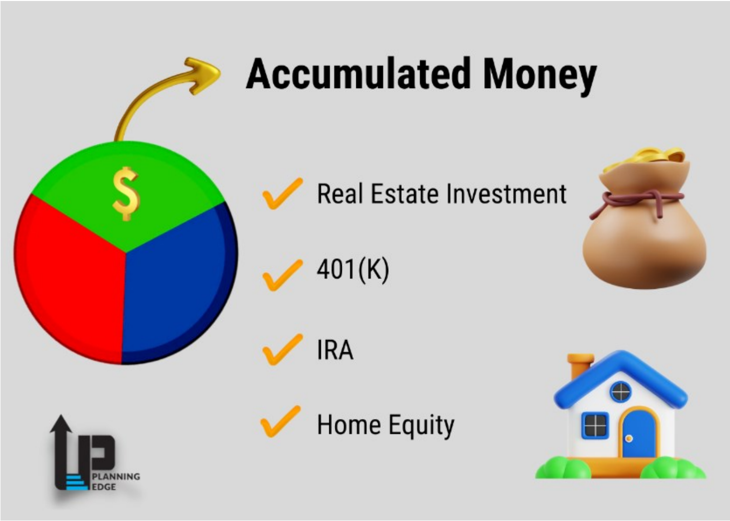
Lesson 7

Three Types of Money

I'm going to introduce you to the three types of money: 1. Accumulated money, 2. Lifestyle money, and 3. Transferred money.

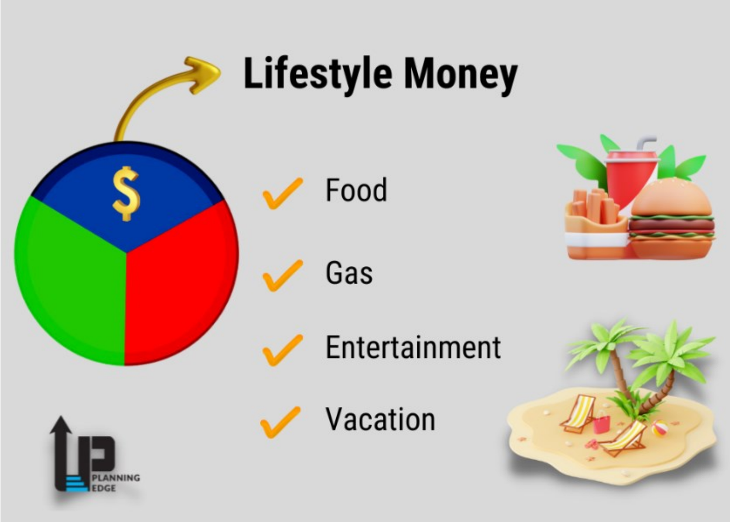


1. **Accumulated Money**



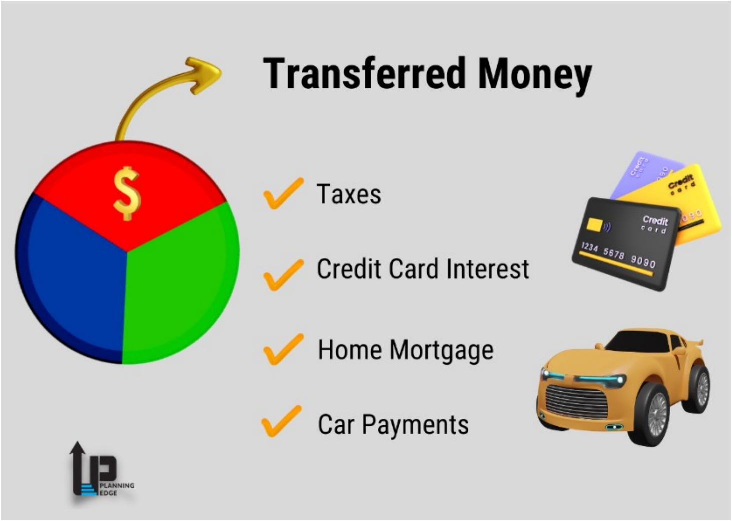
This is the money you are using to save for your retirement and future uses. This is a combination of your savings and investments. This includes money for a real estate investment, your 401k, IRA, and/or home equity, etc.

2. **Lifestyle Money**



This is money that you use to live on such as food, gas, entertainment, and vacations.

3. **Transferred Money**



This is money that you are giving away unknowingly or unnecessarily. What do I mean by that? I'm talking about money that you are giving to the government and financial institutions, such as taxes, credit card interest, mortgage interest, car loan interest, etc.

The whole point of showing you the three types of money is that is a big part of our strategy is showing you how to recapture most of your transferred money and reinvest it into your accumulated money while keeping your lifestyle money the same or better (in other words, increase your savings without changing your lifestyle). The truth that most people don't realize is that in your lifetime, you can make more money avoiding losses and recapturing transferred money than trying to pick a winner on Wall Street.

MAIN LESSON:

There is more money to be made by avoiding losses than by trying to pick the winners! Without taking market risk and without changing our lifestyle we will teach you a way to recapture the money you're giving away and NEVER PAY INTEREST ON ANYTHING EVER AGAIN!

Did you know that lack of information is the #1 barrier to wealth?

— Robert Kiyosaki

Lesson 8

Opportunity Cost

Important Concept: You finance EVERYTHING you buy. You are either paying interest to someone or you lose the ability to earn interest on your money.

Example:

- When you finance a car you are paying interest to your lender.
- When you pay cash for your car, that cash could be working for you by earning interest, but now it can't because you used it to buy the car. MAKE SENSE?

Wealth transfers are inevitable. This lesson introduces the concept of opportunity cost.

Is opportunity cost a term you are familiar with? If you lose a dollar that you did not have to lose, you not only lost that dollar, but you also lost the opportunity that dollar could have earned for you had you not lost it.

This principle is called ***opportunity cost***.

Let's look at an example when you are buying a $60,000 car.

INTEREST… YOURS or THEIRS?

- Amount Financed = $60,000
- Interest Rate = 6%

- Number of Payments = 60

Your car payment will be:

- Monthly Payments = $1,160
- Total Amount Paid = $69,598
- Total Interest Paid = $9,598

The Reason Car Makers Like Financing!

The future value of

Your Loan Interest Paid	$9,600
Compounded Annually at	10%

45 Years	$699,749
40 Years	$343,489
35 Years	$269,783
30 Years	$167,514
25 Years	$104,013
20 Years	$64,584
15 Years	$40,102
10 Years	$24,900
5 Years	$15,461
	$1,820,595

This is if you buy a car every five years for 45 years. If you are married with three kids, imagine how much money you are giving away to financial institutions.

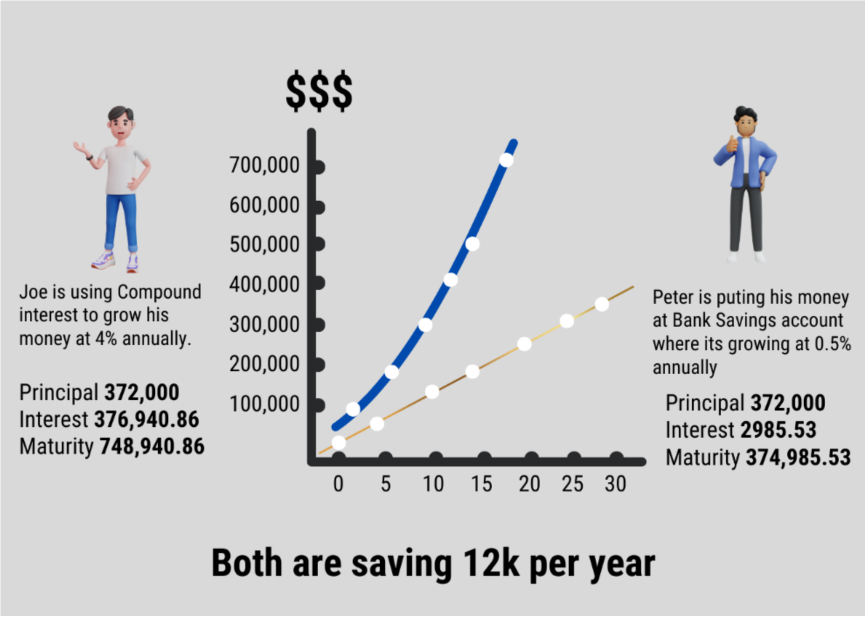
Intelligent people make decisions based on opportunity costs.

— Charlie Munger

Lesson 9

What is Compound Interest?

Compounding interest, in other words, is earning interest on interest. It is the result of reinvesting interest, rather than paying it, so that interest in the next period is then earned on the principal sum plus previously accumulated interest. Let's see this in action...



This is the key to building wealth — **uninterrupted compound interest**.

Remember what I said earlier….

“Savings and investments are NOT the same.” Your SAVINGS should NEVER lose money or go down in value, whereas your INVESTMENTS are a percentage of your savings that you are willing to put at risk.

When you interrupt compounding interest, it will drastically change the outcome. It could equal six to seven figures in your lifetime depending on your savings rate.

MAIN LESSON:

Uninterrupted compound Interest is the key to building wealth! For example, if you have 100k in your savings for retirement and you invest 50k toward real estate… YOUR SAVINGS SHOULD STILL BE AT 100k growing uninterrupted! I know you’re scratching your head right now and thinking there is no way this is possible but keep reading I will show you how to accomplish this.

Compound interest is the eighth wonder of the world. He who understands it earns it … he who doesn't … pays it.

— Albert Einstein

Lesson 10

4% vs 4%

The concept that we're going to talk about in this chapter is 4% versus 4%. Years ago, my mentor asked me this question, "If you are paying 4% on a loan and making 4% on the same amount in your savings can you make money?" My answer was "NO, it's a wash if you're earning 4% and you're paying 4% you're not making anything". At least that's what I thought at first. This is before I understood the power of compound interest vs. simple interest.

The true answer to this question is very important because we will go back to this lesson a few times later in this book.

So, let's look at this concept and shed some light by using numbers.

4% VS 4%

Joe Bought a car for **$30,000** at **4%** interest, but Joe also had a saving account earning **4%** interest

Car Loan		Saving
$30,000	Amount	$30,000
4%	Interest Rate	4%
5	Term Years	5
$33,150	Total	$36,499.59
$3,150	Total Interest	$6,499.59

$6,499.59 - $3,150
=$3,349.59

Joe made $3,349.59

The difference between the car loan and savings is that the car loan is using simple interest and gets paid down while Joe’s savings is growing using compound interest.

Entrepreneurs believe that profit is what matters most in a new enterprise. But profit is secondary. Cash flow matters most.

— Peter Drucker

Lesson 11

The Banking System

The Power of Leverage

We are going to take a look at how the banking system works. To simplify this, we are going to focus on 3 parts: The Depositor, The Bank, & The Borrower

The Depositor - The person who deposits money to the bank.

The Bank - The financial institution that holds your money.

The Borrower - The person that borrows money from the bank.

The Role Each Part Plays

The depositor deposits money to the bank, usually for security and convenience. (For example, using apps like Zelle or PayPal.). When I was a kid, I used to deposit my money and get a 4%-6% return annually. Nowadays you'll be lucky to get 1%. Most banks are paying .05% or less on your savings account.

The bank's role is to lend money to people and businesses. They lend to real estate investors, business owners, car loans, house loans, etc. This makes the banks A LOT of money. In every major city in the country, the LARGEST BUILDINGS are owned by banks.

The borrower is the person, family, or business that borrows money from the bank at interest with a promise to pay the bank back. Nowadays, banks usually charge borrowers between 5%-10% in interest.

Here's an illustration of how this works and why banks make a lot of money…

- Step 1: Joe deposits $100,000 into the bank.
- Step 2: The bank pays Joe 1% or less annually.
- Step 3: The bank lends Peter $100,000 for his business.
- Step 4: Peter pays the bank 10% or more annually.

And I haven’t gotten to the subject of Fractional Reserve Banking. That subject could be an entire book in itself. That’s basically the bank creating money out of thin air. Google “fractional reserve banking.

Avoid debt that doesn't pay you. Make it a rule that you never use debt that won't make you money. I borrowed money for a car only because I knew it could increase my income. Rich people use debt to leverage investments and grow cash flows. Poor people use debt to buy things that make rich people richer.

— Grant Cardone

Lesson 12

The Financial Machine

Got this story from Bryan Bloom CPA, and I thought it was hilarious!

So in 1997, during the Clinton Presidential Administration, the Taxpayer Relief Act was passed by over 90% of Congress and signed into law by President Clinton. "The TRA of '97," as it would become known, provided many new tax benefits encouraging: home ownership, college education, larger families, and retirement savings. It is this law that brought about the ROTH IRA. Now, instead of taking a tax deduction and postponing paying the taxes to a future date at whatever the tax rate is then, the ROTH IRA took away the current tax deduction in exchange for excusing all of the taxes that otherwise would be due on the growth.

Leading up to the passage of TRA '97, the discussion in Washington D.C. might have gone something like this: "Hey guys let's design a plan that will encourage Americans to save in a retirement fund that they will be able to use without recurring a tax. If we were to design the perfect plan, what would that look like?" Then they listed the following 13 characteristics of this plan:

1. The plan should allow for a tax deduction for money saved in the plan.
2. The plan should allow for tax-deferred growth.
4. The plan should provide for income tax-free withdrawals.
5. The plan should make competitive returns possible.

6. The plan should allow any taxpayer to put in as much money as they want.
7. The plan should provide a taxpayer to use the account as collateral for a loan.
8. The plan should protect against market losses.
9. The plan should assure access to loans should the taxpayer need money before age 59 ½.
10. The plan should allow for these loans to be paid at the taxpayer's discretion.
11. The plan should be protected from creditors.
12. The plan should eliminate early withdrawal penalties, late withdrawal penalties, and excess contribution penalties - there just shouldn't be any penalties at all.
13. The government should continue the contributions to the plan at the same level the taxpayer was contributing if the taxpayer should become disabled and can't continue to put money into the plan.
14. The government should accelerate the expected retirement account balance to the taxpayer's family if the taxpayer dies before retirement.

The senators and representatives may have huddled together and said, "With all these benefits, who wouldn't save for retirement? But we can't give away the farm." So, they removed the proposal for the contributions to the plan each year to be tax deductible, leaving the last 12 listed above.

They studied the proposal, submitted it to the Government Accounting Office for their analysis of future economic effects, and were ready to go until one of the congressmen said, "Wait - this looks just like permanent life insurance." Upon that revelation, Congress stripped out items 5-13 and called it a ROTH IRA.

Obviously, this is not how it happened but I thought it was a funny story.

To accomplish a Superior Saving Vault that never goes down in value the wealthy use guaranteed products like participating whole life insurance. You probably didn't see that coming, did you? Most people don't. If you don't believe me look up "BOLI" and "Tier One Assets". The largest banks in the world hold over $60 billion in bank-owned, life insurance products. Maybe they know something we don't…

The wealthy put their hard-earned money in one or more of the following:

- Education for themselves
- Education for their children
- Guaranteed products like Permanent Life Insurance
- Real estate investments
- Gold
- Stocks
- Art

The financial machine we will be talking about is a dividend-paying, high-cash-value. whole life insurance policy.

This is NOT the same Life Insurance contract you see at Farmers, Geico, Liberty, etc. The contracts we are talking about are specifically designed for this type of planning. You have probably never seen one of these contracts before. Most insurance agents wouldn't know what

I'm talking about. It's a very unique whole life insurance policy built specifically for this type of wealth-building strategy.

This very specific contract that the wealthiest families in the country have been using is now just getting to the general public. It is also one of the oldest financial products out there — over 200 years old! Your 401k and IRA have a relatively short history.

I say very specific because…

- It focuses on Living Benefit instead of Death Benefit.

Most insurance companies don't sell it. (Very few insurance companies embrace this concept/strategy.)

- Most insurance agents don't know about it.
- It's set up in a way that does not give you a lot of coverage in the first few years. **The first few years are focused on maximum cash accumulation**. The focus is towards GROWTH of your money instead of money you get after you die (death benefit).
- For this to work it needs to be a Mutual Company meaning when you start this, you will become part owner of the company and will receive dividends every year. One of our favorite companies has NEVER BROKEN A DIVIDEND PAYMENT FOR OVER 120 YEARS. **I WANT YOU TO THINK ABOUT THAT!**

As I'm writing this book I'm already on my second policy. My mentor has four policies, and a few months ago I met a guy that had 16 policies!!!

It took me two years to start my first policy because I thought it was too good to be true, and I wanted to dig more before starting it.

Once you fully understand how this product performs combined with the strategies we teach, it won't be a question of whether or not to implement this strategy in your life and your financial economy, IT WILL BE AN OBVIOUS CHOICE.

Let’s talk about why this product is so powerful.

- When you fund your policy you automatically get cash value that works similarly to a savings account.
  - Mine earns 4%-6% annually. Most banks' savings accounts earn .05 or less.

- Policies include **GUARANTEED** cash value that increases, independent of dividends.
  - The keyword is GUARANTEED.

- UNINTERRUPTED Compound Interest
  - The keyword is UNINTERRUPTED.
  - When you borrow money from your cash value, your cash value stays the same because you're collateralizing it. (i.e., using OPM - Other People's Money)
  - Here's a comparison: If I have $50,000 in my bank savings account or 401k and I borrow $30,000, I’m left with $20,000. With this product, if I have $50,000 cash value and I borrow $30,000 I’m still left with $50,000 growing at 4%-6%. When I first heard this, I didn’t believe it!

- When the dividends are paid annually it becomes part of your cash value
  - Your cash value is guaranteed. Your dividends are not guaranteed, but when you get paid dividends it automatically becomes part of your cash value making your money grow even faster!

    - Remember - Unbroken dividend payments for over 120 years. I don't think I can say the same thing for any other financial products.

- When I borrow from my Cash Value I set the payment amount.
    - When I borrow from my policy I get charged 4%-5% simple interest (remember the 4% vs 4% chapter?)
    - Unstructured loan payments. When I borrow from my policy at 4%-5% I decide how much I want to pay each month.
    - I use this a lot for real estate. For example, I borrow $60,000 from my account at 4%, and I lend this money to a different investor for two points at 10% for 6 months. I told my mutual insurance company I'll pay the full amount in 6 months. If you want to pay $50 per month until you get your investment back it's up to you. Try comparing this to a hard money loan, HELOC, 401k, IRA, etc. You are now becoming your own bank!

- Safe from Creditors
    - In most states, if you get sued, a creditor can't touch your money. There are only two places on the planet where creditors can't touch your money. One is a **Trust** and the second is **Cash Value** inside these types of policies.

- The massive death benefit is **TAX-FREE**.
    - When you die your death benefit goes to your kids, charity, or wherever, you want it to go TAX-FREE.
    - For example, if I die at 70 years old, my family will get around $2 million tax-free. If I have outstanding policy loans, those get paid first and the remaining balance goes to them tax-free.

- Long-term Care
    - If you get injured or sick, there is a payout.

- Safety
    - Unbroken dividend payments for over 120 years. Paying dividends during the Great Depression, World War I, World War II, 2007-2008 real estate and stock market crash, 2020 coronavirus pandemic. While everyone was panicking, these Mutual Companies were making money! & OUR CLIENTS WERE MAKING TONS OF MONEY BECAUSE OF THIS STRATEGY.

- Liquidity
    - When I need money, I fax a one-page form to the mutual company, and my money is in my account in 4-5 days NO QUESTIONS ASKED.
        - Try this with your 401k, IRA, or home equity. They will ask you to fill out forms and submit W2s, paystubs, tax returns, credit checks, etc. You have to qualify to get access to your own money.
- Control
    - I set the payment amount on my loan. Unstructured loan payments.

    - I can use my cash value on whatever I want.
        - Compare this to a self-directed IRA. There are so many restrictions on what I can do with my own money. I'm not saying self-directed IRAs are bad! I have one. It's great for certain investments, but you're limited in contribution, benefits, and types of investments.

        - Be careful with self-directed IRAs and real estate. We have a client that lost a lot of money because he bought most of his real estate inside his IRA.

Many of our clients use it to buy a car, pay credit card debts, pay their mortgage faster, use it for an annual vacation, use it as an emergency fund, etc.

By using this strategy you are recapturing all the money you are giving away to other financial institutions in the form of interest. You never have to pay interest ever again.

These are just a few of the main benefits.

All these benefits are the reasons why banks and the richest families in the world buy so much life insurance.

As I mentioned at the beginning of this book, this is not a get-rich-quick strategy. But in my opinion, this is the most powerful and fastest way to build lasting wealth for you and your family, especially if you combine it with the strategies we teach in this book.

If you have cash sitting in a bank account somewhere earning .05% you are losing money! Cash is no longer king because of our low-interest rate and high-inflation environment. ACCESS TO CASH IS KING. Being prepared means having access to capital, so when the next investment opportunity comes along you'll be ready. Your savings stays intact, while you collateralize that money in an Investment that will generate higher returns.

Whole-life insurance has been around for over 200 years - is not government-sponsored - precedes the income tax code - is private property - is creditor protected - is tax-free wealth transfer - is not tied to the market -has a minimum guarantee.... Name another asset like it.

— Nelson Nash

Lesson 13

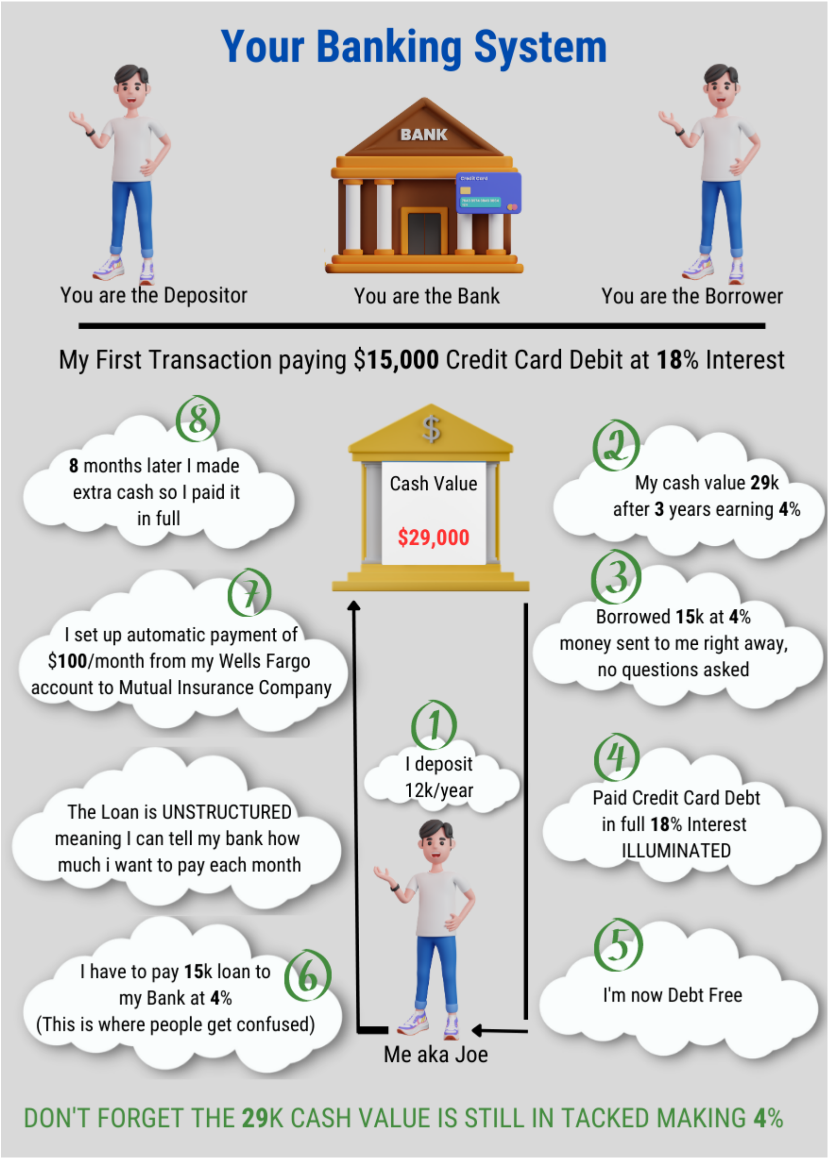
How To Set Up Your Own Bank

If you remember in Chapter 6 how the banking system works, this is basically the same setup except now you'll be taking over the three roles — the Depositor, the Bank, and Borrower.

This concept is a little tricky and a bit counter-intuitive so I'm putting an illustration together to show you my first transaction of paying a $15,000 credit card debt at 18% interest.

- **Step 1**: I deposited $12,000 per year to my Superior Savings Vault.
- **Step 2**: After 3 years, my cash value is around $29,000 with a death benefit of around $400,000.
- **Step 3**: I called my mutual company to borrow $15,000 at 4%. I received the money right away with no questions asked.
- **Step 4**: I paid the credit card debt in full with the 18% interest eliminated.
- **Step 5**: NOW I'M DEBT FREE, and I just made an 18% return on my money.
- **Step 6**: Now, I have to pay my $15,000 loan back at 4%. The loan is unstructured, meaning I can tell the mutual company how much I want to pay each month.

- **Step 7**: I set up automatic payment of $100 per month from my Wells Fargo Account to the mutual company.
- **Step 8**: Eight months later, I made my money from my real estate investment and paid the loan in full.



In the scenario, where I keep paying the $15,000 at 18% for a 5-year term.

- Monthly payment: $380.90
- Total payment: $22,854
- Total interest: $7,854

That's $7,854 you just gave away!!!

With this new strategy, my $29,000 is tacked on making 4%, while I'm paying 4% on my $15,000 loan.

I AM MAKING MONEY WHILE I'M PAYING FOR MY LOAN!!! Never Pay Interest Ever Again.

Think about it… When you knock out 18% from the credit card company that's the same as making an 18% return on your money.

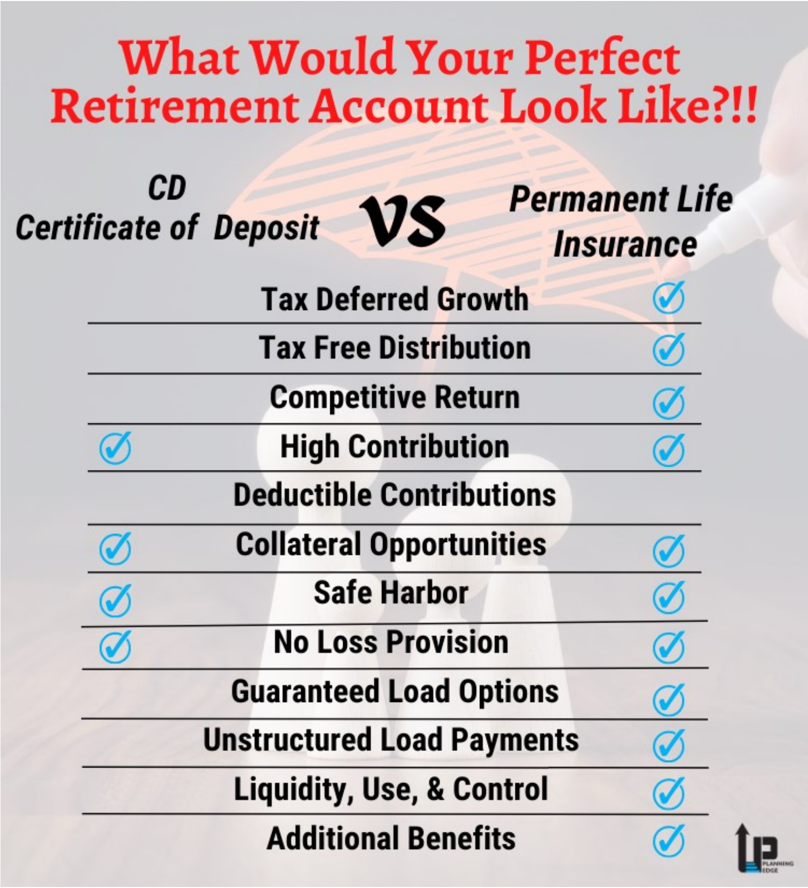
You must gain control over your money or the lack of it will forever control you.

— DAVE RAMSEY

Lesson 14

A Superior Savings Vault

The purpose of this chapter is not to discourage you from owning other qualified plans. In fact, I have a 401k and an IRA. There are certain situations that a 401k and IRA make sense. There is a place for all of this in your financial economy. The purpose of this is to shed light on a superior financial product that most people don’t know about and the benefits it has for your financial future.


What Would Your Perfect Retirement Account Look Like?!!
CD
Certificate of Deposit
VS
Permanent Life Insurance
Tax Deferred Growth
Tax Free Distribution
Competitive Return
High Contribution
Deductible Contributions
Collateral Opportunities
Safe Harbor
No Loss Provision
Guaranteed Load Options
Unstructured Load Payments
Liquidity, Use, & Control
Additional Benefits

Margin Account on Stock Portfolio		Permanent Life Insurance
	Tax Deferred Growth	✓
	Tax Free Distribution	✓
✓	Competitive Return	✓
✓	High Contribution	✓
	Deductible Contributions	
✓	Collateral Opportunities	✓
	Safe Harbor	✓
	No Loss Provision	✓
✓	Guaranteed Load Options	✓
	Unstructured Load Payments	✓
✓	Liquidity, Use, & Control	✓
	Additional Benefits	✓


What Would Your Perfect Retirement Account Look Like?!!
IRA
VS
Permanent Life Insurance
Tax Deferred Growth
Tax Free Distribution
Competitive Return
High Contribution
Deductible Contributions
Collateral Opportunities
Safe Harbor
No Loss Provision
Guaranteed Load Options
Unstructured Load Payments
Liquidity, Use, & Control
Additional Benefits


What Would Your Perfect Retirement Account Look Like?!!
Real Estate Equity w/HELOC
VS
Permanent Life Insurance
Tax Deferred Growth
Tax Free Distribution
Competitive Return
High Contribution
Deductible Contributions
Collateral Opportunities
Safe Harbor
No Loss Provision
Guaranteed Load Options
Unstructured Load Payments
Liquidity, Use, & Control
Additional Benefits

Now you know the best place to store your hard-earned money. This is why we tell our clients that CASH IS NOT KING!

ACCESS TO CAPITAL IS KING. I've never met anyone with access to capital and had a problem with investment opportunities. The power of the strategy comes with what you do with the money inside your family bank.

Capital is critical. Throughout your lifetime, the financial institutions you have had to deal with have competed for your money. The fact that you are retired does not change their focus.

To control the transfer of interest and its opportunity cost, you must put yourself in a financial position where you have the choice to use your money or someone else's money. By that, I mean that you must save to the point that you can choose to pay cash or finance. If you choose to pay cash, you should pay yourself back. As long as you use money from others, they will require interest for that privilege. Until you have enough money accumulated, you will be forced to transfer some of your wealth away. Once you have accumulated savings in your family bank, you can borrow other people's money (OPM) at a rate less than your money is earning. Getting to that position will be critical to the growth of your wealth.

I can save and borrow money over here at a traditional bank…, or I can save and borrow money that I need in my life over here… at an insurance company that shares the profits with me every year.

— Mark Benson (Becoming Your Own Banker)

Lesson 15

How to Pay Off Your 30-Year Mortgage in 15 Years or Less

I was going to name this chapter "Never Pay Off Your Mortgage." The first time I heard that I was in Orlando Florida for a Circle of Wealth Mastermind workshop. I almost walked out of the room. I didn't use "Never Pay Off Your Mortgage" for the title because I didn't want you to have the same reaction.

In this chapter you will learn:

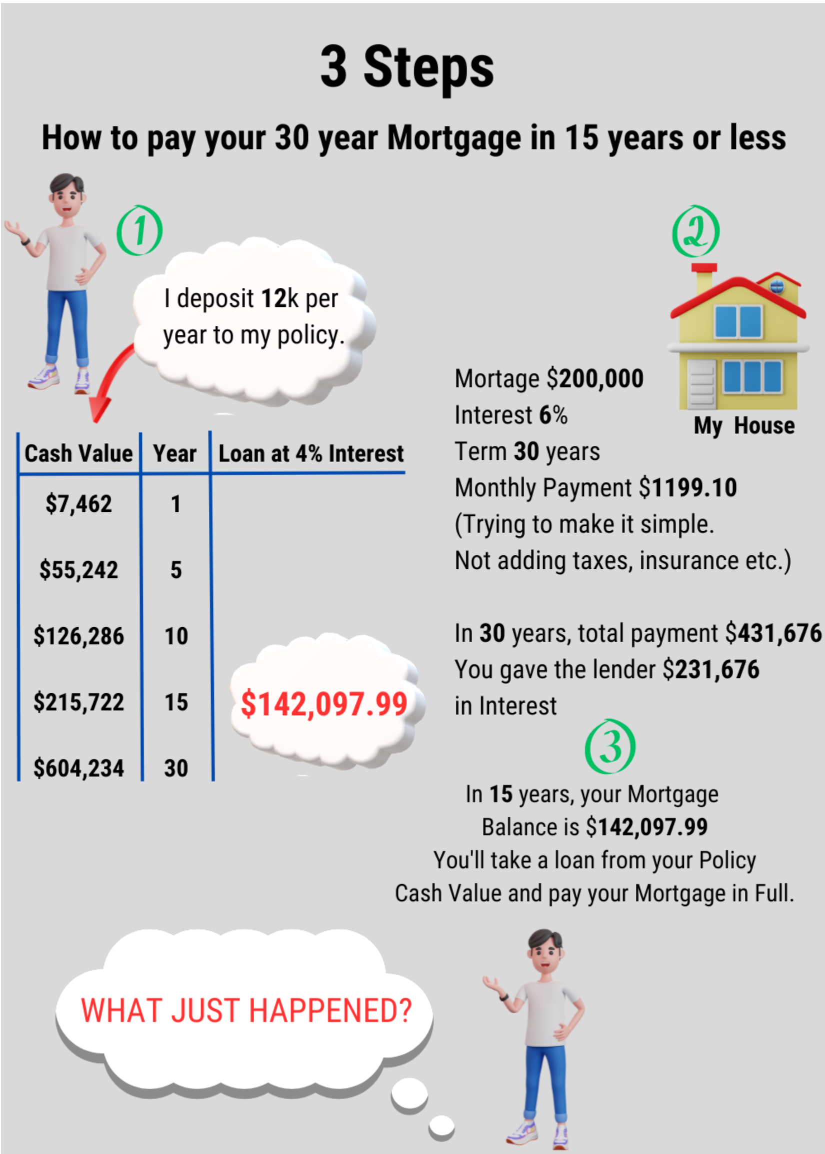
- **How to pay off your 30-year mortgage in 15 years or less.**
- **Why do we tell SOME of our clients to NEVER PAY OFF THEIR MORTGAGE?**
- **Why PAYING CASH for a house is a bad idea?**

There is ONLY ONE way to pay your mortgage faster and that is to pay extra on the principal each month. If you are putting in an extra $500, $1000, $2000, or more per month towards the principle of your mortgage, STOP NOW!

There are other strategies out there, like the HELOC strategy where you use your home equity like a checking account. This was something I was trying to implement until I discovered what I'm about to teach you.

To simplify this strategy, I divided it into 3 sections — The Deposit, The Mortgage, and The Payment.

This is based on my numbers where I deposit $12,000 per year to my policy. Here's an illustration of how it works.



WHAT JUST HAPPENED?!!!

- I have a fully paid house with $200,000 in equity (probably a lot more)
- My new loan at 4% interest prorated for the next 15 years lowers my monthly payment to $1,051.08. This saves me around $1,776.24 per year. That's $26,643.60 in savings in 15 years.
- I eliminated over $73,000 in interest I was giving away unnecessarily to the mortgage company — that is $73,000 you are putting back in your pocket where it belongs.
- Don't forget my $215,722 cash value is still in tack compounding at 4% **(refer to the 4% vs 4% chapter?**).
- And now I have a BANKING SYSTEM that prints tax-free money for me. **When I deposit $12,000 in year 15 into my family bank, it turns into $22,000 just by writing a check**. Tell me if you know of any savings account that does that.

Option 1: Stick with paying the new policy loan for the next 15 years and keep contributing to my policy. In this scenario, you are the borrower and the bank. In 30 years...

- I have a fully paid house worth $200,000 (*Actually the house is worth a lot more because the house appreciated which I didn't add to the calculation.*)
- I have a **guaranteed** $604,234 or more in cash value to use on whatever I want.
- That's a SOLID TAX-FREE RETIREMENT cash flow that gets better every day!!
- When I deposit $12,000, it turns into 32,000 just by writing a check. That's a nice tax-free retirement income.

Option 2: My preferred choice (*There are factors I'm not mentioning here. So be mindful of interest rates and market conditions.)*

I would cash out, refinance (depending on interest rates), and find another real estate investment opportunity to create more cash flow.

This scenario…

- I have a new loan but I can use the cash flow of my new investment property to help pay for my new mortgage.
- Excess cash can be used to open another family bank.
- Don't forget that I have $215,722 to leverage however I want or to buy more real estate if needed or pay the loan in full if needed.

NEVER PAY OFF YOUR MORTGAGE.

- If my interest rate is 4% - 6% I would just keep paying the minimum monthly payment and open a policy to store my extra money. When an opportunity comes along, I'll collateralize my money and invest it to generate much higher returns.

PAYING CASH IS A BAD IDEA.

- Paying cash is a form of financing because you're giving up your opportunity to make money on your money. I'll say it again….

  PAYING CASH IS A FORM OF FINANCING because you're giving up the ability to earn interest on your money.
- If you pay cash, your money is tied to the house. You have to qualify to get access to your own money and pay thousands in fees.

If you paid extra cash every month towards lowering the principal of your mortgage or paid cash for the whole house, there is NO SCENARIO that will generate the same result. You are giving up so much money that could go towards your retirement or an investment opportunity.

The possibilities are endless using this same strategy in other areas of your life and business.

MAIN LESSON:

Instead of building equity inside your house where the financial institutions have control of your money, build equity in your family bank where you have control of your money.

Unless you’re getting passive income from your house, it is a liability and not an asset.

— Robert Kiyosaki

Lesson 16

How to Add a Multiplier to Your Real Estate Business

This lesson is meant for real estate investors who already have some experience.

- I'm going to assume you know how to do proper comparables.
- I'm going to assume that you know how to get houses at a discount.

I will illustrate the concept, and you can decide if this is something that fits your business model.

You might decide to LEND your cash value at a much higher interest rate or use it to fix and flip houses.

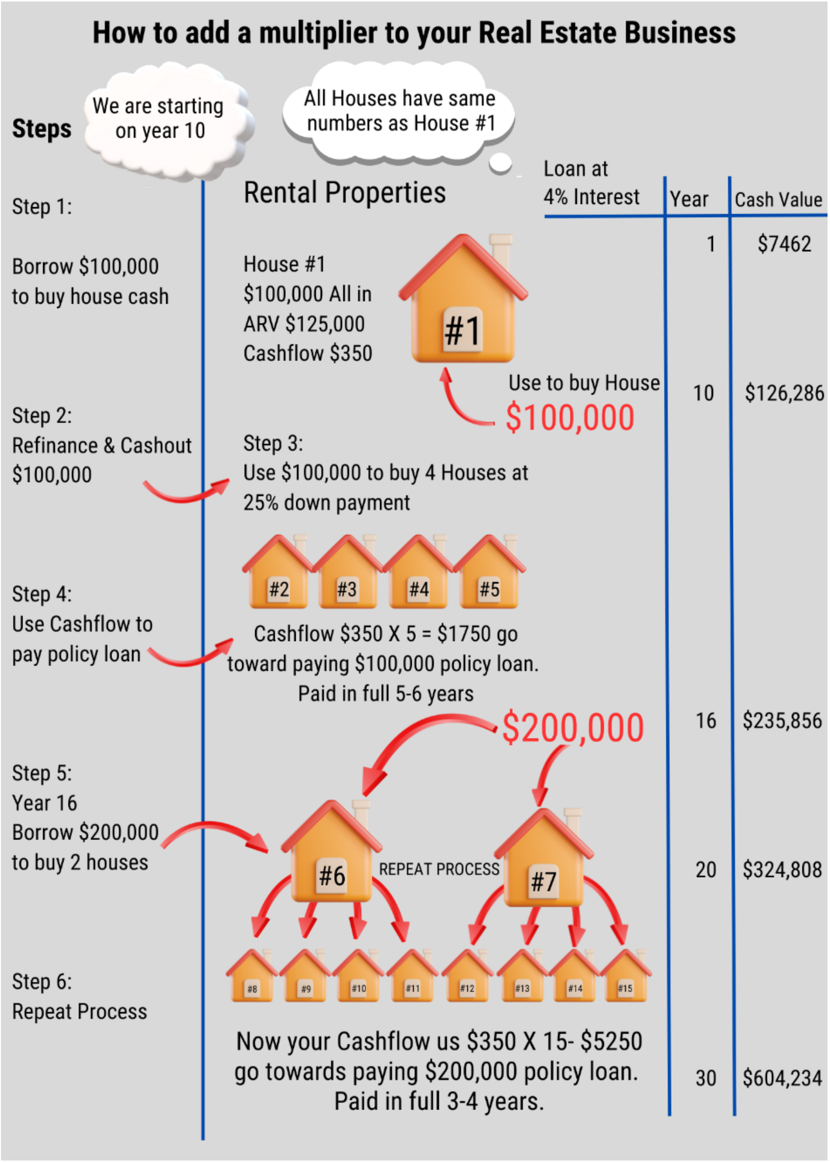
I'm basing the cash value on my 1st policy where I put in $12,000 a year.

If you put in more, then the numbers are much better. Some of our clients put in $20,000 per year and others put in $50,000 or more per year.

Again, I just want you to understand the concept, so don't overanalyze it. It's so simple it's counterintuitive.

I'm going to assume that you are a smart real estate investor and you are buying your houses at a discount. This strategy is just one of many ways you can leverage your cash value. Let's get started.

By the way, this 30-year illustration of the rental properties below can be accomplished in less than 5 years.



Summary — In 20 years:

- You have access to over $300,000 that's still growing uninterrupted at 4%-5%.
- You have $5,250 in cash flow per month — **I'm not even adding the appreciation of equity and possible rent increases.**

REPEAT OR take $5,250 and dump it into house #1 each month.

Let's say each house rents for $1,200/month minus taxes, insurance, etc. You'll be able to free up $400 on each house once it's paid in full.

Once house #1 is paid in full, add the $400 and start on house #2. Once it's paid in full, add $400 from house #1 to $400 from house #2 ($400+$400=$800), then start on houses #3, #4, #5, and so on. It should take you less than 10 years, probably less than 5 years depending on when you purchase each property.

Summary — In 30 years:

- You have $604,234 in cash value that is growing uninterrupted and you have access at any time.
- Monthly cash flow $11,250.
- $1,875,000 worth of real estate (again I'm not adding the appreciation in real estate & possible rent increases).

If I die the next day, my wife and kids will get $1.2 million in death benefits (TAX-FREE) plus all the real estate I've accumulated.

Imagine if your grandparents did this for your parents and your parents did this for you. Your family would be wealthy for generations to come.

IN MY OPINION, THIS IS THE FASTEST AND SAFEST WAY TO RETIRE AS A MILLIONAIRE. I'm just giving you a roadmap. Most investors will accomplish this in 5 years or less. I found an opportunity in YEAR 5 that generated $100,000 which I didn't include in this scenario.

A real estate guru taught me this lesson a while back. It is called **The BRRRR Strategy — B**uy **R**epair **R**ent **R**efinance Repeat. It is the formula for becoming a real estate millionaire.

B R R R R

Combined with your family bank, this will supercharge your real estate investing business.

Ninety percent of millionaires become so through owning real estate. More money has been made in real estate than in all industrial investments combined. The wise young man or wage earner of today invests his money in real estate.

— Andrew Carnegie

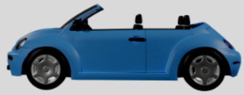
Lesson 17

How to Recapture Your Wealth

How to recapture your wealth. Let's look at it from the perspective of three friends. 1st Peter is a debtor, 2nd Megan is a saver, and 3rd Joe is a wealth creator.

How to get your Money back & Never pay Interest ever Again!

Peter, Megan & Joe are friends in their mid 30s and they all want to buy a $25,000 car.



Year	Peter (The Debtor)	Megan (The Saver)	Joe (The Wealth Creator)
1	Paying Credit Debit	Saving $12,000 Per Year	Opened a policy with $12,000 per year premium deposit.
3	Credit Card debit finally paid in full. Time to buy a car Financed $25,000 at 4% 5 years term $460,41/month	Has $36,000 cash Time To buy a car Paid Cash $36,000-$25,000 =11.000 Net Debt	Has $ 29,000 in cash value & a $400,000 death benefit Time To buy a car Borrowed from his Cash Value $25,000 at 4% Joe Decided to set up his payment like Peter for 5 years at $460.41/month
4	Peter is paying off his car loan	Megan is thinking ahead & still saving $12,000 per year	Joe is paying off his policy loan while his $29,000 is still compounding uninterrupted at 4%

Year	 **Peter** (The Debtor)	 **Megan** (The Saver)	 **Joe** (The Wealth Creator)
8	Peter paid his car loan in full, but now his wife Sara needs a new car  Financed $**25,000 at 4**% 5-year term $**460.41**/month	Megan has $**11,000** + $**60,000** = $**72,000** CASH Her daughter needs a new car  $**72,000** - $**25,000** = $**47,000** No Debt	Joe paid his policy loan in full. Joe has $**96,000** in Cash Value & a $**600,000** death benefit. He wants to buy another car.  Borrowed from his Cash Value $**25,000** at **4**% Same set up as Peter $**460.41**/month
9	Peter is paying off his car loan	Megan still thinks ahead saving $**12,000** per year	Joe is paying off his policy loan while his $**96,000** is still compounding uninterrupted at **4**%
13	Peter paid the car loan in full. Peter is back to $**0** & he paid over $**5,000** in interest to his lender.	Megan has $**47,000** + $**60,000** = $**107,000** CASH	Joe paid his policy loan in full Joe has over $**177,000** in Cash value earning 4%/year. If Joe dies $**760,000** will go to his family TAX FREE.
14	Peter is trying to get approved for a Mortgage 	Megan wants to buy a house & put $**107,000** down payment 	Joe wants to invest in Real Estate to make his money work for him 

DO YOU SEE HOW POWERFUL THIS IS?

The next great transfer of wealth will take place, not by conspiracy but by ignorance.

— Robert Kiyosaki

Lesson 18

Recapture and ReInvest

When we tell people you are losing money **UNKNOWINGLY AND UNNECESSARILY,** we are talking about wealth transfers. Unknowingly means if you knew you are losing money then you would stop and Unnecessarily means if you don't have to pay it, then you wouldn't. On average, we find between 2-5 million dollars that people are losing unknowingly and unnecessarily. These are the major areas where a lot of families and businesses have wealth transfers.

- Mortgage
  - Mortgages
  - Mortgage Insurance

- Taxes
  - Estate Tax
  - Income Tax
  - Property Tax
  - Tax on SS
  - Estate Planning

- Qualified Plans
  - 401 (k)
  - 403 (b)
  - IRA
  - SEP ect
  - Tax History

- Protection
  - Auto Insurance
  - Disability Protection
  - Homeowners
  - Major Medical Coverage
  - Umbrella
  - Wills and Trusts
  - Long Term Care
  - Term Insurance

- College Funding
  - Education
  - College Expense

- Major Purchases
  - Credit Cards
  - Financing a Car
  - Major Capital Purchases

The idea is to find the leaks and plug the holes in your financial bucket. Once the money is **RECAPTURED,** we can either add that to your Accumulated Money or add it toward your Lifestyle Money. Your choice.

It is a matter of controlling the banking
function within your own economy.
— Nelson Nash - Becoming Your Own Banker

Other Applications That We've Used or Implemented

Real Estate Private Lending

You can use the CASH VALUE and lend it to another real estate investor.

You can charge him 2 points + 10-12% interest-only loan on a 6-12-month term.

Example:

- $100,000
- 2 points = $2000 upfront
- 10% = $5000 (6-month term) That's $833.33/month

$7,000 return in six months while your money is still growing inside your policy (Interest Arbitrage Play). Now your money is working twice as hard for you.

Investing in Non-Performing Notes

Get with someone that's an expert in this business and partner up with them. There are tons of people looking for capital in IRA retirement events and are willing to partner up with you. If you want more information on this, reach out to us at info@upplanningedge.com.

College Savings for Your Kids

Instead of relying on a 529 plan or dealing with your accountant for tuition gifts to give your grandchildren or child, consider our strategy using your family bank. Your family bank comes with no strings attached, cash value, rate of return, and a death benefit For more information on college planning, contact us or go to www.upplanningedge.com.

Stocks

We love the stock market. My friend said during the 2020 crash, “Joe, **I wish** I had money earning 4%-5% right now so I can take advantage of this massive dip.”

The methodology is simple… keep your money safe and wait

When you see a huge dip in the Stock Market (1987, 1997, 2000, 20087, 2015, 2018, 2020, 2022) You borrow from your cash value and invest it. When you make the return you want such as 50% - 300%, sell the foundation, pay your policy loan, and wait again. Sometimes, you wait for six months or sometimes five years.

If this is all you do, you will beat the 10%-12% return those financial advisors always trying to sell you. This eliminates your risk to almost zero because you are entering the market when everyone you know is panicking or trying to sell. And the best part is that you risk someone else's money while your money is making money safely inside your family bank.

Credit Cards

For major purchases, use your credit cards to get the points!!

Points = free trips.

Pay the credit card balance in full with your family bank cash value and pay the loan back as if you owed the money to the credit card company. You are now the borrower and you are also the bank, so treat yourself like how you would treat any other financial institution. You are now your own source of financing.

If you get really good at this, you'll be traveling everywhere for free.

Small Business

The cash value you build up is capital you can use to buy equipment, payroll services, marketing, or just cash reserves in case something/emergency comes up.

Remember in most states, creditors can't touch it (Asset Protection) so it's a much superior place to store your money for future use or if an opportunity comes up.

PAY ALL LOANS BACK WITH THE SAME SENSE OF URGENCY AS IF YOU OWED THAT MONEY TO A DIFFERENT FINANCIAL INSTITUTION.

You need to have the discipline to treat yourself as well as you would have treated those financial institutions to which you owed money. Now YOU are basically the institution.

Write this down.

GOALS are for LOSERS.

WINNERS have SYSTEMS!

Testimonials

Joe and Clay are remarkable in explaining the Infinite Banking strategy. They were excellent in answering all of our questions and walking us through the process. They weren't pushy and didn't try to sell us anything; they allowed us to take our time and provided us with all the information we needed to make a decision. - Donyale & Tori

After implementing the strategy, it has resulted in a significant increase in productivity for our business. We basically have our own bank from which we can borrow against our own investments resulting in immense savings in interest, and we don't need to go to a 3rd party for additional funding for major purchases. - Aaron & Maria

Very unique wealth-building strategy that requires a person to become educated on how money works and topics you won't find via mainstream finance channels. Even after becoming a client, I have found things to be just as they were explained to me and they are always available for questions. They have become essential partners in my wealth-building journey - Matthew

This has been the best experience I've had in choosing an insurance plan. I will recommend you to all my friends! - Jane

After 36 years as an IRS field auditor (Large Business & International division), I retired and started trading stocks. I read an article about a unique saving strategy called Infinite Banking which piqued my interest and lead to some deep research. As a result, I started my own policy to protect myself and my family. Historically safe and consistent tax-free profitability. I'll be teaching this to everyone. - Clint

New ideas and new concepts present challenges to those of us who are used to doing things a certain way, which often means "the same way I've always done it." It takes a very patient person knowledgeable in his or her subject matter to get those concepts across until the client reaches that "AHA" MOMENT when everything falls into place. Amazing! – Elna

We've always heard about the different types of insurance products and always viewed the as a "cost" with No or Lousy returns. When we listen to the presentation he never tried to sell us on anything, it was all new education to me. He showed us how to make sound financial decisions that differ from what conventional wisdom teaches and the benefits of taking control of our future. - Richard

CASH FLOW IS GREATER THAN ACCUMULATION.

Conclusion

Very few people actually know the reality of life insurance. You are now part of the 5%. Most people think that life insurance and wealth building cannot be in the same category. You may have been told that whole life insurance doesn't work — it’s nice to have but an unnecessary financial option — or you might have heard buy term and invest the difference. Hopefully, this book highlighted a central truth that dividend-paying life insurance doesn’t just work but it works wonders. If people truly understood the amazing benefits of whole life insurance they would line up around the block to buy it.

This may come as a surprise to you. It certainly did to me. I had to run a lot of calculations to make sure I was right but the numbers don't lie: Money is Math. Whole life’s cash value and death benefit growth combined with the strategies in this book outperforms every “safe” financial vehicle out there. With whole life safety, combined with its 100-plus years track record, it is much more reliable than your 401k and IRAs.

Finding time to take full control of your financial situation isn’t easy. Most people don’t even think about their finances at all hoping that everything will work out until it's too late.

Sometimes in life, we don’t get a lot of chances in making mistakes and it doesn't make any sense after working so hard your entire life to end up with a lot less than what you deserve or should have, but far too many people do exactly that.

There are a lot more strategies and benefits I didn't mention in this book because I wanted to keep it as simple as possible. For most people, when they hear life insurance. their brains automatically shut down as did mine in the beginning. I truly believe this is the solution to most people's financial problems. This is the most powerful and safest way to grow your wealth for generations to come. If our grandparents and parents did this we would have started in a better financial place in life.

The **possibilities** are endless. I hope this book opened your eyes to a clear and stress-free path toward financial freedom. As much as I want to say this stragety is for everyone the fact is, is not for everyone. I don't know if its right for you because I don't know you yet. You are the only one that can answer that question, but chooing to do nothing is making a decision, and doing nothing can sometimes be the most expensive decision. I just give you the keys its up to you to open the door and walk in.

About the Author

Joe was born and raised in the Philippines until he was 12 years old but has made Houston his home for the past 25 years. He has been a real estate investor for the past 15 years.

Joe has been working in the financial services industry and investing in real estate for over a decade. His passion for finance, investing, and wealth strategy began in his early 20s when he read the book Rich Dad Poor Dad and was reignited in his early 30s when he read the book Becoming Your Own Banker by Nelson Nash. After getting his bachelor's degree in management at the University of Houston, he took his skillset and love of investing to the real estate world. Joe worked with a builder to learn the construction process and was instrumental in learning different wealth, asset protection, and tax-free income strategies.

From there, Joe opened his own company Up Planning Edge LLC and has been working as a wealth strategist & real estate investor ever since. Outside of the office, Joe enjoys traveling and all things active including swimming, biking, and running. Joe lives in Houston, Texas where he spends his free time as husband and father. He and his wife, Megan, have two wonderful children, Kai and Mila.

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