

# CONNECTIONS

Alliance Group Client Newsletter



**IDEAS | CONCEPTS | SECURITY | TRUST**  
**AT ALLIANCE GROUP, WE THINK DIFFERENTLY**



## SPRING 2012

Welcome to Connections!

Spring has arrived, bringing longer days, blooming gardens, green grass and an overall sense of LIVING. Breaking through the gloom of winter, proclaiming that it's time for a fresh start, a renewed outlook...

In that spirit, our purpose is to inspire individuals, families, and businesses to seek the well being and security that comes from being able to survive the financial challenges and emergencies that are often created by serious illness or an unpredictable economy. We offer the peace of mind to live life to its greatest potential.

Once we rid ourselves of traditional thinking we can get on with truly creating meaningful choices and quality of life for our clients. At Alliance, we are committed to your success by thinking differently.

John Craft, CEO  
Alliance Group

### In This Issue

[Living Benefit Choices](#)

[The Perfect Financial Vehicle?](#)

[Meet the Butler's...](#)

[TFR Engine...Redux](#)



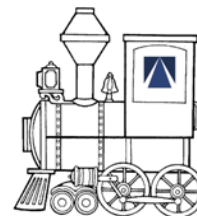
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## **LIVING BENEFIT CHOICES**



What do most of us seek when we are faced with a dilemma or a crisis? Presumably we go looking for an answer. We want options and choices. The last reply you want to hear when facing a dilemma or crisis is "there are no options." Almost as bad is hearing "you only have one choice." Human nature desires more than one, perhaps several so

that we can choose the best one. What if none of the choices makes sense? As life happens we are continually faced with making a choice that involves a "what do I do now" dialogue with yourself and/or other interested parties....

[CLICK HERE TO READ MORE!](#)

## **IS THERE A PERFECT FINANCIAL VEHICLE?**

Of the five questions in the article above, four of them deal with economic issues and emergencies relating to how a chronic, critical or terminal illness may imperil a families ability to survive financially. The fifth speaks to the



question of how to protect your money in a volatile market such as what we went through a few years ago, the one where folks watched their 401k plan lose 50% of its value almost in the blink of an eye. Is there one vehicle that approaches perfection by offering the ability to survive the serious illness mind field and allows one to build a tax-free retirement with these guarantees?

- *No loss of principle or of previous earnings (gains) in a down market*
- *Participation in the gain during an up market*

Put another way, a guarantee that

1. You will never lose money no matter what the market does, not ever!
2. Not only do you participate in the gain if the market goes up, but you will never lose the gain, even in down market years.
3. The money will grow tax-deferred and can be withdrawn tax-free.

Perhaps the "perfect" financial vehicle would provide both "living benefits" AND a tax-free retirement engine.

## ((( BREAKING NEWS )))

The LIVING BENEFITS Insurance Strategy which allows the insured to accelerate a portion of the death benefit in the event of a chronic, critical, or terminal illness can *also* be structured to become a totally safe tax-free retirement program with all the guarantees highlighted above.

Then you can have "living benefits" in case of serious illness AND a fully guaranteed Tax-Free Retirement, all combined in ONE affordable package?

**That is a truly ground breaking financial package!**

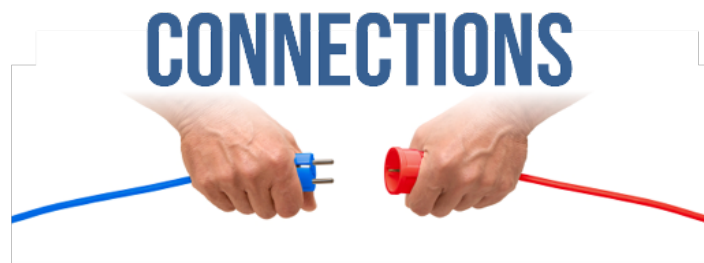
Please feel free to pass this edition of Connections on to your family and friends!

For more information on Living Benefits, Tax-Free Retirement or ANYTHING else, contact the financial professional that sent you the newsletter, or simply visit us on the web [HERE](#), or give us a call at 800.950.4316. You can also email us at [info@anallianceforlife](mailto:info@anallianceforlife).



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IT'S ABOUT PROVIDING YOUR  
**CLIENTS WITH A**  
SOLUTION. IT'S ABOUT  
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