



Your Starter Guide to Understanding Whole Life for Infinite Banking

By BankingTruths.com



CONTENTS

- How We're Different @ BankingTruths.com
- The Six Key Components of an IBC Whole Life Policy
 1. Whole Life's Base Policy
 2. Paid-Up Additions (PUAs)
 3. Term Insurance Rider
 4. Premiums & Overfunding
 5. True Mutual Insurance Companies
 6. Whole Life Dividends
- Beware These Red Flag Sales Tactics
- More About BankingTruths.com



How We're Different At Banking Truths...

- 🏠 We believe in being transparent & educational from the start.
- 🏠 We only recommend the best of breed products and designs!
- 🏠 We help you understand your options and let you sell yourself!
- 🏠 We own the same products we recommend to you & we'll prove it.
- 🏠 We complement your other wealth-building efforts... not replace them.



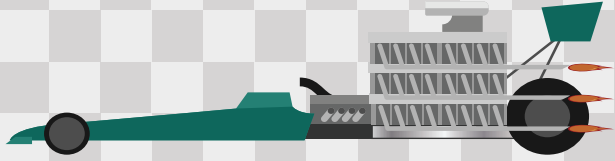
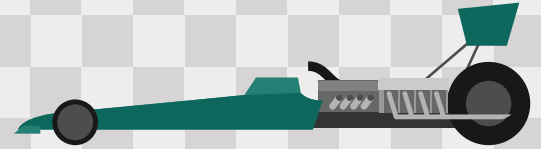
John "Hutch" Hutchinson
Founder of BankingTruths.com

Let Us Do the Shopping & Modeling for Your Ideal Banking Life Insurance Policy

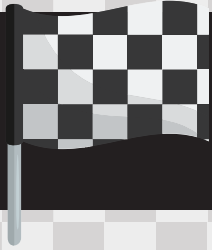


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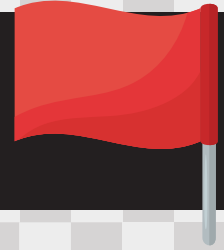
IBC agents often say, "Product design doesn't matter... It's all about the philosophy."



Isn't that like saying that "Winning doesn't matter... It's how you play the game."



Turn this *red flag*...
into a checkered flag!



The 6 Key Components of Any Whole Life Policy



Base Policy



PUA Rider



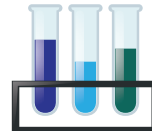
Term Rider



Premium



Agent & Company



Dividends

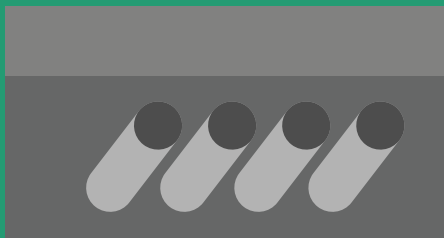


Watch this 5-minute video to learn more about Whole Life's Growth Components @ BankingTruths.com/Riders



BankingTruths.com

Base Whole Life Policy:



Your base policy is the core engine your entire IBC strategy runs on.

This is the most important yet overlooked ingredient of Whole Life!

All your future dividends & PUAs (paid-up additions) will eventually get added to the guaranteed growth curve of your base policy.

Unlike bonds, which can fluctuate in principal value, Whole Life is truly principal protected. In fact, the base policy's cash value must equal the death benefit when the policy matures. Every single day Whole Life's cash value climbs a little closer to its death benefit.

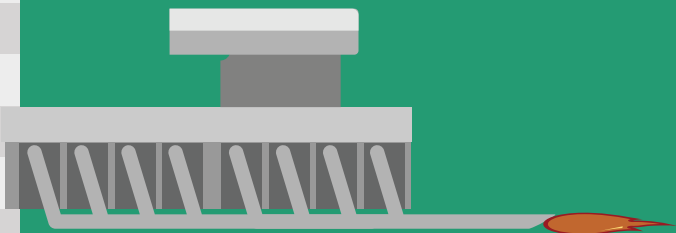
Yet, most IBC agents discuss the base Whole Life policy like it's some kind of necessary evil! They have you focus on other ancillary features often trying to mask poor performance.

Yes, you should add riders to enhance Whole Life's performance, but you MUST realize that Whole Life's core growth engine will always its base policy, so analyze it and CHOOSE IT WISELY!



See the top-performing Whole Life policies compared @ BankingTruths.com/Update

Paid-Up Additions (PUA):



PUAs are the turbo-chargers that accelerate a Whole Life policy's growth curve!

Paid-Up Additions are like little miniature Whole Life policies paid with one single premium and stacked onto your Base policy.

This is exactly why your base policy is so important, because your PUAs are simply just smaller front-loaded versions of it.

By stacking PUAs onto your base policy, either through extra premium payments or dividends you receive, you boost both your guaranteed cash value and your guaranteed death benefit.

Then the guaranteed growth has to climb even higher on a daily basis to reach the new higher death benefit.

Plus, you'll then get a bigger cut of all future dividend pools since dividends are calculated by how much cash value and guaranteed death benefit your policy has.



Read more about Whole Life's Turbo-Charger
@ BankingTruths.com/PUA

Term Insurance Rider:



A term rider is like an ultra-light titanium chassis, allowing you to stack more turbo-chargers (PUAs) onto your policy with very little drag.

Without this term rider chassis, you won't be able to stack as many PUAs onto your base policy. So, unto itself, a term rider does not enhance the performance of Whole Life. In fact, there's a hard cost to it.

However, the all-in cost of the term rider is quite nominal, especially in comparison to the added PUA performance, which can't be added without it.

There's one Whole Life company in particular that allows for a massive term rider to support a single-premium dump in. In theory, this sounds like it could be a good thing, but after testing & measuring we discovered the math didn't pencil.



See How a Big Single Premium Dump-In Supported By a Massive Term Rider Underperforms @ BankingTruths.com/Dump

Premium Payments:



Keeping your Whole Life vehicle optimally fueled through each lap is critical.

We discussed how disproportionately front-loading with a massive 1st-year premium actually weighs down your vehicle.

It's more about optimizing the perfect size policy for the 2 types of premium fuel in each lap of the race:

- Slower-burning fuel for the Base
- Faster-burning fuel for the PUAs

Some agents claim that companies requiring less Base premium and allow for more PUA premiums is the main decision point you should focus on.

You may have heard about “10/90 policies” that allow for a ratio of 9-parts PUA premiums to every 1 part of Base premium.

This sounds great in theory, BUT you've already learned that the quality of your vehicles parts are more important than the quantity and proportions.



**See How the Best 10/90 Policy Underperforms
Higher Quality Base Policy Designs**

Supporting Agent & Mutual Insurance Company:



Your Pit Crew is Essential to your IBC Whole Life vehicle's ongoing success!

All of Whole Life's riders & growth components above are essentially hard-coded for the life of the policy once you choose which Mutual Company and policy design you'll go with.

Remember, buying a Whole Life policy actually makes you part owner in the issuing insurance company. Your share of ownership increases as you grow your cash value and guaranteed death benefit.

We've found that most IBC agents aren't even selling the "True Mutual" companies. They're often recommending a "Mutual Holding Company", which is technically a stock company.

They may tell you that a mutual holding company is still 100% owned by policyholders, which is true. HOWEVER, a Mutual Holding Company has reorganized its ownership to prepare for a future acquisition.

There is NO OTHER REASON to reorganize a "True Mutual" company into a Mutual Holding Company unless "demutualization" was on the table as a realistic direction that insurance company could take.

We saw this last decade with Ohio National. Policyholders indeed got a nominal cash buyout but were then left with watered-down dividends.



See Which Companies are "Mutual Holding Companies" vs. "True Mutuals" @ BankingTruths.com/Mutual

Policy Dividends:



Dividends are a performance-enhancing fuel additive you get every lap from your pit crew.

That's why choosing a pit crew with a solid history of servicing their vehicles is so important. Because once you choose your car and your crew, the element of dividends is beyond your control.

However, you now know that dividends are just one aspect complimenting the hard-coded performance of your Whole Life vehicle. Thankfully, dividends are the only fluctuating variable beyond your control.

The Base policy performance, PUA performance, and optimal policy structure are all hard-coded into your vehicle from the onset of the race. The amount of premium fuel you pump in is completely up to you and actually influences the amount of dividend additives your pit crew will contribute to your car.

However, since future dividend payouts are beyond your control, It's important to have your agent model how your Whole Life vehicle will perform in both high and low dividend rate environments.



Learn all about the myths & truths of Whole Life dividends @ BankingTruths.com/Dividends

Beware of these Whole Life Policy

**Red
Flags**

Here are four more misleading sales ploys!

Comparing Different Dividends:

Comparing one mutual company's dividend rate to another's is about as accurate as comparing Miles to Kilometers or Celsius to Fahrenheit.

Every single mutual company calculates and applies their dividends differently. So just because one company's dividend rate is higher than another, doesn't mean it will perform better. You have to analyze beyond this number.

High Early Cash Value is Best:

Clients often focus on which policy will give them the highest cash value early on, but often at the expense of vastly better performance down the road.

Of course it's comforting to see high early cash value, BUT if you look closely, you're simply trading a few thousand dollars of extra cash value in the first few years for tens or even hundreds of thousands of dollars less cash value after a couple/few decades.

Excessive Company Loyalty:

Beware if you're only seeing policies from a single company, OR if your infinite banking agent doesn't share any competitive analyses.

Most IBC agents have an exclusive relationship with a single insurance company. By concentrating their business to only a single company, they can earn a higher tier of commissions, rather than matching each client's situation with the best-fitting policy/company.

Ancillary Bells & Whistles:

Agents often hype up the PHILOSOPHY of Infinite Banking to overshadow the most important driver of the strategy: POLICY PERFORMANCE!!!

We honor the late Nelson Nash for originally putting IBC on the map. But not innovating on his early text would be like Bell Helicopter sticking to Leonardo da Vinci's original mockups. Zealously harping on philosophy is almost always a ploy to mask lackluster policy performance.

Are you buying the *Sizzle* or the *Steak*?

Get to the **MEAT** of the matter!

Oftentimes what you hear is just hype & frothy appeal about Whole Life for infinite banking.

Many agents try to win you over with rhetoric rather than educate you on the 3 success drivers:



- 1** - the intricate details behind policy selection & construction
- 2** - how to most efficiently deploy your inflowing & outgoing cash flows
- 3** - designing Whole Life to compliment your other wealth-building efforts

***Don't get burned
by IBC promoters overhyping
the sizzle of Infinite Banking!***

Instead, come get educated about all the pros & cons of Infinite Banking from straight-talking agents who will shop & model for you



Here's Our Simple 3 Step Process:

Teach & Learn:

Teach you how this infinite banking concept works with your unique situation while answering any lingering questions you have.

1

Design & Customize:

Together we customize & optimize your own private banking system with the most robust products, companies, and design techniques.

2

Keep Compounding...

FOREVER:

Reroute ongoing cash flows through your own bank for maximum access, control, and growth while sheltering them from future higher taxes.

3

More About Banking Truths:

Who we are:



Currently we are five coordinated but independent brokers. We educate our clients on how infinite banking really works while designing optimal policies for their unique situations. Collectively our team holds licenses in both insurance & investing as well as accreditations in tax, estate, and business planning plus a certification from the Infinite Banking Institute.

Who is NOT a good fit for us:



- ❑ Spenders hoping to erase irresponsible habits & debt with a mythical magic bullet
- ❑ Research-o-philies who enjoy perpetual learning but struggle to ever take any action
- ❑ Doubters bouncing between multiple providers hoping to find a hidden advantage (when our team will spoon-feed you all the shopping, vetting, and testing necessary)

Who we best serve:



We purposely keep our team to a handful of loyal professionals we know and trust to represent our brand. Because our team commits to ongoing servicing for the clients we do take on, we are more choosy with who we will serve. We work best with:

- ❑ Fiscally-responsible families & risk-averse retirees desiring a sturdy foundation
- ❑ Entrepreneurs wanting to create a continuously compounding war chest
- ❑ Real Estate Investors looking to simultaneously grow their liquid capital



**Book your Hassle-Free
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