



News You Can Use

Gloud Insurance

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This Time Of Year...I Really Miss My Friend

Fall is the time for football. Saturday afternoon watching college football and hoping USC was not going to lose to a non-rated Pac 10 team. Or Sunday watching the NFL; hoping that the Raiders would return to their glory years.

These were the conversations I would have with Steve Baker, my oldest best friend. We had known each other since the summer of 1968. We played high School football together, we drove truck cross country together, we moved from Los Angeles to Portland together. Last year, I lost my friend to colon cancer, a preventable disease.

Last year I lost 3 friends to cancer. Steve Baker, Bill Fox, and Betty Seise. Chances are; you have lost a love one too, or know someone who has. We are asking that you join are fight against this dreaded disease by purchasing a Cancer policy to help with related expenses should the need arise in your family. For every policy issued, we will personally donate \$10 to cancer awareness and prevention in the month of October.



Colorectal Cancer is Preventable. Treatable. Beatable.....Get Screened!

[Steve's Fight Continues.....](#)

Some Peace Of Mind That Lets You Focus On The Fight

For just pennies a day, many people own Cancer policies to supplement existing medical insurance. Benefits are paid directly to you (unless assigned) pro-

viding cash when you need it most for those unexpected "little things" that tend to add up, such as: out of state travel & lodging expenses, meals, lost in-

come, childcare expenses, special diets... the list goes on and on and can become substantial while you're undergoing treatment. A Cancer policy will

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provide you with peace of mind at a time when your mind really needs to focus on getting better.

Please call me today to see just how affordable this protection can be, and join in our fight against cancer...you'll be glad you did. Thank you for your support.

Gloud Insurance
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Learning From Michael Jackson



On June 26, 2009, the King of Pop, Michael Jackson, died suddenly and shocked the world. CNBC reported that his 2002 will designated everything to his Family Trust. Smart Money magazine said that his reported \$500 million estate had \$400 million in debt. If his reported \$100 million estate is taxed by the IRS immediately at a 45% rate, his estate may owe \$45,000,000 in cash by March 26, 2010.

When he walked out, in walked his attorneys, accountants, bill collectors and everyone else wanting a handout. **Did anyone walk in with cash when he**

needed it most? With all those high-paid attorneys and CPAs, do you think he was adequately insured?

The legendary Ben Feldman said, "The basic purpose of life insurance is to create cash ... nothing more ... and nothing less. Everything else confuses and complicates." Mr. Feldman also said, "It costs something to do something, and it costs something to do nothing. Doing nothing costs much more." What did Michael Jackson do that was smart in his planning that we can learn from?

Michael Jackson's "pour-over" will is now public record posted

all over the Internet. (I will put a link to his will on my website at <http://www.nwprotection.com>)

Jackson's "pour-over" will is a comprehensive transfer document designed to transfer everything he owned to the Michael Jackson Family Trust. Apparently, he had a Revocable Living Trust.

Continued....

Michael Continued

Here is what the actual will said: "I give my entire estate to the Trustee or Trustees then acting under that certain Amended and Restated Declaration of Trust executed on March 22, 2002 by me as Trustee and Trustor which is called the MICHAEL JACKSON FAMILY TRUST giving effect to any amendments thereto made prior to my death. All such assets shall be held managed and distributed as a part of said Trust according to

its terms and not as a separate testamentary trust."

You can avoid the publicity of the probate process by doing some smart planning while you are alive. Revocable Living Trusts don't "die" when you do. The trust "lives on" under the direction of the successor trustee.

Probate is a slow and expensive process. These expenses and time delays may be avoided by having all of your assets titled to

a Revocable Living Trust or by having assets pass by operation of law such as a beneficiary designation or payable on death asset titling. Life insurance policies and annuities pass by operation of law through a beneficiary designation and avoid probate's publicity, expenses and time delays. Don't think for a minute that I said a Revocable Living Trust avoids taxes. They only avoid probate on assets that are titled to the trust.

Rainy Day People
It's amusing to see who doesn't show up for work when the weather is bad. It's usually the people we could do without any day. — *Andy Rooney*

Br-r-r-r-r!
I look on skiing as standing in an ice cold shower while tearing up hundred-dollar bills. — *Chad Morgan*

Keep Reading...

Tax-saving strategies will be discussed next month as we explore ways to accommodate often overlooked valuation discounts. In two months, we will conclude this three-part series by exploring charitable estate planning strategies.

Leveraging your assets through the acquisition of permanent, investment-grade life insurance provides the cash you need, for pennies on the dollar, when you

need it most. Congress granted life insurance with tax benefits in order to help take the burden off the social systems in America. Mr. Feldman used to say, "It takes a smart person to make money. But it takes a genius to keep it. Uncle Sam has a first mortgage on everything you own." Use the liquidity, tax benefits and leveraging qualities of life insurance in your plans — you'll be glad you

did.

This article was from a piece by Brent Welch, CFP, ChFC, CLU



Why Men Don't Listen - and Women Can Watch "The View"

MRI studies show women have 14-16 areas in the brain to store more language and behavioral messages to men's 4-6. That's why women can watch *The View*, talk to their sister on the telephone, and paint their toenails flaming red; and men

go nuts when women interrupt their ball games. Mult-taskers v. one-trackers.

How can men listen better? Two ways. First, according to Robert Cialdini (*Influence*), sit up straight, keep both feet

flat on the floor, and keep your chin up. You can increase your retention by over 38% by doing this simple feat with your feet.

Second. Take your wife with you.

Do The Math-Numbers Don't Lie

You're the sales manager. You need to motivate your team that they need to do more and do better to increase their sales. They need to make just a little more effort.

Tell them the average professional baseball player has a batting average of .250. then ask, "How many more hits each week would a player have to get

to be a star, batting .300?"

- A. Five
- B. Four
- C. One

(c) Only one mote hit per week. With a 25 week season, the average .250 hitter gets 125 hits in 500 at bats. The star player gets 150 hits in the same time period.

You don't need to be great to succeed. Just do that one, small, extra thing to stand out. Make one more call each day. Ask for one mote referral. Ask one more time for the business.



MORE THAN 80% OF AMERICANS NEED GREATER PROTECTION IF FAMILY BREADWINNER IS LOST

While more than 8 in 10 adults age 30 and older report an increased desire to protect their families' financial future, more than half of those surveyed would rely on their retirement savings, borrowing from family or getting another job if faced with financial hardship as the result of the loss of a breadwinner. Only about one-third identified life insurance as the answer to meet their financial needs in

these circumstances.

When asked what would primarily fund the family's future financial goals if something were to happen to the breadwinner, nearly a quarter said that they would take an additional job (22%) or draw down their retirement savings (22%). Another 7% said they would seek the help of family and friends, and 1% even said they would hope to win the lottery. Only 32% of

Americans said that they would primarily rely on life insurance to help finance their families' future. One in six (16%) wouldn't look to any of these options as the main source of funding for their family's financial goals.

It is very clear that families are feeling financially unstable, and we believe that times like these draw even more attention to the negative financial situation that would be compounded by the

Why Goals Must Be Realistic No hope, no action. – Peter Levi

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www.nwprotection.com

Our Work is all about PROTECTION. We specialize in Life, Disability, Long Term Care, and Retirement Planning. We provide services for individuals or groups.

Gloud Insurance Agency was founded to offer you personalized help with one of life's biggest decisions. We have nearly 25 years of experience in the insurance industry. If you have any questions, please don't hesitate to call or e-mail me! I am always delighted to help with your concerns.

I can help you through every step to find the perfect policy for you. Your satisfaction is my primary goal. I am your partner In Asset Protection.

We live in your community and understand you and your insurance needs.

~Don Gloud

Please keep in mind that this information is designed to be of help for you, but is not to be relied upon as advice. It is merely a reminder that there are many choices you have available to you, and that planning is the only way to find the right answers for your situation! As with any financial issues, make sure you get the right information before making a decision! If you have any questions, we'll be glad to help you!

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Life Insurance Continued...

the loss of a breadwinner and bring to the forefront the need for life insurance. These findings come at an important time of year – September, which is Life Insurance Awareness Month, when the industry is increasing efforts to communicate the value of life insurance.

One of the messages we believe is critical to communicate is that in addition to the guaranteed death benefit permanent life insurance provides, there are unique living benefits, including the policy's cash value, that may be especially useful today. If a financial need arises, many people turn to their bank for a loan. However, our policyholders, instead of applying for a loan at the bank, can use the cash value in their policies, which grows tax deferred, as their own personal

savings bank. They can borrow against it for obligations like making a mortgage payment, funding college education, or for long term care health needs. These guaranteed living benefits make permanent life insurance even more important to families and businesses in the current environment where there is an increased desire for a stable, dependable way to protect loved ones.

Industry statistics report that 68 million adult Americans have no life insurance and those with insurance have considerably less than most experts recommend – only four times their annual income in coverage.