

SPENCER

Financial & Insurance Services



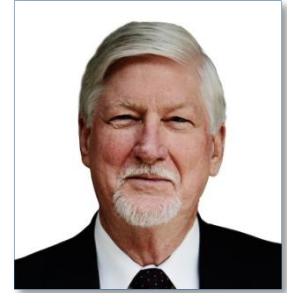
*"The best time to plant a tree is 20 years ago;
the second best time to plant a tree is today!"*

*Changing Lives
One Client
At A Time With
The Ultimate
Financial Strategy*

WE CAN HELP YOU...

- Bypass banks, finance and credit card companies
- Finance a house, wedding or college
- With business investments
- Use this Proven Time-Tested Strategy in many ways
- Get your finances in order

Welcome!



Bruce Spencer
Bank On Yourself™ Advisor

Thank you for making the decision to learn more about Bank On Yourself™ and for taking control of your own financial destiny.

I have been involved in the financial arena for more years than I would like to admit. In fact, I just started my seventh decade of life with all its rich experiences and lessons. One of the financial “truths” I have learned along the way is that the “return of your money” is more important than the “return on your money.”

Another truth came from a wise Chinese man who said, “The best time to plant a tree was 20 years ago; the second best time is now.” Another wise man said, “To thine own self be true,” and an even wiser one said, “Do unto others as you would want them do unto you.” These “truths” have had a great influence on my life and my financial planning for others.

My goal is to educate you and guide you in the right direction to find what your financial needs and goals are. Spencer Financial & Insurance Services offers a unique approach that provides our clients with the necessary knowledge to see where they are financially and develop sound strategies to enable them to get where they want to be.

Bank On Yourself™ uses a little-known super-charged version of an asset that has increased in value during every single market crash and in every period of economic boom and bust for more than 160 years – dividend-paying whole life insurance.

This is whole life... but not the kind most financial advisors and experts like Suze Orman and Dave Ramsey talk about! With this variation, you don't have to be deceased to benefit from it! I've included some key points in this brochure. I want to get straight to the point and let you know the details without a lot of fancy wording to go around it.

Contact me for any questions you may have regarding your insurance or financial planning. I am happy to give you my professional experience on a personal level. Put my experience to work for you! I look forward to our journey together.

Regards,

A handwritten signature in black ink, appearing to read 'Bruce Spencer', written in a cursive style.

Bruce Spencer
Spencer Financial & Insurance Services

Bruce Spencer Hits Amazon Best-Seller List!

Bruce Spencer recently hit seven Amazon.com best-seller lists with the new book,

"The Secret To Lifetime Financial Security."

The royalties from this project will be given to Entrepreneur's International Foundation, a not for profit organization dedicated to creating unique launch campaigns to raise money and Awareness for charitable causes.

To order an autographed book from Bruce, contact us at 916.984.9974 or visit us on the web at

www.SpencerFinancialServices.com.

Contact Bruce Spencer for any questions you may have regarding your insurance or financial planning at Spencer Financial Services.

About Bruce Spencer:

Bruce Spencer is a financial adviser with over 40 years of experience in the financial services industry; Bruce was born in Toledo, Ohio and grew up in the Midwest. Bruce graduated with honors from the University of Toledo, School of Business Administration with majors in both Finance and Accounting; he served 4 years honorably in the United States Air Force.

He then worked for two different trust companies in Ohio and Colorado. His pioneering work in the employee benefits record keeping area for the United Bank of Denver landed him a job in Atlanta, Georgia heading up an employee benefits record keeping firm whose customers were major Fortune 500 companies. He then accepted an offer to become the marketing vice president for an up and coming employee benefits record keeping firm in Sacramento, California in 1978. During his tenure he saw the firm's client base grow from a few hundred to over 13,000 clients. He developed strategic relationships with CPAs and Tax attorneys that continue today.

In 1989 Bruce was offered the position of executive vice president to head up the employee benefit record keeping division of Lexington Plan Administrators. He accepted the offer because it came not only with the challenge to turn the company around, but also to expand his securities and financial planning training. There, he had the good fortune to work with another fellow Midwesterner who was a CFP, CPA and Tax Attorney and was the EVP of the Marketing Division. They hit it off well, jointly helped many clients and eventually, in 1995, left to start their own financial planning services firm.

On April 7th, 1997 his beautiful wife Bonnie suffered a major stroke. This life-changing event required him to change the way he delivers his services to his clients and prospective clients and because of time constraints, become more of a specialist. This is why he now asks his clients to come to his home office or work with him virtually and why he decided to become a [Bank On Yourself™](#) Certified Adviser.



Bruce Spencer

Owner of Spencer Financial & Insurance Service
and Authorized Bank On Yourself™ Advisor™

Meet Advisor Robert Fenton...



Robert H. Fenton

Bank on Yourself Authorized Advisor

Robb recently joined Spencer Financial & Insurance Services as a Bank On Yourself Authorized Advisor working alongside of Bruce Spencer. Prior to joining Bruce, Robb spent more than 15 years as an engineer in the high-tech and medical device industries.

He started his career an individual contributor right out of grad school and worked his way up the corporate ladder to become Director of Engineering and responsible for the performance of a team of more than 20 engineers. Robb holds two Bachelor of Science degrees (one in Physics and one in Mathematics) from Mansfield University of Pennsylvania as well as a Master of Science degree in Mechanical Engineering from Binghamton University in New York.

After experiencing first-hand the power of the Bank on Yourself strategy for more than 7 years with his personal finances, Robb decided to leave the corporate world behind to join Spencer Financial to advise and mentor folks on how to implement the strategy for themselves. A very rewarding career transition!

When not coaching his clients, Robb can be found working as the owner of his boy's race team, riding his dirt bike on the local trails in Northern California, or camping with his family and friends.

Robb can be reached on his cell at **(530) 391-8717, (916) 984-9974** or via E-mail at rhfenton@SpencerFinancialServices.com.

What is Bank On Yourself?

[Bank On Yourself™](#) uses a little-known super-charged version of an asset that has increased in value during every single market crash and in every period of economic boom and bust for more than 160 years – dividend-paying whole life insurance.

With this variation, you don't have to die to "win." It requires a dividend-paying whole life insurance policy with some features added on to it that maybe one in 1,000 financial advisors understands. A large portion of your premium goes into two riders or options that make your money in the policy grow significantly faster than a traditional whole life policy, while reducing the commission the agent receives by 50-70%.

NOTE: If your policy isn't structured properly, it could grow much more slowly, lose the tax advantages, or both. Only 200 advisors in the U.S. and Canada have passed the rigorous training and requirements to be a [Bank On Yourself™](#) Authorized Advisor.

They know how to structure these policies right and which companies. Enjoy the peace of mind that comes from steady, predictable growth, year in and year out. You'll always know the minimum guaranteed value of your retirement account on the day you'll want to tap into it... and at every point along the way. Bypass banks, finance and credit card companies altogether by becoming your own source of financing for cars, vacations, a college education, starting a business and more. Get the money you need when you need it – simply by asking for it.

Did you know that Walt Disney, Ray Kroc and J.C. Penney used this method to start or grow their businesses when no bank would lend them a dime? They have seemed to do very well for themselves don't you think?

" Be Aware that only a handful of companies offer a policy with this feature, so be sure to work with Bruce Spencer, an Authorized Advisor who knows which companies to use. "

Access the money in your plan – with no taxes or government penalties or restrictions – when you want and for whatever you want. (Try doing that with your 401(k) or IRA!) Compare your plan to [Bank On Yourself™](#). Best of all, the money you take from your policy – whether you use it for purchases or investments – can continue to grow just as if you never took it out!

When did your personal finances last have a review?

When did your personal finances last have a review? You probably give your car a service once a year and maybe your central heating system too. Both are wise precautions, because you don't want either of them to let you down.

It ought to be the same with your personal finances, particularly in light of all the things that have happened in the last several years: the mortgage meltdown, increased volatility in the stock market, unemployment rates. People are now frozen in place, unsure of what to do next.

A financial review gives you a chance to step back and consider the impact of these events on your finances. Without the formal process, you will not have the comfort of knowing that your finances are on the right track.

The plans you made two or ten years ago may no longer be relevant to your current financial situation. Your career or personal goals may have changed, and as a result your financial needs may also have changed.

Call **(530) 391-8717** or **(916) 984-9974** today to schedule your financial review and let Bruce or one of his advisers make sure you're still on track to reach your goals.

"Remember, the first day of the rest of your life is today. Call and schedule time today to meet with Bruce in person or virtually. Financial success depends on your attitude about money and your willingness to take your financial future into your own hands".

I take it Personally.

One of the unique services I provide my clients is a "*personalized financial statement*" that I prepare based on the information I gather from them during a comprehensive telephone interview about their current financial condition.

This statement gives me and the client a snapshot of where they really are financially. This information, together with their goals and aspirations, helps me to formulate a **Bank On Yourself™** personalized solution that is unique to them and their circumstances. I would like to share some of my clients' goals and objectives so that you can see how this wonderful concept might work for you. Here are some of their stories:



Client #1:

One of my early challenges for using **Bank On Yourself™** came from a couple in their middle 40s who have several daughters who needed financial assistance with college and weddings.

After conducting a comprehensive Interview about their financial condition and preparing a personal financial statement for them, it was apparent that their only major financial asset was the equity in their home.



Fortunately, this was before the real estate market correction. We devised a plan that allowed them to "harvest" the equity in their home and move it into a dividend paying whole-life policy designed to be cash-rich, which allowed them to self-finance those upcoming events. They have successfully employed those transferred equity dollars to accomplish all those goals



for their daughters, and had we not equity when we did it would not have available to pay for these goals disappeared in the real estate market

And, in the true **"Bank On Yourself"** sense, they are sending loan payments back to their policy with interest that they will recapture and from which they will profit. When

the daughters are all successfully employed and self-sufficient, they will also help repay the family self-financing system.

"The best time to begin planning your financial future is right now."

Need help Investing in your Business?

Client #2:

Another interesting case involves one of my clients who is a very successful commercial real estate investor. Because of his successes, he had major resources available for capitalizing a family self-financing system.

He took his time evaluating the concept. If my memory serves me correctly, it took more than a year from when I first talked to him about the concept before he moved forward.



My client's long-term goal is to be able to capitalize his self-financing system sufficiently to permit him to refinance his commercial projects and let the cash flow from those projects make the loan payments back to his financing system.



After a comprehensive interview regarding his personal financial situation, I prepared a personal financial statement for him that we could use as the foundation for determining the major policies that we started on him and his wife to accomplish his goals. We have since added policies on all of his adult children.

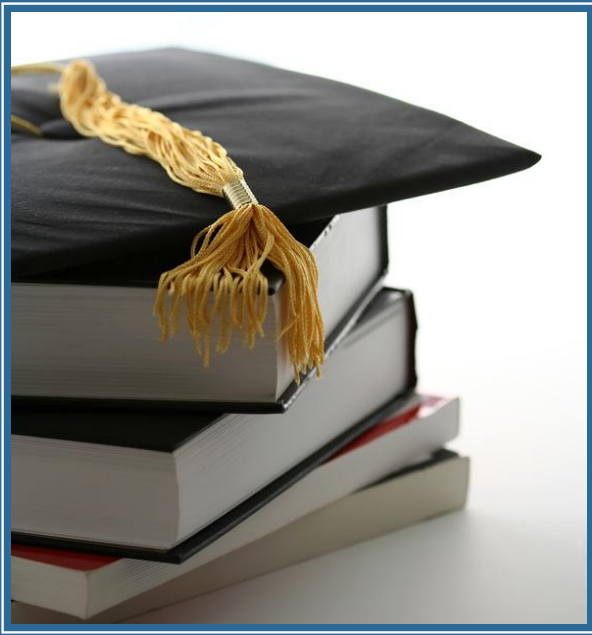
My client is the owner of all the policies so he controls the cash in all the policies. Imagine what it is going to be like for him when he no longer has to go to outside financial institutions for his financing needs. He no longer has to jump through hoops to get money to fund his projects. He is well on his way.

"Give us a little time and we'll help you sleep better at night!"



Need help Paying for College?

Client #3:



My next client story is about a successful executive at a major company who researched the **Bank On Yourself™** system enough to convince him that this concept might be a better way to pay for his sons college educations than his current method, and over time provide him and his wife with a substantial six-figure, passive tax-free income when he was ready to retire.

After a comprehensive analysis of his current assets, liabilities and cash flow, we came to a mutual decision on what would be the ideal amount to fund his Bank On Yourself policy. I was then able to show him exactly how it would work and project the dollars he would have available for all of his banking and retirement goals.

He likes how this anchors his overall financial plan and provides a stable foundation for everything else he is doing.

He knows this portion of his financial plan is predictable and not subject to the ups and downs of the stock and real estate markets. He likes this so much that he is considering another substantial policy on his wife in the not-too-distant future.

Not just a Hobby, but an Investment!

Client #4:

This case didn't involve big premiums, just a big heart. A young man came to me after hearing about **Bank On Yourself™**, wanting to know if it could help him achieve his goal. He shared with me that he didn't make very much money, but rented an inexpensive apartment and slept on the floor so that he could save \$200 each month. It turns out that he is a gifted mechanic and could find old cars in need of repair, buy them at a fair price, fix them up and then sell them for a profit.

His problem was that he could not do this in enough volume to make a living, so he worked another minimum wage job and did the fixer-uppers in his spare time.

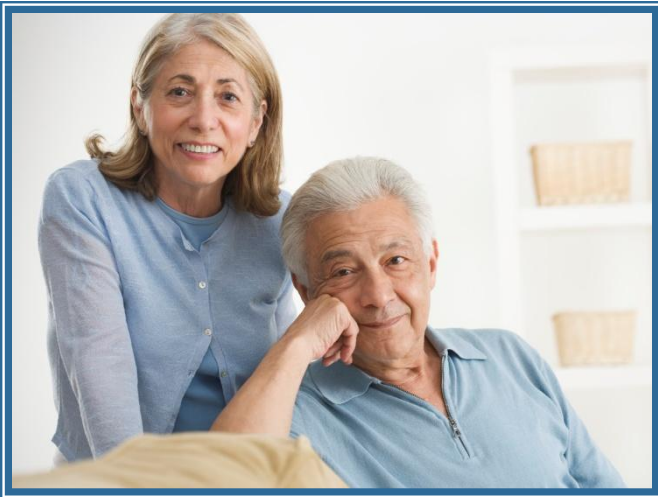
He estimated that if he could afford to buy a bigger truck, which could pull a big enough trailer to haul several vehicles at once, he could go to car auctions and purchase several fixer-uppers at once. He could fix all of them in a reasonably short time and sell them. You get the idea.



Soon he would be able to do this full time, make a better living and capitalize a significant Bank On Yourself financing program. I'm proud to say he stuck with the program and today, due to his persistence and his Bank On Yourself policy, he has a thriving business. And he always pays his policy loans back from his profits. He truly gets the **Bank On Yourself** concept.

Is this the right time?

Client #5:

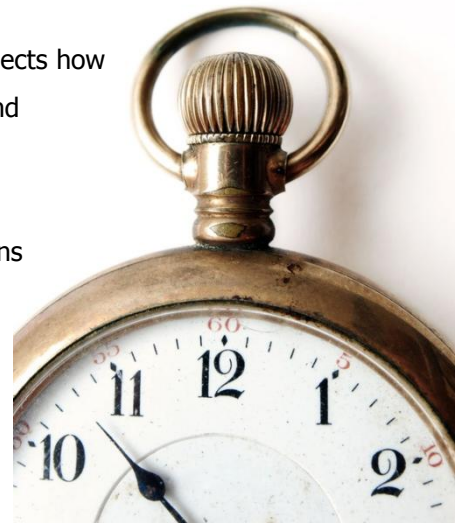


Though still a prospect, not a client, this husband and wife have several existing policies and annuities they asked me to analyze. One of the policies is a whole-life policy that has been in force for 10 years and the company is a very well-known Insurance company.

Because the policy was not designed to make it grow cash-rich initially through the use of paid up additions riders, they thought I might be able to replace it with a better designed policy. I told them the only way I could give them an accurate answer was for them to request an “in-force” illustration for the existing policy.

The in-force illustration uses the current policy values and projects how the policy should perform in the future, given different dividend assumptions.

Once I know that, I can illustrate a policy using our assumptions and kick start it with the existing net cash surrender value transferring into the policy as a 1035 exchange, a method used to move cash values from like policies to another policy without tax consequences, and then compare my projected future values to their existing policy projections.



It's about Integrity.

In this case, because their policy was in force for so many years, my policy design could not outperform their existing policy (numbers do not lie). Consequently, I explained why I could not provide a better design and told them it was in their best interest to stick with their existing policy.

I bring this up because you should never allow someone to approach you with the idea of replacing an existing policy without doing this analysis. Remember this is your money, not theirs.

They also had a variable universal life policy for which I also insisted they request an in-force illustration.



In this case, it didn't surprise me that the in-force illustration projected that the policy would lapse down the road just when they would need either the cash values or death benefit. The problem with the universal life policy is that the cost of insurance, provided through the annual renewable term insurance, is going up every year together with other costs in the policy.

Unless they are willing to contribute more premium dollars when those costs are greater than the projected net return on the investment choices from the variable side of the policy, the policy will likely lapse.

So, in this case, it would probably make sense to 1035 the net cash surrender value into a better designed policy.

However, nothing is ever easy, and in this case the policy also has surrender charges for two more policy years.

Consequently, they have to decide if they should wait the two years to avoid the surrender penalty, hoping the stock market does not go south, or bite the bullet and move forward.

I know what I would do, because they have no control over the market. But they have to make that decision, not me.



So, in this case, I have spent countless hours analyzing their situation at no cost to them (and yes, that included a comprehensive interview about their current financial condition and the preparation of their personal financial statement), and I am probably a couple of years away from having them as clients.

My point is that this is okay because they know and I know that I am most concerned about what is best for them.

This is how I approach all of my prospective clients and I hope I get the opportunity to do the same for you. At the end of the day all I have is my integrity. It is very important to me that I keep it.

As financial consultants, we offer clients an assortment of quality, financial choices. If you would like more information about these topics, or other areas of finance, please don't hesitate to contact me, by phone or e-mail.

You are under no obligation to buy any services or products from us. Please give us a call today at **(530) 391-8717** or **(916) 984-9974**.

Visit us online at www.SpencerFinancialServices.com for more information.

What Information I'll Need...

In order to be able to prepare a comprehensive, customized Analysis that will show you how you could benefit by starting your own [Bank On Yourself™](#) Program, I will need to review the following information at our meeting-by-phone, during which we'll go over your specific situation, goals and dreams:

Note: All information you share with me is held in strictest confidence: (See our [Privacy Policy](#))

1. Completed [Lifestyle Worksheet](#) Page)
2. Your most recent State & Federal income tax return(s)
3. Your most recent Business or Farm Federal Income Tax return (if self-employed or a business owner)
4. Your most recent pay stub(s) or current income estimate
5. Record of untaxed incomes, such as Social Security, AFDC or any veterans benefits
6. Most recent statement for any loans you may have, such as:
 - a. Mortgages, home equity loans or lines of credit
 - b. Car loans
 - c. Student loans
 - d. Personal loans
7. Most recent credit card statements
8. The following information about your home:
 - a. Original purchase price
 - b. Estimated current market value
9. Most recent Retirement, IRA, 401(k), KEOGH, SEP, TSA accounts, CD's, money market, brokerage/investment and savings account statements
10. Most recent loan statements for any investment properties, along with estimated current market value of each property
11. Life insurance Policies and Annuities Contracts
12. If you attended one of our Seminars, please have your Seminar Handout available
13. Have your appointment calendar handy when we meet, so you'll be prepared to schedule our next meeting, should you wish to take the next step