MEET BILL AND SUE DAVIDSON

Bill and Sue are a happily married couple in their mid-40s. They live in CA with their three extremely active and truly wonderful school-aged children. Bill is a successful professional and makes a strong income that puts the Davidsons solidly in the upper middle class. As you can imagine, Sue is more than busy keeping up with the demands of the family and ensuring their primary calling of raising confident, successful and independent children is achieved. Bill and Sue are aligned in this goal and recognize that it often takes resources away from their other consistent focus of building a financially secure retirement – and that is where the uneasiness has begun to set in over the past few years.

Bill and Sue realized quickly after the kids were born and experiencing the increased family expenses that they needed to make changes if they were going to achieve both of their family goals, so they joined a budgeting program offered by their church and implemented the recommended solutions like paying off their home mortgage and eliminating consumer debts. These steps certainly helped, but as they entered their 40s the uneasiness returned; living debt free didn’t appear to be working for the Baby-boomers...
they knew like their parents and many of Bill’s customers. Even those that had attained a nest egg of $1M or more lived their retirement in scarcity, wondering if they’d run out of money rather than enjoying their grandchildren and their last years together. Bill recognized that the problem for these retirees occurred when they focused on net worth not cash flow; they had followed the traditional advice to “build a nest egg and conservatively spend it down” as a solution for retirement cash flow rather than acquiring assets like rental real estate that provided sustainable cash flow without ‘consuming’ the asset. Wall Street and their 401(k), the traditional solution to no longer being offered a pension, had failed them all, and Bill knew he had to make changes to get his family off this path to financial ruin.

After 20 years of devoted saving for the traditional retirement nest egg and aggressively reducing his debts, Bill felt no closer to being able to step away from his job. He met Baby-boomers everywhere that were living a life of scarcity; like his own parents, they simply had no confidence and saw no evidence that a retirement plan calling for spending down their savings ‘nest egg’ would work. In 6 short months, Bill made a wholesale shift to a better financial path with immediate and incredible results:

- **$2000/month net Cash Flow increase.** Bill accessed equity he had stored in other assets and put it to work generating immediate and dependable cash flow by combining the forces of a personal bank and income producing real estate.

- **20-30% Annual Return on Investment.** By combining the multi-dimensional tax, leverage and income aspects of rental real estate with guaranteed and tax-advantaged growth of his personal bank, Bill saw his wealth start to climb dependably.

- **Guaranteed Retirement Income.** The personal bank that Bill created to safely store and grow his family’s wealth while keeping it liquid to fund his growing rental portfolio provides guaranteed income for his family regardless of how his real estate performs.

- **Protection from the Unexpected.** Bill’s personal bank also provides life insurance that protects the family if he dies before completing his passive cash flow perpetual wealth plan.

**THE BETTER PATH**

Bill studied investments that offer passive income that could supplement and eventually replace his earned income from work. His path led him to options ranging from owning franchise businesses to creating a real estate income property portfolio. He also searched for solutions that could bring certainty to their financial future, most importantly retirement income. Bill recognized that their strengths included their relatively young age, their health and his strong personal income. Their greatest weaknesses were a lack of income producing assets, their reliance on the philosophy of living debt free and building a nest egg to support them in retirement. And the largest threats to their family prospering in the future...
was an unexpected loss of Bill's income or a poorly timed market correction like the typical California housing bubble burst that occurs every few years; Bill realized this event would wipe out a majority of their net worth since he’d followed the advice to make extra house payments and transfer their wealth into their home at the top of a cyclical market. Bill’s self-education quickly made it evident they were not on the best path, and together he and Sue made some radical changes; they:

- **Protected their assets** from the volatile cyclical real estate bubble by removing the equity from their home.

- **Further protected their wealth** by building a solid financial foundation; a strategically designed whole life insurance policy that serves as their personal bank and their guaranteed retirement solution. Storing their wealth here enables them to keep it protected from loss or confiscation, private, and completely liquid for funding their cash flow investments. They can grow their emergency reserves, retirement dollars and investment capital tax free while still leveraging it to make these investments.

- **Obtained immediate and consistent cash flow** by redirecting investments to rental properties that they personally own and control. To insulate from the risks of cyclical markets and to maximize cash flow, they chose properties in stable major cities in the Midwest.

- **Grew wealth** quicker by employing prudent long term fixed rate debt in the purchase of income-producing real estate.

- **Prevented failure** of the plan and financial ruin for the family if the unlikely event occurred in the future: Bill dies before achieving financial independence, before they have built a real estate portfolio with sufficient cash flow to replace his earned income. The life insurance he put in place to protect and grow their wealth achieves this need without any additional action; it is resident in the plan from day one.

**THE SOLUTION AND HOW IT WORKS**

Perpetual Wealth – Paradigm Life’s solution to creating lasting family wealth. This approach enables full, tax free access to your wealth while it continues to grow with guaranteed interest and dividends, provides life insurance, privacy, protection and many additional benefits that are key to establishing permanent wealth. The cornerstone of this approach is the Wealth Maximization Account, a uniquely designed whole life insurance policy that focuses on growing cash value, not solely the insurance, often referred to as the death benefit. Paradigm Life helped Bill
and Sue put this system in place so they could:

- Achieve sustainable cash flow, a plan to achieve 10+ uncorrelated passive income sources.

- Grow required reserves and emergency funds at 4-5% tax free.

- Have an Opportunity Fund that grows competitively while remaining liquid for immediate use.

**Cash Flow - Real Estate Income Property Portfolio.** Borrowing a phrase from Jason Hartman, ‘Income producing real estate is a multi-dimensional asset.’ Jason’s team has been successfully providing dependable cash flow solutions for over a decade by only selecting those that meet specific criteria. They helped Bill and Sue map out a portfolio of properties that met these vital qualities:

- Optimal demographics. Located in a major metro area with strong jobs and population growth.

- Linear market. They do not experience rapid price increases, generally located in the Midwest.

- Reasonably priced. They achieve a rent/value ratio of 0.7-1.0% to ensure positive cash flow.

Adhering to these required qualities enables consistent performance such as:

- Cash on Cash Returns of 10%-15%

- Annual Returns on Investment above 30% (income, loan reduction, tax benefits, leverage)

Despite the inherent benefits, Bill understood that real estate is not fail proof, and it’s why he and Sue followed the course set by the wealthiest individuals in the world. They put in place a comprehensive plan that consists of other financial products and strategies that help mitigate these risks and add to their overall growth of wealth; they created and followed a Perpetual Wealth Strategy.

**HOW TO TAKE ACTION – SUCCESS FIRST COMES FROM EDUCATION**

Paradigm Life (Patrick Donohoe and Gary Pinkerton) and Platinum Properties Investor Network (Jason Hartman) have a common goal: Help individuals become self-education. Combined, they offer over 1000 podcasts and hundreds of hours of ‘how to’ videos, blogs and articles. Additionally, Gary created the short eBook “Perpetual Wealth” (hyperlink) to light the path to this powerful combination of income property investing funded by conventional financing and your own personal bank. To learn more, or schedule a meeting with Gary or one of his associates, please visit: [https://paradigmlife.net/about/gary-pinkerton/](https://paradigmlife.net/about/gary-pinkerton/)

**CONTACT US TO EXPLORE HOW YOU CAN EXPERIENCE SIMILAR RESULTS**