



# Roadmap to Financial Success for Entrepreneurs

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# Traditional Banks vs. Become Your Own Bank

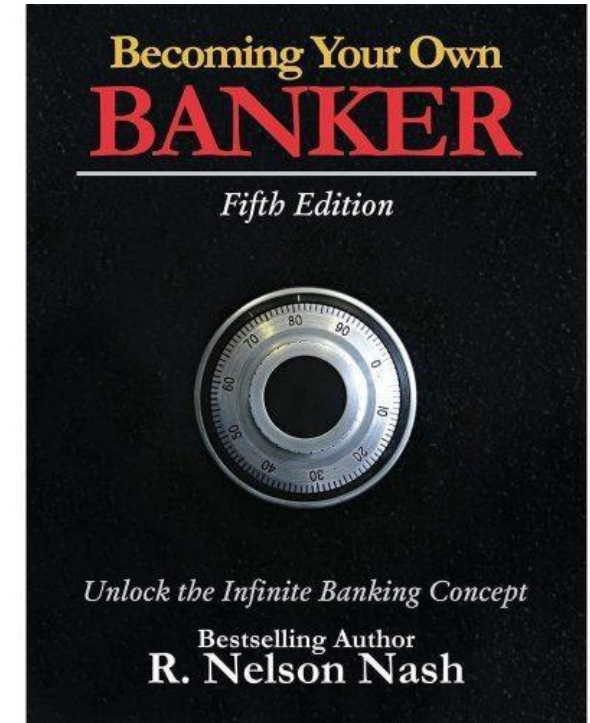
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# How Infinite Banking Concept Started

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- R. Nelson Nash – 1931-2019
- He wrote a book called “Becoming Your Own Banker”
- Austrian Economist, Forester, Life Insurance Agent, Financial Thought Leader
- His discovery of the “Infinite Banking Concept” started a revolution in how people think about money, banking, and generational wealth
- Website: [www.infinitebanking.org](http://www.infinitebanking.org)





# Banking Functions – Save and Borrow

## Traditional Banks

- Savings Accounts – a place to save or store money
- Bank Loans – a way to borrow money

## Become Your Own Bank

- Paid Up Additions (PUA) – A place to save or store money
- Policy Loans – a way to borrow money



# Interest Rates

## Traditional Banks

- Savings – banks pay you 0%-1%
- Bank Loans – banks charge you interest 10%-30%

## Become Your Own Bank

- Paid Up Additions – pays you 3-4%
- Policy Loans – charges you 5-6%



# Death Benefit

## Traditional Banks

- Death Benefit - \$0

## Become Your Own Bank

Death Benefit – 3 ways

- Base (permanent) \$25,000-1M+
- Term (temporary) \$100,000-\$1M+
- PUA (permanent) Match of \$2-\$7 death benefit for every \$1 deposited into PUA per year



# Borrowing Terms

## Traditional Banks

- Terms – bank sets rigid terms
- Payments – monthly, interest first
- Collateral – required for secured loans
- Negotiating - none

## Become Your Own Bank

- Terms – flexible – you decide
- Payments – flexible – when you want
- Collateral – Death Benefit
- Negotiating – You are in control



# Tax Liability

## Traditional Banks

- Pay taxes on income received

## Become Your Own Bank

- Tax deferred on income received
- Dividends are tax free
- Death Benefit is tax free to beneficiary





# Volatility

## Traditional Retirement Plans (IRA/401k/Mutual Funds)

- Very volatile
- Unpredictable

## Become Your Own Bank

- Cash Value grows steady eddy
- Very predictable growth



# Growth of Death Benefit

## Traditional Life Insurance Plans

- Term – Fixed then \$0
- IUL – Up then Lapses

## Become Your Own Bank

- Growth is Rapid
- Very predictable
- Guaranteed Minimum



# My wife's story

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- When I met my wife she had two 8-year old boys
- Her main goal was to provide for them if the worst ever happened
- She wanted them to go to college
- She sold her home after we got married
- She put the money in the bank
- We purchased a life insurance policy for her to protect the children





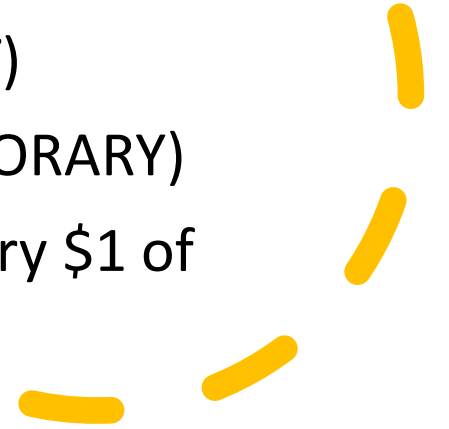
# WEALTH HERITAGE

FINANCIAL SECURITY YOU CAN COUNT ON

My wife's  
"Wealth  
Heritage" policy

3 Components of Insurance Coverage:

- Whole Life - \$100,000 (PERMANENT)
- 20-Year Term Life - \$400,000 (TEMPORARY)
- Paid Up Additions (PUA) - \$5 for every \$1 of Savings (PERMANENT)





# WEALTH HERITAGE

FINANCIAL SECURITY YOU CAN COUNT ON

## Costs of Insurance:

### 3 Components of Insurance Coverage:

- Whole Life - \$100,000 - \$148/mo
- 20-year Term Life - \$400,000 - \$27/mo
- Paid Up Additions (PUA) - \$100/mo, but she can put in Maximum \$13,200 per Year for 20 Years