

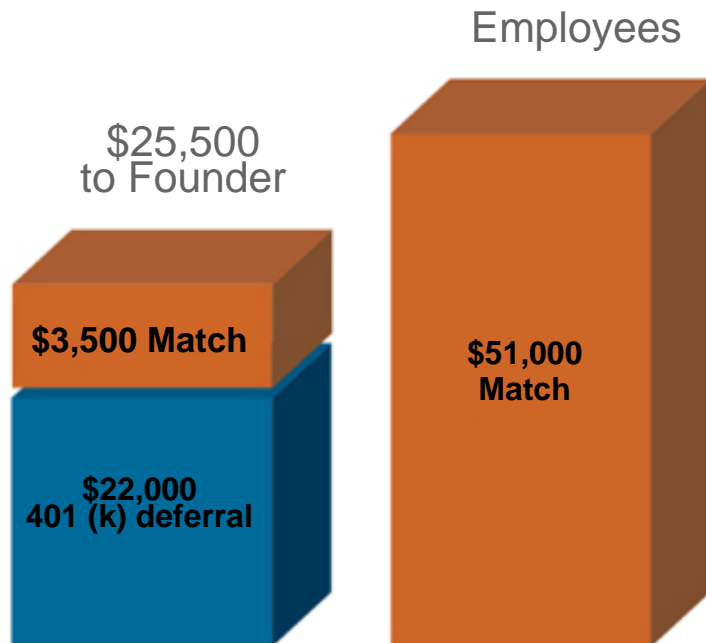
SUE'S STORY



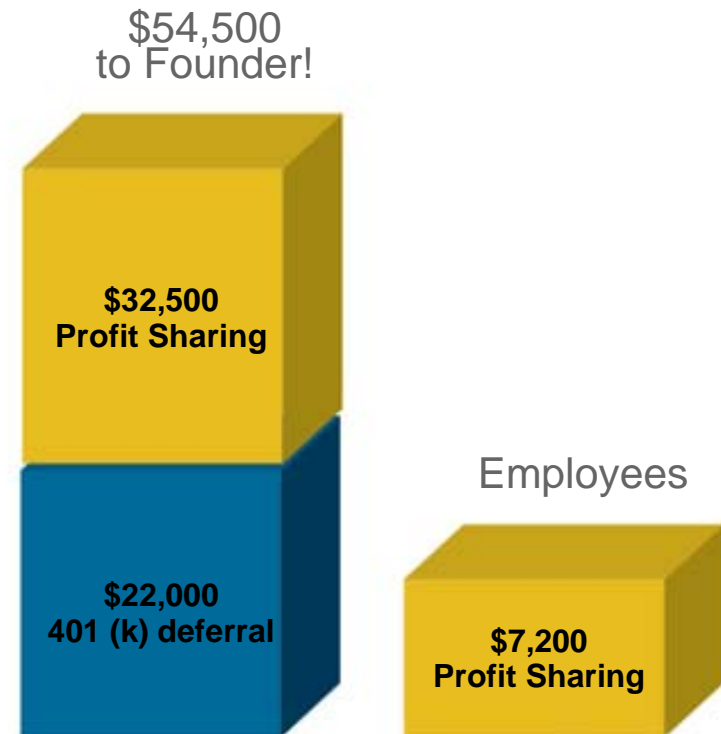
- 52 years old
- Built a successful business over the past 20 years
- 100 employees
- 6 – 8 key executives earning > \$110,000
- Annual W-2 for Sue = \$320,000
- Sue's pain points:
 - employees don't value the plan
 - Sue's restricted in her own savings

SUE'S STORY

Plain Vanilla

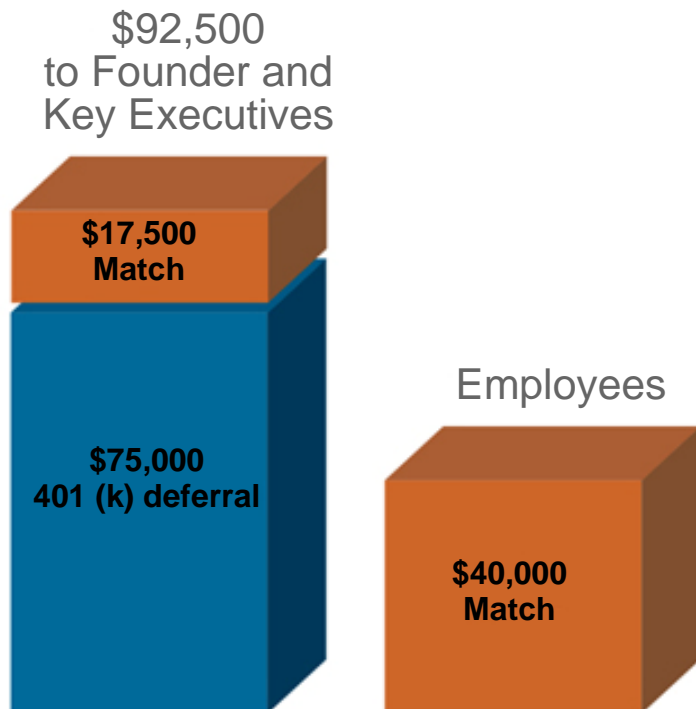


Custom Design



SUE'S STORY: CONTINUED

Plain Vanilla



Custom Design

