

# Create a blueprint for financial success.

Learn how to set up a strong financial foundation to help you achieve your personal financial goals.

SMRU#



# Welcome.

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## **Divyendu Singh, Ph.D.**

Registered Representative, NY Life Securities LLC\*

Agent, New York Life Insurance Company

CA Insurance License # 0M30399



## **Houston General Office**

3200 Southwest Freeway, Suite 1900 Houston TX 77027

Office: [\*\*\(713\) 999-9974\*\*](tel:(713)999-9974)

Only Text: (281) 519-6466

Email: [dsingh06@ft.newyorklife.com](mailto:dsingh06@ft.newyorklife.com)

[dsinghnyl.com](http://dsinghnyl.com)



\*Registered Representative offering securities through NYLIFE Securities LLC (member FINRA/SIPC), A Licensed Insurance Agency.

# Disclosure statement.

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**This is an informational and life insurance sales presentation.**

Please note that individual situations can vary.

Neither the information presented nor any opinion expressed constitutes a solicitation for the purchase or sale of any specific financial product.

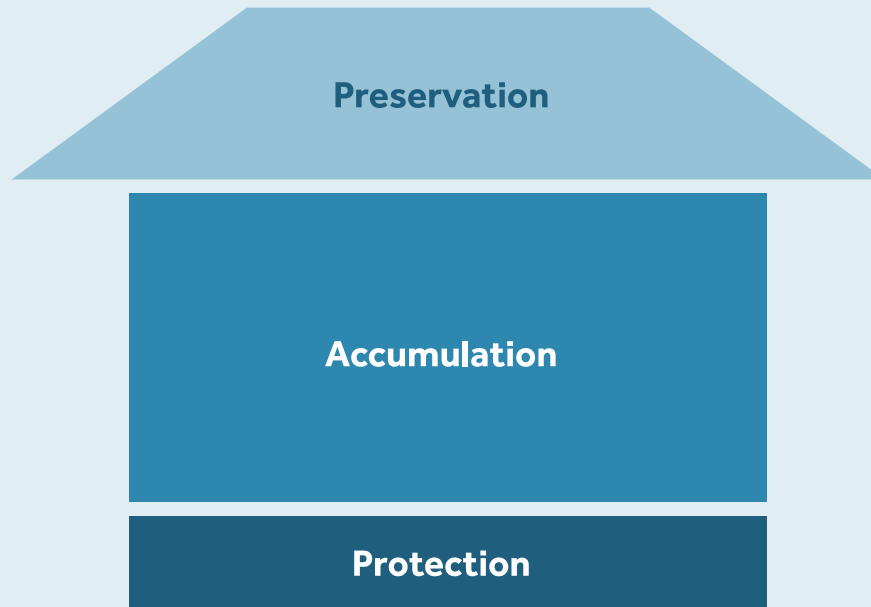
Neither New York Life Insurance Company nor its agents or affiliates provide tax, legal or accounting advice.

Please consult your tax, legal or accounting professional before making any decisions.

# Think of your finances as a house.

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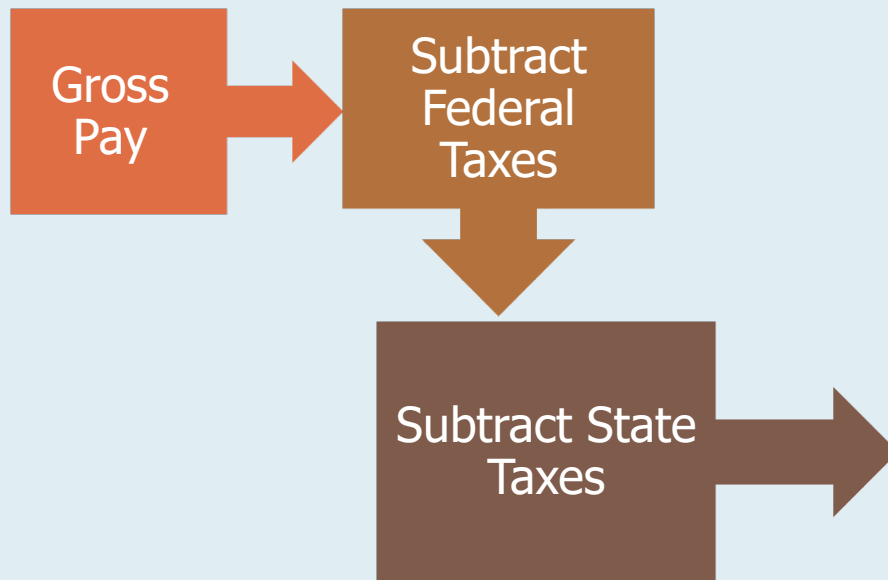
**Your financial house.**



# Gross pay and Net pay.

## Gross pay

Total amount of earned income prior to withholdings for taxes and benefits



## Net pay

- Bottom line
- Take-home pay
- What most people pay attention to

**6.2%**

Subtract  
Social  
Security  
Tax

**1.45%**

Subtract  
Medicare  
Tax

Subtract  
Cost for  
Benefits

**Net  
pay**

# First things first.

## Assess your current expenses.



- **Rent/mortgage**

- **Groceries**

- **Travel and transport**

- Mass transit fees
- Car payments, gas, tolls, parking, etc.

- **Utilities**

- Cable, internet, phone
- Gas, water, power

- **Luxuries**

- Shopping, dinner out, travel, events, etc.

# Budgeting basics.

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**Household  
income**

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**Household  
expenses**

=

**Cash flow**

# There are generally two types of financial mindsets.

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**Spend first / Save last**

94%



**Save first / Spend last**

6%







# Protection.

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**The foundation of your financial house.**



# Protection.

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## The first level of your financial house.

Wills/Powers of attorney#	Trusts#	Emergency savings	Debt management	Charitable continuance
Health insurance*	Home/Auto insurance**	Disability income insurance	Long-term care insurance	Life insurance

\*Products available through one or more carriers not affiliated with New York Life Insurance Company, dependent on carrier authorization and product availability in your state or locality.

\*\*Home / Auto Insurance are not offered by New York Life Insurance Company or its agents.

# In coordination with your trusted tax, legal and other advisors.

# Wills/Power of Attorney.



# Wills/Power of Attorney.

## Asset Protection

**What are the most common threats to the asset that can be protected?**

- Lawsuits and judgments
- Creditors
- For heirs
  - Divorce and remarriage
  - Mismanagement or wasteful spending
  - Estate taxes



# Costs of Transferring Wealth

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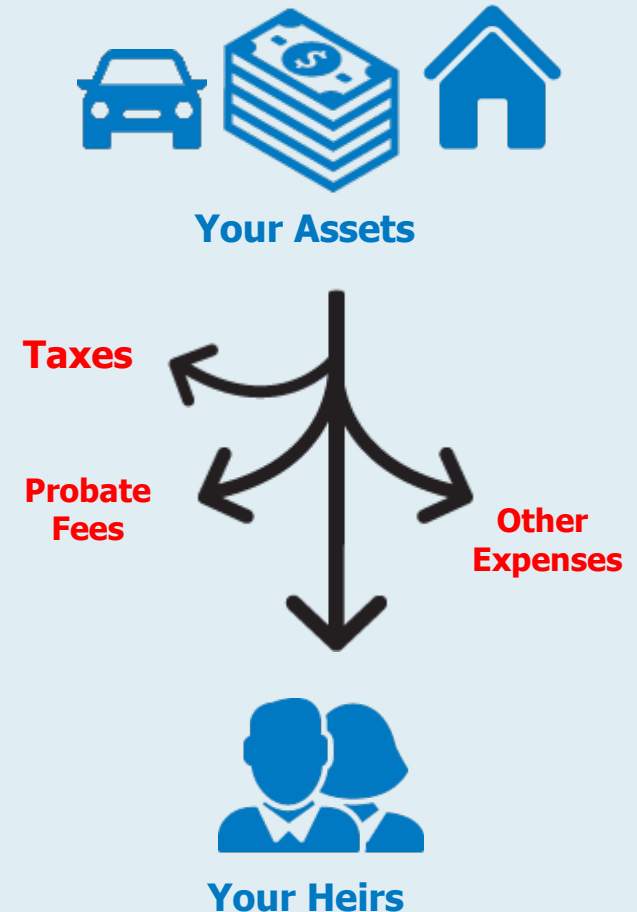
## Three federal transfer taxes

- Estate Tax
- Gift Tax
- Generation Skipping Transfer Tax

Some states have a separate estate and/or inheritance tax

Income tax on certain estate assets

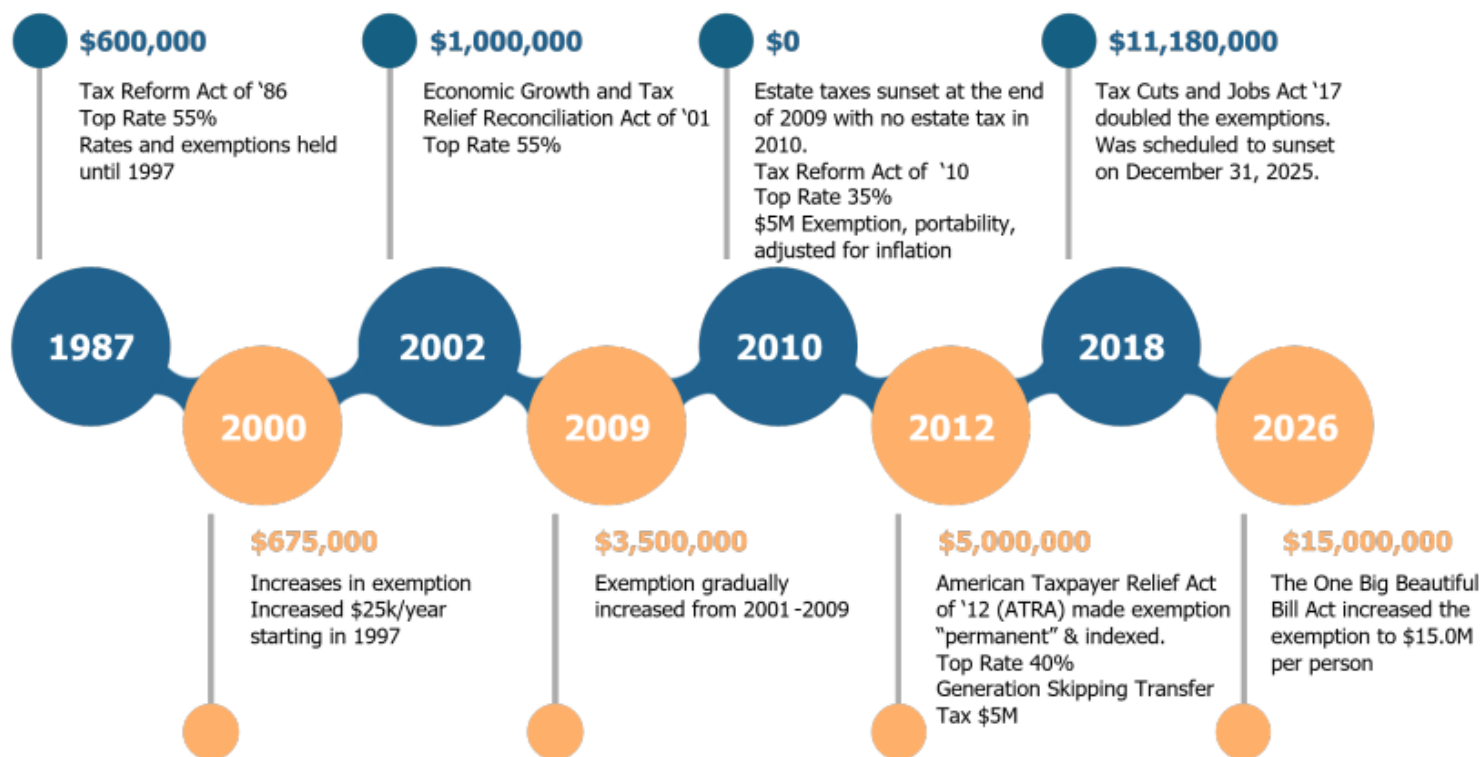
Administrative & probate expenses





# History of the Modern Estate Tax

## Exemptions and Maximum Rates



# Emergency fund.





# Debt Management.

## Common sources of debt:

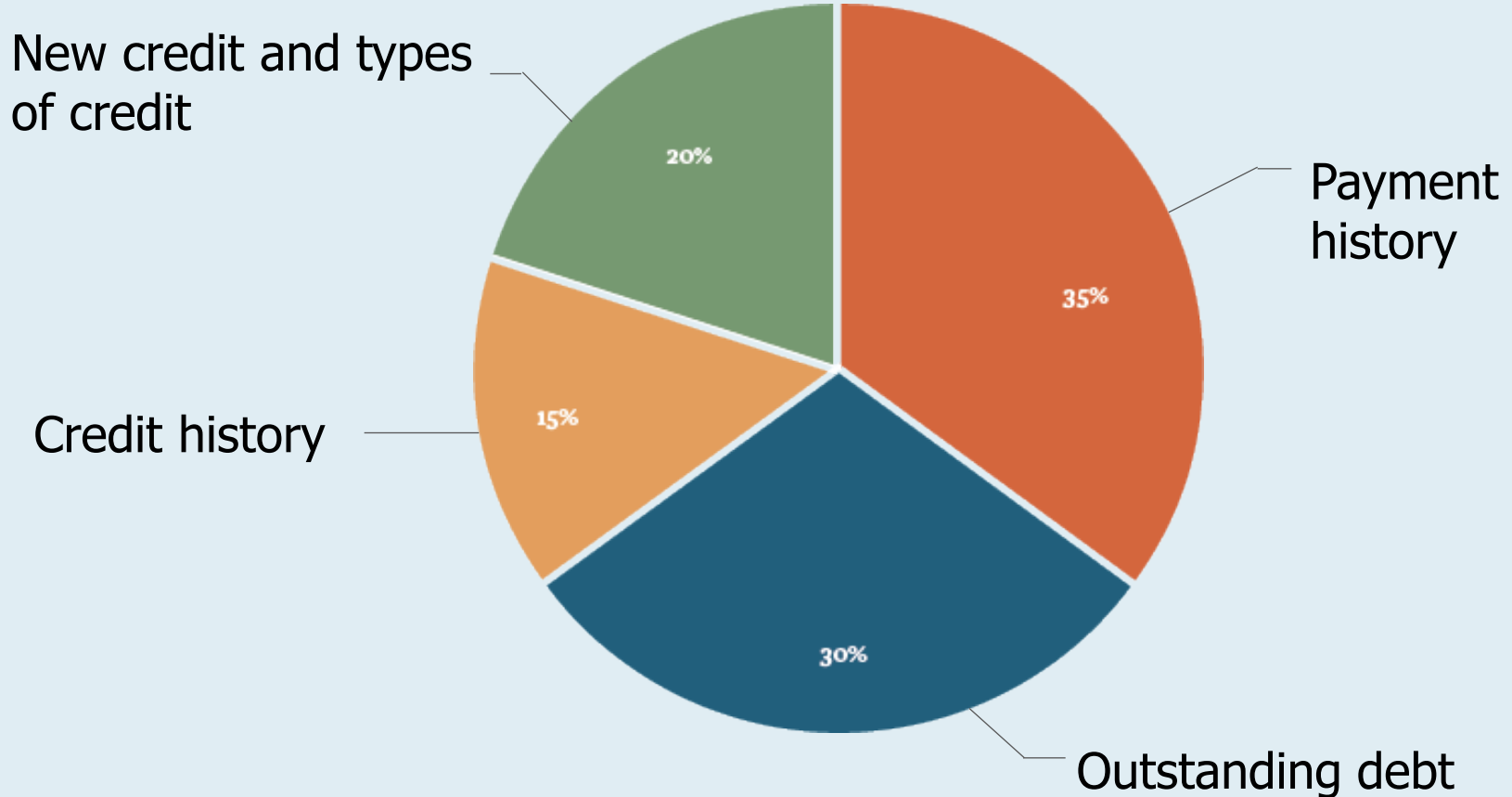
- **Credit Card**
- **Mortgage**
- **Student Loans**
- **Car Loans**
- **Predatory Debt**
  - Payday loans
  - Lines of credit

**The average American  
has a total of**

**\$96,371 in debt.\***



# Credit score components.



Source: [creditkarma.com](https://www.creditkarma.com) – “Understanding your credit history” 2022.

# Disability insurance

Just over **1 out of 4** of today's 20-year-olds will become disabled at some point during his or her life.\*



\*Social Security Administration, Social Security Basic Facts, 2021.  
[chrome-extension://efaidnbmninnibpcjpcglclefindmkaj/https://www.ssa.gov/news/press/factsheets/basicfact-alt.pdf](https://www.ssa.gov/news/press/factsheets/basicfact-alt.pdf)

# What is “Long-Term Care Insurance”?\*

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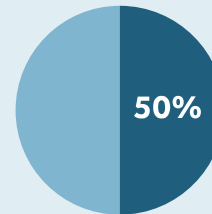
**70%** of people turning age 65 can expect to use some form of long-term care during their lives.\*\*

**Service, support or help from others performing non-medical, everyday tasks such as:**

- Eating
- Dressing
- Bathing
- Transferring
- Toileting
- Continence

**4:10**

People who receive long-term care are **under 65** years of age.



of Americans incorrectly believe that **Medicare** will cover the cost of long-term care events

\*“Basic Needs.” LongTermCare.acl.gov, 23 July 2020.

\*\*“How Much Care Will You Need?” LongTermCare.acl.gov, 23 July 2020.

# Long-term care insurance\*

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## **Know the facts**

- Designed to cover long-term services and support, including personal and custodial care in a variety of settings (home, community organization, other facility)
- Policies reimburse policyholders up to a pre-selected limit for services to assist them with activities of daily living

You can select a range of care options and benefits that allow you to get the services you need, where you need them.

\*"What is Long-term Care Insurance?" LongTermCare.gov, 23 July 2020.

\*\*"Medicare, Medicaid & More." LongTermCare.gov, 02 August 2021.

# Life Insurance.





# When it comes to life insurance, ownership matters.

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**Employer provided insurance\***



**Personal insurance**

\*Products available through one or more carriers not affiliated with New York Life Insurance Company, dependent on carrier authorization and product availability in your state or locality.

# Life insurance provides a source of cash

- Replace the lost income of a wage earner
- Pay off outstanding debts—mortgages, credit cards, car/student loans, business loans
- Keep your family in your home
- Allow your family to grieve without worrying about bills
- Pay estate and other taxes
- Keep business going until things can be figured out



# Term vs Perm.

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There are two basic kinds.



**Temporary term**

Similar to renting an apartment



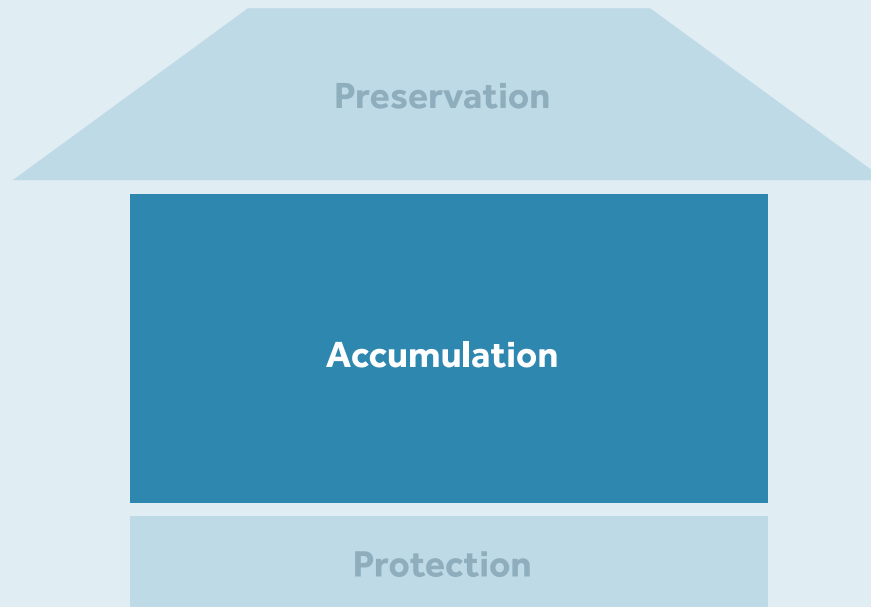
**Permanent cash value whole life**

Similar to owning a home

# Accumulation.

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**The second level of your financial house.**



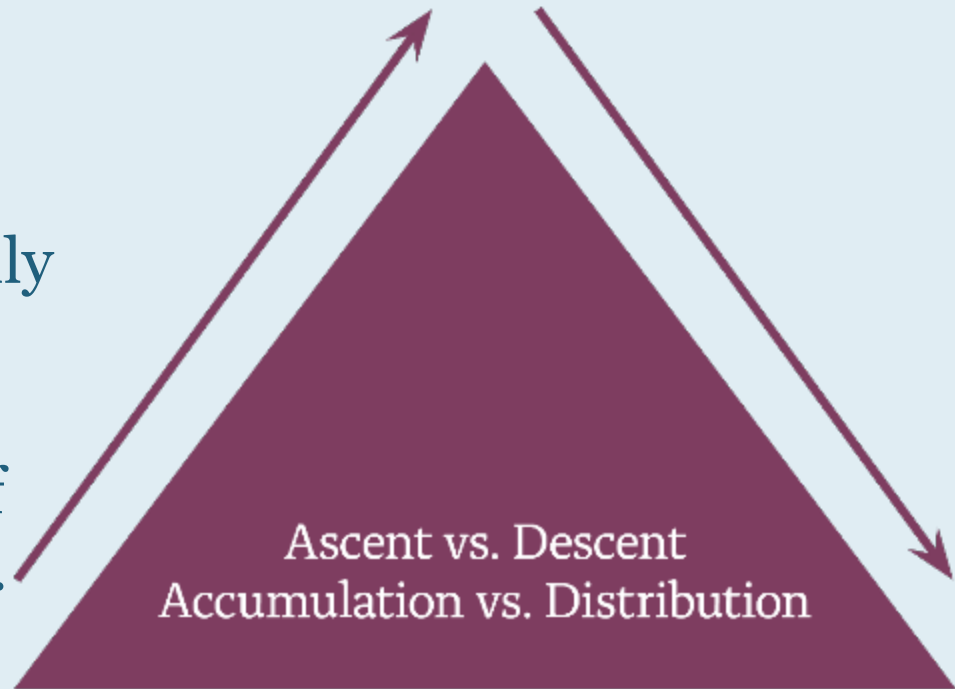
# Accumulation.

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## You are a mountain climber...

You have two goals when it comes to preparing for retirement.

- Reach retirement by steadily accumulating assets.
- Use those assets wisely so that you can live the rest of your life in financial safety.



# Accumulation.

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Pre-retirees and retirees have generally different needs.



Pre-retirees

Higher risk tolerance

Focus on asset accumulation

Seek to defer taxes

More time to recover from down markets



Retirees

Lower risk tolerance

Focus on asset distribution

Seek to reduce taxes

More vulnerable to down markets

# Accumulation.

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## College Funding.

The average  
American carries

**\$35,457** in student  
loan debt.\*

It's never too late to start!



# Retirement planning.

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1.

**Taxable**

**Personal  
Savings**

2.

**Tax Deferred**

IRA, 401(k), 403(b),  
SEP, SIMPLE IRA

3.

**Tax-Free Income\***

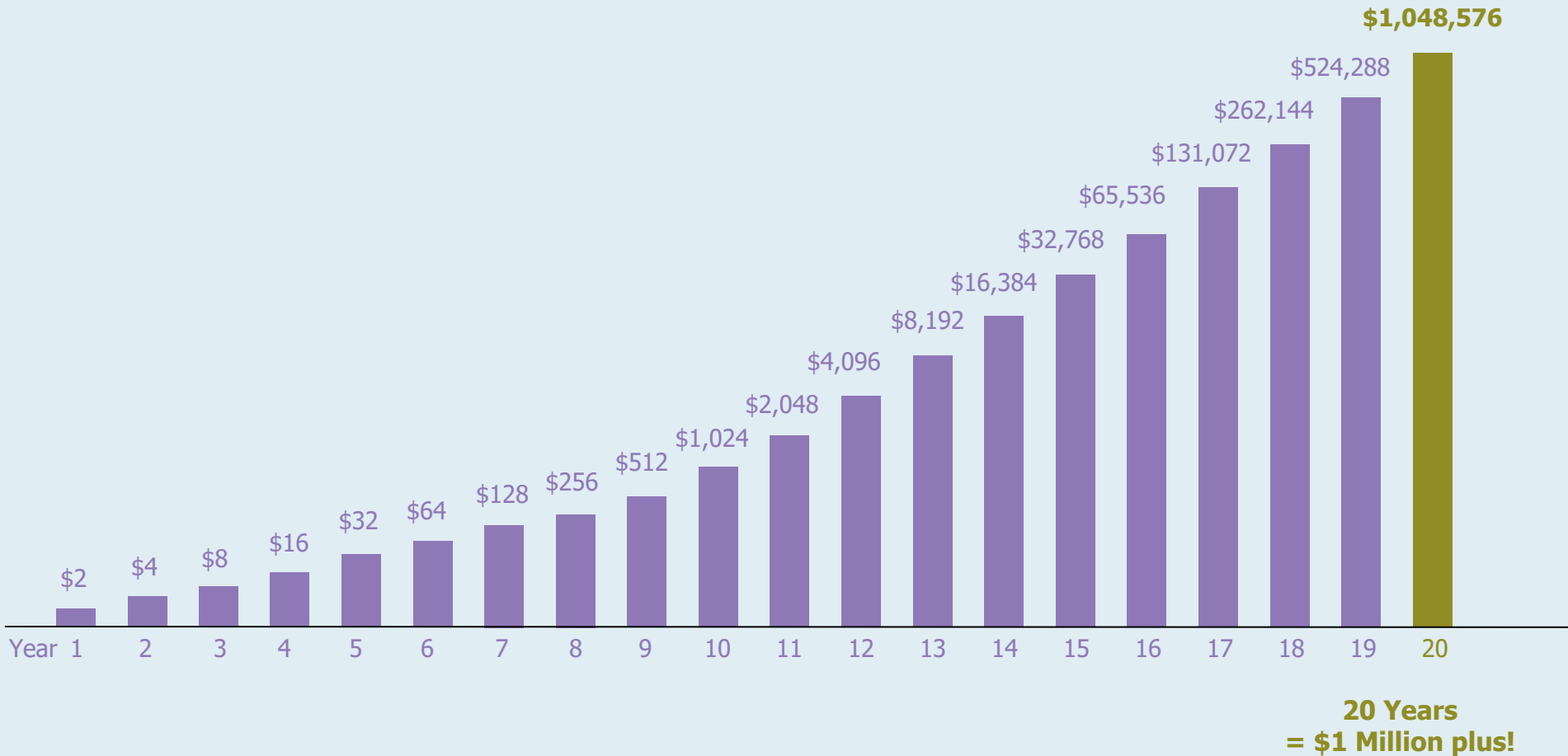
**Roth IRA/401(k)  
Cash value life  
insurance**

\*Investments or securities related products are offered through properly licensed registered representatives of NYLIFE Securities LLC, member FINRA/SIPC, A Licensed Insurance Agency.

# Retirement planning.

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If a dollar doubled every year, what would its value be in 20 years?



# Retirement planning.

If a dollar doubled every year but was subject to a 24% tax, what would its value be in 20 years?



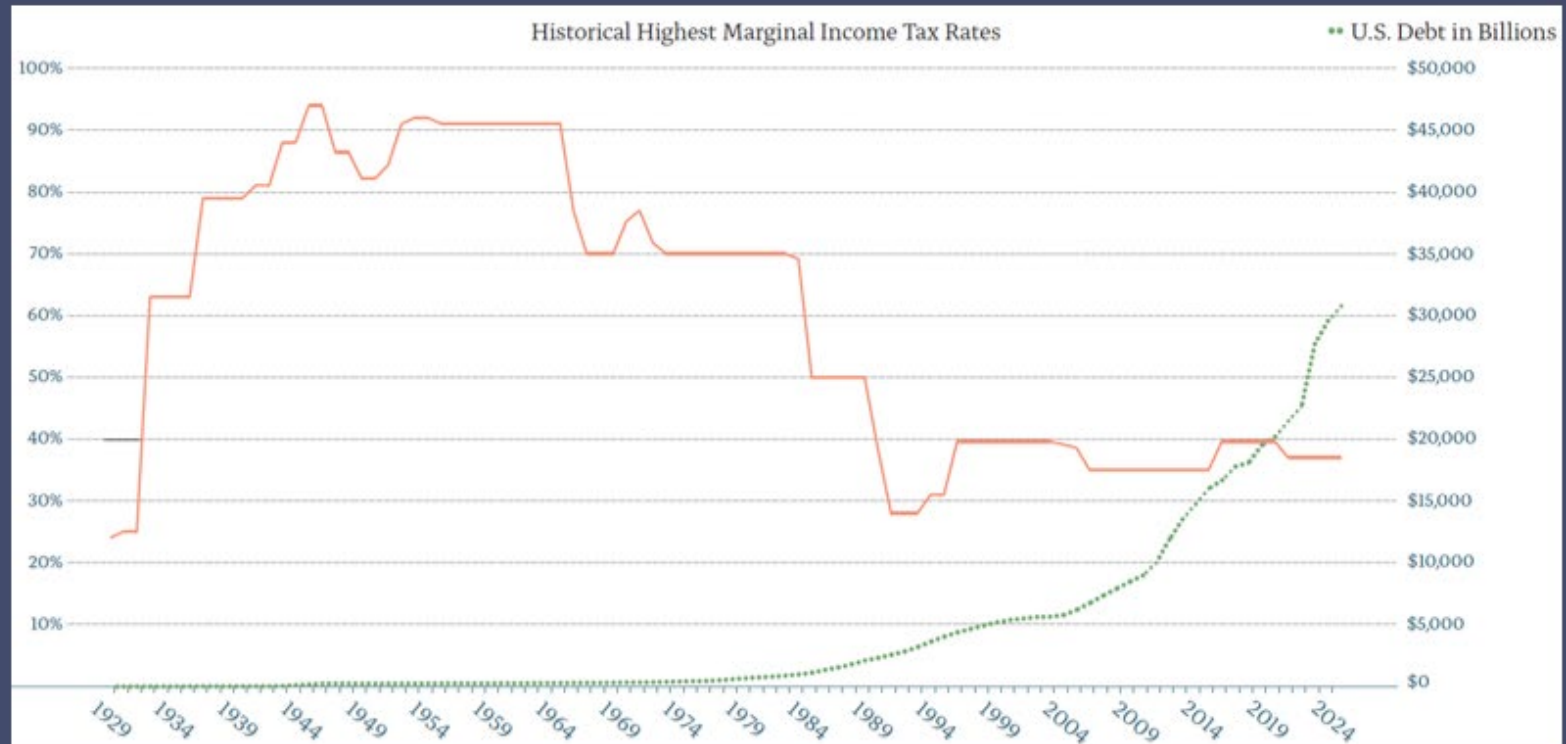
**Almost \$1 Million...  
Lost to taxes!**



# Retirement planning.

## Where do you think tax rates are going?

- Tax rates are currently at historically low levels, and no one knows where they'll be when they retire.
- Tax diversifying your retirement income might be sensible.

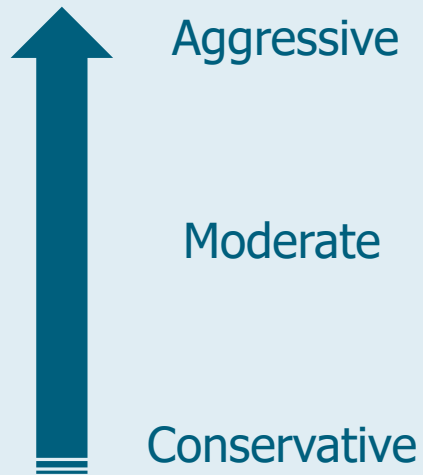


The graph above illustrates the highest marginal income tax rates over time. Exemptions, deductions, and state and local taxes are not taken into account when illustrating these marginal tax rates. Your actual tax rates may vary from those shown on the graph, and historical rates are not a guarantee of future rates. Source: 1/18/2023. <https://www.thebalancemoney.com/national-debt-by-year-compared-to-gdp-and-major-events-3306287> and [www.irs.gov](https://www.irs.gov)

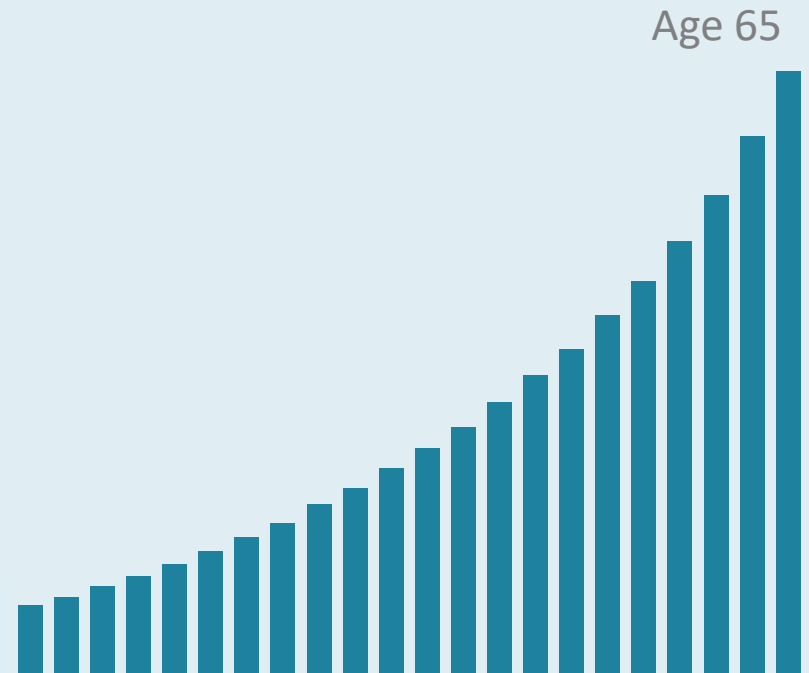
# Retirement planning.

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## Risk Tolerance



## Time to retirement



# Retirement planning.

**Risk Mix**



**Tax Mix**

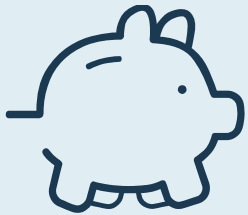


**Retirement Strategies**

# Retirement planning.

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## Basic tenets of investing



**Start early.**  
And invest  
regularly.



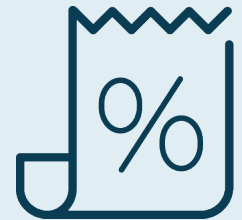
**Diversify**  
among  
different  
types of  
assets.



**Allocate**  
**according to**  
**your goals,**  
time horizon  
and risk  
profile.



**Manage risk**  
with an  
allocation to  
some “safe”  
investments.

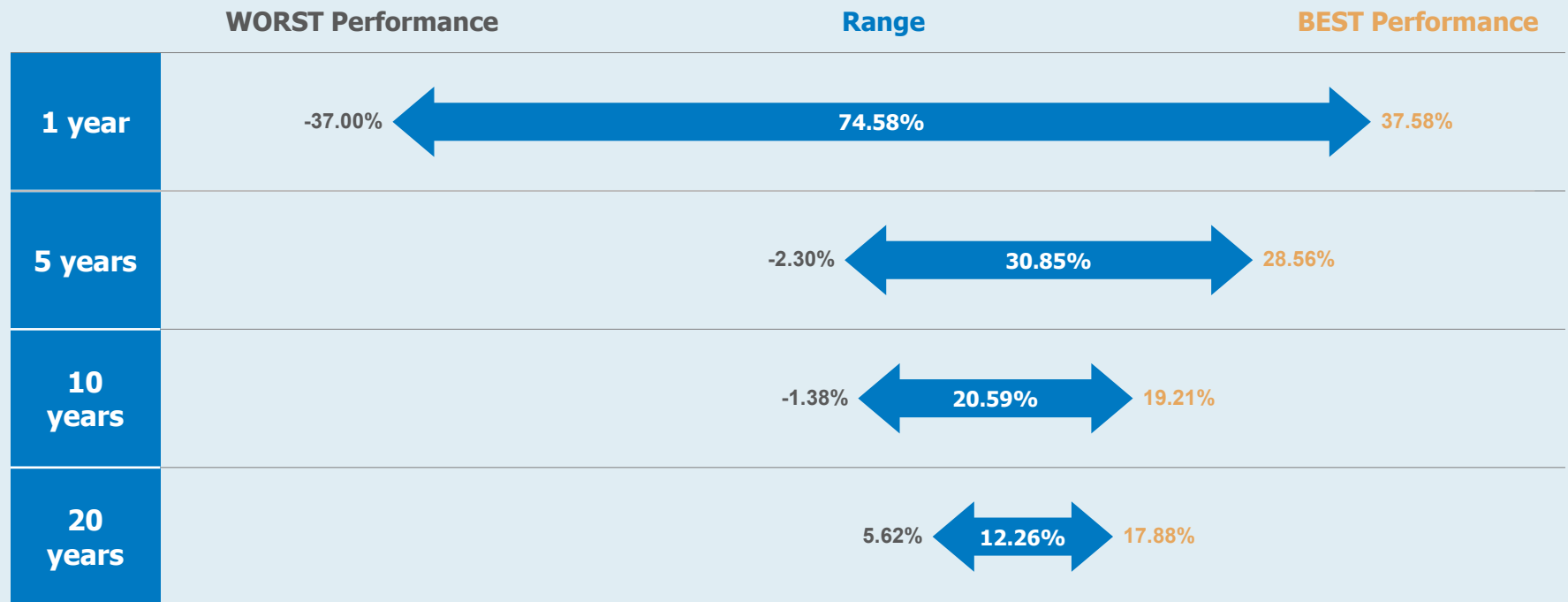


**Mitigate taxes**  
by allocating  
among  
investments with  
different tax  
treatments.

# Retirement planning.

When investing, an important rule of thumb is to focus on long-term goals and not get distracted by short-term volatility

## Annual Return S&P 500®



Source: Morningstar for the period from 1/1/79-12/31/23. This chart is for illustrative purposes and is not representative of any investment or portfolio. Stocks are represented by the S&P 500® Index, an unmanaged index considered to be representative of the U.S. stock market in general. The chart is based on a reinvestment of income and compounded annual return, and assumes no transaction costs or taxes. Past performance is no guarantee of future results. An investment cannot be made directly into an index.

# Retirement planning.

## The market cyclicality of asset classes

Asset class performance is cyclical in nature—meaning that no one asset class is consistently more favorable than any other

Taking turns at the top: Asset class performance is cyclical in nature (Annual returns: 2014-2023)

### Annual returns (2014-2023)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
■ U.S. Bonds	13.69%	3.30%	21.31%	37.28%	1.28%	31.49%	19.96%	28.71%	-8.48%	26.29%
■ Municipal Bonds	13.22%	1.38%	17.13%	25.03%	0.01%	30.54%	18.40%	22.58%	-8.53%	18.68%
■ Foreign Bonds	10.60%	1.18%	13.80%	21.83%	-2.08%	25.52%	18.31%	16.61%	-11.19%	18.24%
■ Alternatives	9.05%	1.05%	11.96%	18.52%	-2.62%	22.38%	17.10%	14.82%	-13.01%	17.23%
■ Blended Return	7.43%	0.55%	11.19%	14.65%	-4.26%	22.01%	14.04%	11.26%	-14.45%	16.93%
■ High-Yield Bonds	5.97%	-0.07%	10.15%	14.51%	-4.38%	18.44%	9.75%	5.28%	-16.68%	13.45%
■ Small Stocks	4.89%	-0.81%	8.24%	10.26%	-4.79%	15.04%	7.82%	4.60%	-17.32%	11.09%
■ Large Stocks	2.81%	-2.44%	2.65%	7.50%	-9.06%	14.32%	7.51%	1.52%	-17.78%	9.83%
■ Midcap Stocks	2.45%	-4.41%	1.00%	6.00%	-11.01%	8.72%	7.11%	-1.54%	-18.11%	6.40%
■ Foreign Stocks	-2.19%	-4.47%	0.25%	5.45%	-13.79%	7.54%	5.26%	-1.80%	-20.09%	5.85%
■ Emerging Market Stocks	-4.90%	-14.92%	-0.55%	3.54%	-14.58%	6.99%	5.21%	-2.54%	-20.44%	5.53%

Source: Morningstar, 12/31/23. Large stocks are represented by the S&P 500® Index. Midcap stocks are represented by the Russell Midcap Index. Small stocks are represented by the Russell 2000 Index. Foreign stocks are represented by the MSCI EAFE® Index. Emerging market stocks are represented by the MSCI Emerging Markets Index. Blended return is represented by a 60%/40% split of the S&P 500 Index and Bloomberg U.S. Aggregate Bond Index. U.S. Bonds are represented by the Bloomberg U.S. Aggregate Bond Index. High-yield bonds are represented by the Bloomberg U.S. Corporate High Yield Bond Index. Municipal bonds are represented by the Bloomberg Municipal Bond Index. Foreign bonds are represented by the JPM EMBI Global Diversified Bond Index. Alternatives are represented by the Barclays Fund of Funds Index. Past performance is no guarantee of future results, which will vary. An investment cannot be made directly into an index. Index definitions can be found at the end of this seminar.

# Preservation.

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**The roof of your financial house.**



# Tools to preserve your lifestyle and wealth.

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**We implement strategies to help you keep more of what you've saved.**

Risk assessment

Orderly estate transfer

Pension maximization strategies

Required minimum distribution help

Retirement readiness budget analysis

Guaranteed lifetime income products



“Most people don’t  
plan to fail, they  
fail to plan.”

# Six Key Areas

## Optimizing, Protecting and Directing Assets

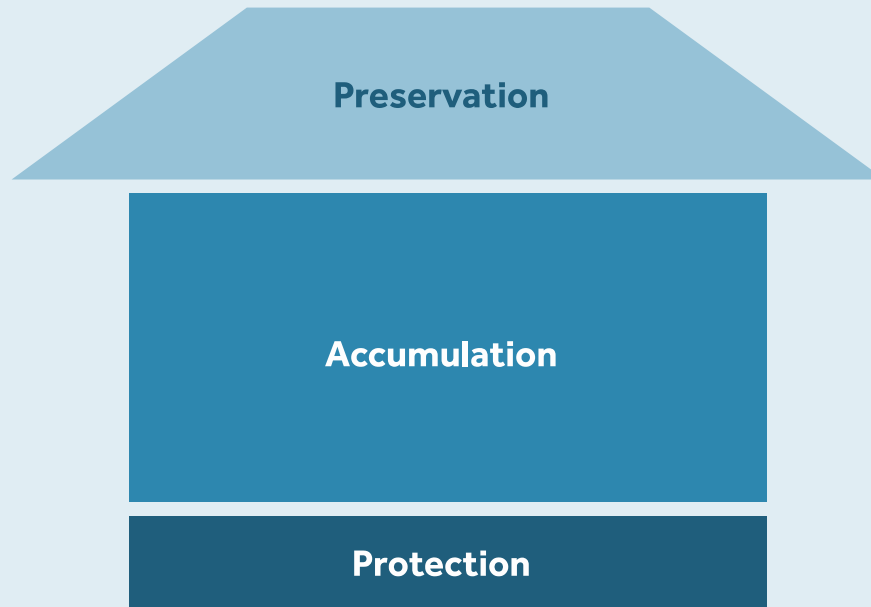


**It's All About Assets!**

# Let's review the financial house concept.

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## Your financial house.



# Person to person help to craft and execute Your unique strategy.



PREPARATION

1.

Think  
about  
your  
goals

2.

Prioritize  
your  
goals

3.

Develop  
a strategy  
and take  
action

4.

Update  
and review  
your  
progress  
at least  
once a  
year

# Educate yourself.

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1.

**Think about  
Your goals**

2.

**Prioritize  
Your  
goals**

3.

**Develop a  
strategy and  
take action**

4.

**Update and review  
your progress at  
least once a year**

# Why work with New York Life?

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## **As a New York Life Agent, we...**

- Analyze needs and work with your budget to create the perfect strategy for you and your family.
- Focus on the needs of your unique market to provide sound financial guidance.

## **Why choose New York Life?**

- New York Life has been protecting our policy holders and keeping their promises since 1845.
- New York Life has decades of proven financial strength.\*

\*Source: <https://www.newyorklife.com/about/our-strength/what-rating-agencies-say>

# Seminar feedback form.

- ☐ **Yes.** I am interested in scheduling a complimentary consultation.
- ☐ **No.** I am not interested in scheduling a consultation at this time.

## Please print:

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## Please call me to confirm my consultation at:

☐ Day phone

☐ Evening phone

☐ Cellphone

☐ Email \_\_\_\_\_

## Areas of interest:

### 1. What aspects of the seminar were helpful? Check all that apply.

☐ Quality of the information

☐ Presentation of the material

☐ Expertise of the presenter

Other feedback \_\_\_\_\_

### 2. Which of the following topics most interest you? Check all that apply.

#### Build a foundation

☐ Protect your family's lifestyle

☐ Mortgage protection

☐ Life insurance

☐ Upgrade my term insurance

☐ Other \_\_\_\_\_

#### Accumulate wealth

☐ Continue to accumulate wealth

☐ Prepare for my family's future

☐ Prepare for retirement

#### Enjoy wealth

☐ Enjoy retirement

☐ Leave a legacy

☐ Business continuation

☐ Charitable giving

☐ Estate planning

### 3. Please invite the following friends, associates, or relatives to your next seminar.

Name \_\_\_\_\_ Telephone \_\_\_\_\_

Name \_\_\_\_\_ Telephone \_\_\_\_\_

Name \_\_\_\_\_ Telephone \_\_\_\_\_

Name \_\_\_\_\_ Telephone \_\_\_\_\_



Please take a moment  
to complete the form.  
Thank you!

Thank  
you.