

Important notes

Please be advised that this document is not intended as legal or tax advice. Accordingly, any tax information provided in this document is not intended or written to be used, and cannot be used, by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer. The tax information was written to support the promotion or marketing of the transaction(s) addressed and you should seek advice based on your particular circumstances from an independent tax advisor.

Securities products and services are offered through AXA Advisors, LLC, Member FINRA and SIPC. Life insurance and annuity products are distributed through AXA Network, LLC, and its subsidiaries. AXA Advisors and AXA Network are affiliated companies and are located at 1290 Avenue of the Americas, New York, NY 10104. 212-314-4600. AXA Advisors and AXA Network do not provide tax or legal advice.



GE-108718 (11/15) expires (12/17)

Agenda

1. Values and Beliefs: how they impact your financial behavior
2. Advantages of smart financial management
3. Overcoming obstacles to success
4. Financial management components
 - Cash management
 - Risk management
 - Estate planning strategies
 - Investment strategies
 - Tax-reduction strategies
 - Retirement programs
5. How to get started



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Worth vs. Entitled

Worth:

Having merit, character, or value; to be deserving or worthy of praise and respect. Deserving means you receive these things because of your personal qualities and actions

Entitled:

To be given a title, right, or claim based on no action by yourself.



GE-108718 (11/15) expires (12/17)

Values and Beliefs

If it's to be, it's up to me.



GE-108718 (11/15) expires (12/17)

Values and Beliefs

What are Values?

Values are the convictions that we generally hold to be true, usually without actual proof or evidence. Values do not usually change during our lifetime.



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Values can be:

ambition, competency, individuality, equality, integrity, service, responsibility, respect, dedication, diversity, improvement, enjoyment, loyalty, credibility, honesty, excellence, empowerment, quality, dignity, stewardship, empathy, accomplishment, courage, wisdom, independence



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Beliefs

Like values, beliefs are often learned from others or situations. Unlike values, beliefs can be changed if they become ineffective. One way to look at beliefs is that they are intended to reflect and support our values.



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Negative and positive beliefs and their related value

Work ethic:

Only work that is physically difficult is of value

Any work that helps others is valuable

Strong leadership:

Negative motivation works best with people

Most people are more responsive to positive motivation



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Thousands of people surveyed over past 20 years.
Popular answers to the question,

“What’s important about money to you?”

1. Safety/Security
2. Being able to pay bills
3. No being dependent on children or family
4. Assisting family members with education expense or buying first home
5. Giving back to community/faith



GE-108718 (11/15) expires (12/17)

Values and Beliefs

Vision Worksheet

If we were meeting here three years from today, what has to have happened for you to feel happy with your progress toward reaching your financial goals?



GE-108718 (11/15) expires (12/17)

Big 6 Financial Management Concepts

Assess your current situation

- Budget/Cash management
- Risk Management
- Estate plan
- Investments
- Taxes
- Retirement plan



GE-108718 (11/15) expires (12/17)

1. Budget/cash management

- Expectations — but no goals
- “Kiss of Debt”
- Inflation
- Procrastination



GE-108718 (11/15) expires (12/17)

Current Financial Status

I do not have a clear financial vision for my future	1	2	3	4	5	6	7	8	9	10	I have a clear, well-defined financial vision for my future
I do not have clear financial goals	1	2	3	4	5	6	7	8	9	10	I have clear financial goals
I do not have a strategy to achieve my financial goals	1	2	3	4	5	6	7	8	9	10	I have a strategy to achieve my financial goals
I do not have a step-by-step action plan to achieve my financial goals	1	2	3	4	5	6	7	8	9	10	I have a step-by-step action plan to achieve my financial goals
I have not reviewed all of the financial tools which could help me achieve my goals	1	2	3	4	5	6	7	8	9	10	I have reviewed all of the financial tools which could help me achieve my goals
I do not review my vision, plan, or progress on a regular basis	1	2	3	4	5	6	7	8	9	10	I review my vision, plan, and progress on a regular basis
I have not reviewed all of the financial tools which could help me achieve my goals	1	2	3	4	5	6	7	8	9	10	I have reviewed all of the financial tools which could help me achieve my goals
I do not have a plan to use my wealth to prepare my children	1	2	3	4	5	6	7	8	9	10	I have a plan to use my wealth to prepare my children
I do not have as much confidence in my future as I would like	1	2	3	4	5	6	7	8	9	10	I have a strong sense of confidence about my future

GE-108718 (11/15) expires (12/17)



Financial management

- Financial management begins with your first paycheck
- A financial program is simply a map for the future that can help you achieve your financial dreams
- Advantages of financial management
 - Keeps you focused
 - A track to run on...and a game plan!
 - Coordination of all your goals
 - Organization

GE-108718 (11/15) expires (12/17)



“Kiss of Debt”

- “Painless plastic”
- Do the math
 - For a credit card balance of \$3,000 at 12% interest rate...
If you pay a \$50 monthly payment
 - it will take 92 payments (7.7 years) to pay off
 - Interest alone is \$1,558!

“Some debts are fun when you are acquiring them, but none are fun when you set about retiring them.”
-Ogden Nash

GE-108718 (11/15) expires (12/17)



Causes of increased debt

- Vacations
- New vehicles
- Lack of emergency savings
- Insufficient retirement savings
- Medical care
- Dental work

GE-108718 (11/15) expires (12/17)



Steps to decrease consumer debt

- STOP CHARGING!
- Focus on those cards with the highest annual rate and pay those off first
- Commit to paying MORE than the minimum each month
- Transfer balances to lower cost cards or obtain a home equity loan
- Establish a realistic budget — and stick to it!

GE-108718 (11/15) expires (12/17)



Obstacles to financial success: inflation

\$1 in 1913 Had the Same Buying Power as

\$ 2.43 in 1950

\$ 3.92 in 1970

\$ 13.20 in 1990

\$20.94 in 2007

\$24.03 in 2015! *

* Source: <http://www.usinflationcalculator.com/>

GE-108718 (11/15) expires (12/17)



Goals and Objectives

- Short-term
 - Creating or updating your will
 - Other legal documents
 - Updating insurance program
- Ongoing goals
 - Transferring high-cost debt
 - Lowering taxes
- Longer-term goals
 - College education
 - Retirement



GE-108718 (11/15) expires (12/17)

Do your goals fit your values?

- Evaluate your goals compared to your values
 - Is this goal congruent with your values?
 - What will achieving this goal do for you?
 - What will it look like, sound like?
- Review your beliefs
 - What beliefs are helpful?
 - What beliefs may create roadblock?
- Resources
 - What resource do you?
 - What resources do you need to acquire?



GE-108718 (11/15) expires (12/17)

Tips on getting started

- Set goals
- Pay yourself first
- 6 month's emergency reserves
- Deduct from paycheck
- Company retirement plans



GE-108718 (11/15) expires (12/17)

2. Risk management

Protect your single most valuable asset

- Life insurance
 - Your ability to generate income is the foundation of your family's financial independence
- Disability insurance
 - 1 out of every 7 workers will suffer a five-year or longer period of disability before age 65¹
- Long-term care insurance
 - 70% of people over age 65 will need long-term care in their lifetimes²
 - Over 40% will need care in a nursing home for some period of time²

Sources: 1) National Association of Insurance Commissioners (<http://www.naic.org>)
2) Administration on Aging <http://www.longtermcare.gov/LTC/>



GE-108718 (11/15) expires (12/17)

Components of financial management

Risk management

- Cornerstone of a sound financial program
 - Property casualty & liability protection
 - Health insurance
 - Life, disability and long-term care insurance



GE-108718 (11/15) expires (12/17)

3. Estate planning strategies

- Your estate is everything you own:
 - Realty: Home, land, buildings
 - Personal: Jewelry, furniture, etc.
 - Financial: IRAs, investments, pension and insurance
- A plan addresses who, when, and how these assets are distributed – this puts the power in YOUR hands



GE-108718 (11/15) expires (12/17)

Will

What your will can do:

- Name heirs and when they get your property
- Designate guardians of minor children
- Establish trusts to protect property
- Reduce expenses (waive fees)
- Provide bequests to charities
- Reduce estate taxes (through trusts)



GE-108718 (11/15) expires (12/17)

Will vs. Trust

What is a will?

A document that states your final wishes. The court makes sure that your final wishes are carried out, this process is called probate.

What is revocable trust?

A revocable trust is a trust whereby provisions can be altered or canceled dependent on the grantor during their lifetime. After death, property transfers to the beneficiaries.



GE-108718 (11/15) expires (12/17)

Estate Planning Documents

- Durable Power of Attorney
- Medical Directive
- Living Will



GE-108718 (11/15) expires (12/17)

4. Investment strategies

- Help build greater long-term financial independence
- Establish goals
- Develop a program to meet them



GE-108718 (11/15) expires (12/17)

Investment strategies — getting started

- Getting started can be tough
- Common reasons to postpone:
 - "The amount I have to invest is too small to make a difference..."
 - "I've got a baby on the way and there are other needs..."
 - "I've got two kids nearing college and can't afford it..."
 - "We're Empty Nesters & we want to travel..."
 - "...I've run out of time."
- What expenses or debt can be eliminated and the dollars used towards your goals?



GE-108718 (11/15) expires (12/17)

The cost of procrastination

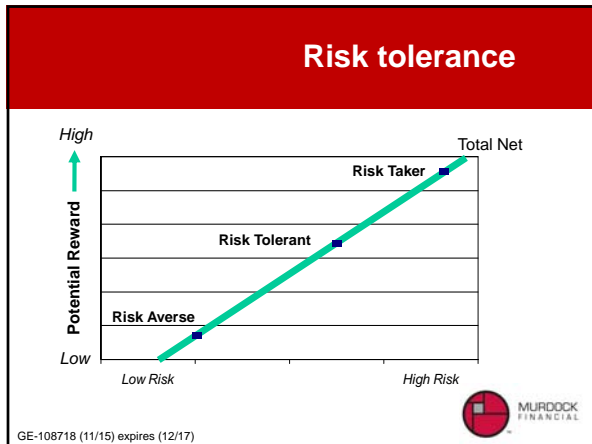
Hypothetical Example

Age	Years Until 65	Monthly Contribution	Total Contribution	Growth*	Total Value
25	40	\$189	\$90,905	\$409,095	\$500,000
30	35	\$276	\$115,920	\$384,070	\$500,000
35	30	\$407	\$146,689	\$353,311	\$500,000
40	25	\$614	\$184,090	\$315,905	\$500,000
45	20	\$954	\$229,023	\$270,977	\$500,000
50	15	\$1,568	\$282,299	\$217,701	\$500,000

* Chart assumes 7% growth for illustrative purposes. These figures are not intended to indicate the performance of any specific investments. Taxes and fees were not taken into consideration.



GE-108718 (11/15) expires (12/17)



Managing investment risk

- Diversify¹
 - Put "eggs" in a variety of baskets!
- Asset Allocate²
 - Build portfolio using several asset types
- Dollar Cost Averaging³
 - Buffers against market decline

Notes:

1) Diversification does not guarantee a profit or protect against loss.

2) Asset Allocation is a method of diversification which positions assets among major investment categories. This tool may be used in an effort to manage risk. However, it does not guarantee a profit or protect against a loss.

3) Dollar cost averaging does not assure a profit nor does it protect against loss in declining markets. To be effective, there must be a continuous investment regardless of price fluctuations. Investors should consider their financial ability to continue to make purchases through periods of low price levels.

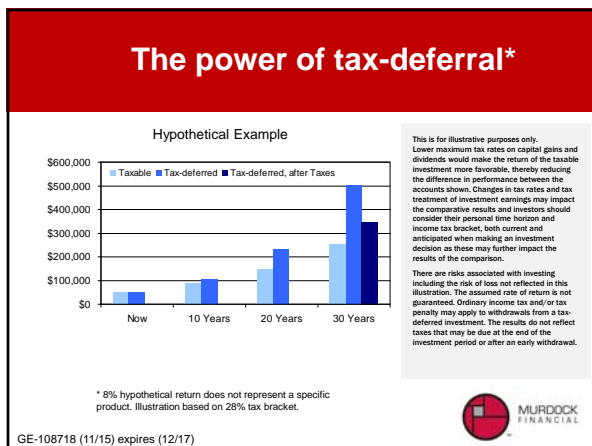
GE-108718 (11/15) expires (12/17)

5. Reducing your tax liability

- Municipal bonds
- Tax deferred annuities
- Qualified retirement plans
 - IRAs, Roth IRAs
 - 401(k), 403(b), 457, Roth 403(b) & Roth 401(k)

Bond investments are subject to interest rate risk so that when interest rates rise, the prices of bonds can decrease and the investor can lose principal value. They are also subject to the risk of issuer default; and inflation risk. The municipal market is volatile and can be significantly affected by adverse tax, legislative or political changes in the financial condition of the issuers of municipal securities.

GE-108718 (11/15) expires (12/17)



6. Retirement planning

Common Retirement Myths:

- Retirees happily leave their jobs at age 65 and never work again. Funds keep coming in from their generous employer retirement plans
- Social Security IS a complete retirement plan
- Retirees die, conveniently, before the money runs out

Reality Check:

- 22.1% of men and 13.5% of women over age 65 still work in the U.S.¹
- Social Security represents 64.8% of the aggregate income of people age 65 or older²
- Study shows a majority of middle-class Americans are likely to outlive their financial resources in retirement³

Sources: 1) Labor Force Statistics from the Current Population Survey 2012 - <http://www.bls.gov/cps/cpsaat03.htm>
 2) Income of the Population 55 or Older, 2008 p.310, Social Security, released April 2010.
 3) Updated Retirement Vulnerability Analysis: The Likelihood of Outliving Their Financial Assets: Ernst & Young LLP, June 2009.

GE-108718 (11/15) expires (12/17)

Why is your employer's 401(k) or 403(b) so important?

- A fast way to save for retirement that also provides tax benefits and employer matches
- Funding plans correctly can:
 - Reduce the money needed to save for retirement
 - May substantially increase a tax refund due to refundable credits like the additional child tax credit and earned income tax credit
- Two types of contribution types to a 401(k) and 403(b): Roth and Traditional
 - Modified adjusted gross income thresholds that impact IRA contributions do not affect these plans
- Roth 401(k) and Roth 403(b) Contributions
 - After-tax
 - May be distributed federally income tax-free in retirement
- Traditional 401(k) and Traditional 403(b) Contributions
 - Before-tax
 - Federally taxable distributions



GE-108718 (11/15) expires (12/17)

Why is your employer's 401(k) or 403(b) so important, cont.

- Employer plans may provide more flexibility than individual retirement arrangements:
 - Loan provisions
 - Higher contribution amounts
 - No deduction phase-outs due to AGI
 - No age restriction for contributions
- Increase your salary through matching
 - Employers may match employee contributions
 - Employer matching contributions may be exempt from FICA under IRC 3121(a)(5)
 - Some states have special tax provisions that exempt all or a portion of a retirement plan distribution from state income taxes



GE-108718 (11/15) expires (12/17)

Consider a Roth IRA

- If you qualify for a Roth IRA...
 - Consider funding it!
 - But if you already have a 401(k)...
 - Consider funding 401(k) to employer match
 - Then, fund Roth IRA (assuming you meet income requirements)
 - Then, resume funding 401(k)
- If you don't qualify for a Roth IRA...
 - Consider reducing taxable income using other techniques



GE-108718 (11/15) expires (12/17)

The impact of persistence

Hypothetical Example

**\$1,000 Annual Investment (<\$84 /month!)
at 5, 7, & 10% Annual Rate of Return**

	10 Years*	20 Years*	30 Years*
5%	12,578	33,066	66,439
7%	14,784	43,865	101,073
10%	15,937	57,275	164,494

This chart is for illustrative purposes only and does not take into consideration any taxes or fees due.
Hypothetical rates of return — does not represent any specific products.
*End of year values.



GE-108718 (11/15) expires (12/17)

Financial management — how to get started

- Assess your current picture
- Build foundation with risk management and cash reserves
- Eliminate consumer debt
- Pay yourself first
- Work with a professional
- Review and fine-tune your strategy



GE-108718 (11/15) expires (12/17)