

the

Advisor

find your path to a secure future

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Dear Members



Greetings and welcome to the first Sons of Norway Advisor edition of new year! With the arrival of 2015 there is a boundless horizon of opportunity to look forward to. That said, I hope you took some time during the holidays to look back and review the year that’s gone by. If you did, I’m certain you learned some very important lessons from your experiences. I know I did.

For example, in looking back at 2014 did your money work as hard for you as you did to earn it in the first place? With so many Sons of Norway members belonging to the baby boomer generation, and thus entering or already in retirement age, this is an important question to ask. In fact, it reminds me of the Oscar Wilde quote, “When I was young I

thought that money was the most important thing in life; now that I am old, I know it is.”

This is not to say that things like family, charity or self-fulfillment aren’t important, but as a retiree, myself, I believe this quote encapsulates how we all should look at the future where financial planning is concerned. This especially holds true for Sons of Norway members who are part of the baby boomer generation and relying on their various savings and financial products to provide a monthly income.

With that in mind, I hope you enjoy this edition of the Sons of Norway Advisor. Inside you will find some great articles to help you plan for the future, whether you are in retirement now or still have some working years left. First there is an article about using a split annuity strategy, which is a great way to build your retirement nest egg. In addition, there is also an article about Sons of Norway’s newest product, called the Nordic Protector, which is a useful option if you want to make sure final expenses are covered or provide a basic insurance foundation for your child or grandchild. Last, we respond to a question about the important role of the Sons of Norway Financial Benefits Counselor within your lodge.

I’m confident this edition of the Sons of Norway Advisor will be of great interest to you and others in your household—remember financial planning and protection are important for everyone. So don’t hesitate to share this quarter’s newsletter with friends and family. In closing, if there is anything Sons of Norway can do to be of assistance as you plan for the future please contact a Financial Benefits Counselor at your earliest convenience.

Jim Tschwen

02.15 #33
**Products from other insurance carriers offered by your Sons of Norway Financial Benefits Counselor.

* These products may not be available in all states.

- ☐ Tax-deferred Annuities

☐ Single Premium Whole Life

☐ Whole Life

☐ Immediate Annuities

☐ Universal Life Insurance

☐ Pension Maximization Plan

☐ Saving For Retirement

☐ Preserving My Estate

☐ Complimentary Financial Review
- ☐ IRAs - Traditional and ROTH

☐ Child or Grandchild Plans

☐ Level Term Life Insurance

☐ 401K Rollover

☐ Chronic Illness Accelerated Benefit Rider

☐ Medicare Supplement**

YES! Please send me more information on the following products to help me achieve my financial goals

A New Product Offering - Nordic Protector

Why You May Need It

Nordic Protector life insurance can provide the money needed to pay for final expenses, which can be costly. A large percentage of Americans are either not prepared to take on the financial responsibilities associated with a funeral or have no idea of what a funeral costs. Typically, a funeral and associated fees cost about \$11,000 on average. Planning for payment of final expenses allows your family to deal with grief rather than worry about paying those expenses.

The Nordic Protector is a simple life insurance product designed to provide the money needed to cover expenses like funeral costs, medical bills, legal and probate fees, debt and other end of life expenses.

Another appealing use of this product is to leave a legacy. By owning life insurance, you name a family member as a beneficiary to receive the tax-free death benefits at death. Or, you can buy life insurance and name your favorite charity or foundation as beneficiary so that your name can live on, or designate that your money goes to a special cause.

Finally, the Nordic Protector can be used to insure children and grandchildren. It’s a great gift idea for grandparents to buy this for their grandchildren. The policy provides cash value growth that the grandchild can use as he or she gets older, plus it provides a basic insurance foundation for life and the good thing is, there are no more premiums.

The gift of insurance can leverage your money forward. There are as many ways to use it as you can imagine.

The Cost of Final Expenses are on the Rise

The average funeral cost today is \$8,343. Additional fees for cemetery plot, monument, flowers, and obituaries for an average funeral are \$3,100. That’s a total of \$11,443.

The Social Security Death Benefit only provides a lump sum benefit of \$255 for those who qualify.

For more information on Sons of Norway’s Nordic Protector Life product, please contact your local Financial Benefits Counselor.

About Nordic Protector Life Insurance

- You make one guaranteed single premium payment and your policy is paid up with no additional premium payments ever.
- Nordic Protector is a good choice when additional life insurance is needed and you have a lump sum of cash available. Typically, sources of lump sum payments are savings accounts, retirement accounts, CDs, a gift, an inheritance, or an insurance payout.
- Nordic Protector is an excellent way to transfer your assets to your heirs - tax free when arranged properly. Depending on your age, a one-time payment may provide several times that amount

Features

- No medical exam, only simple Yes/No questions
- Issue ages 0 – 85
- Available coverage \$5,000 to \$50,000
- Dividends can increase the death benefit to help fight inflation or they may be taken in cash

Benefits

- **Guaranteed Death Benefit:** Death benefits are guaranteed and will not decrease. The death benefit is an income tax-free benefit to your beneficiary.
- **Guaranteed Single Premium:** Your single premium payment creates guaranteed paid up life insurance for the rest of your life.
- **Guaranteed Non-Cancellable:** Your certificate can not be cancelled.
- **Guaranteed Cash Value:** Your policy builds guaranteed cash value that can be borrowed against in the case of financial emergency.

Top Ten Reasons to Own a Sons of Norway Annuity

Ask your Financial Benefits Counselor for more information about Sons of Norway financial products!



1. **Guaranteed Safety of Principal**
2. **Guaranteed Minimum Interest Rate**
3. **Guaranteed Income for LIFE**
4. **High Current Interest Rates**
5. **Tax Deferred Accumulations**
6. **No Sales Charges**
7. **No Annual Service Fees**
8. **Penalty Free Withdrawals Beginning in Year Two**
9. **Penalty Free RMD Withdrawals for IRA's**
10. **Safety & Security with over 115 Years of Experience**

Current 12 Month Interest Rates							
Single Premium Deferred Annuity				Flexible Premium Deferred Annuity			
Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return	Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return
\$10,000 - \$24,999	1.95%	.70%	= 2.65%*	\$2,000 - \$9,999	1.70%	0%	= 1.70%
\$25,000 - \$49,999	2.10%	.70%	= 2.80%*	\$10,000 - \$24,999	2.00%	.70%	= 2.70%*
\$50,000 - \$99,999	2.20%	.70%	= 2.90%*	\$25,000 - \$49,999	2.15%	.70%	= 2.85%*
\$100,000 and over	2.25%	.70%	= 2.95%*	\$50,000 - \$99,999	2.25%	.70%	= 2.95%*
* These rates include a .70% first year bonus. Guaranteed Minimum Interest Rate: 1.00%				* These rates include a .70% first year bonus. Guaranteed Minimum Interest Rate: 1.00%			
Interest rates as of 02/01/14 and are subject to change. New contracts only.				Interest rates as of 02/01/14 and are subject to change. New contracts only.			



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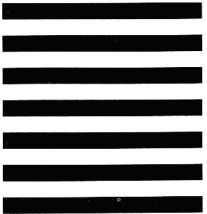
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Six Ways to Increase Your Savings

Challenge everything

Look at your monthly expenses and go through purchase one by one. Do you really need that Latte? Are you actually using that gym membership? Are there services you signed up for and forgot about? Doing this can make for a shocking realization of how much you are actually spending. Consider this - spending five dollars on coffee seems like a small purchase, but if you do that five days a week, all year, it adds up to more than \$1,300. That’s an awful lot for coffee!

“Save” your savings

Say you dropped your cable and that “saves” you \$150 a month, right? Not necessarily. Unless you are putting that \$150 into your savings account each month, it isn’t saved money. To really get a good idea of how much you are saving when reducing your expenses open a separate account and transfer the “saved” into that account each month. This way you will be able to see it grow each month.

Have a realistic goal

When we start saving it is common to choose a huge goal. Then a few months later when we don’t see enough progress to keep our motivation going we quit. Break up your larger goals into smaller, more realistic steps. These small successes will encourage you to keep with it. Even if you don’t hit every goal on time, sticking with it will get you where you want to be faster than quitting.

How to Get More Monthly Income from Your Retirement Nest-Egg

A split-Annuity strategy may help you combine guaranteed income with principal preservation

The U. S. Census Bureau describes the Baby Boomer generation as being comprised of people born between 1946 and 1964. They are such a large group that ten thousand Baby Boomers are turning 65 every day for the next 16 years. Over the past few years, with the ups and downs of the stock market and falling interest rates, it has not been an easy task for this generation to accumulate a retirement nest egg. Now, with so many boomers leaving the workforce, low interest rates are devastating their monthly retirement income. If this describes you, a person who has worked hard for your money and now need your money to work harder for you, then a split-annuity strategy could help you. Here’s how it works:

The split-annuity uses two different types of annuities: the immediate annuity, which allows you to begin to receive current guaranteed income payments right away, and the deferred annuity, which allows the preservation of capital.

Current Guaranteed Income: This first benefit is provided by a Single Premium Immediate Annuity. You may choose a steady stream of guaranteed monthly income for anywhere from 5 to 30 years, depending upon your needs. Neither the Wall Street roller coaster nor changing bank CD rates will affect your steady stream of guaranteed monthly income.

Preservation of Capital: This second benefit is accomplished by the use of a Single Premium Deferred Annuity. This annuity provides guaranteed safety for your invested principal and a guaranteed minimum interest rate. Another very important feature is tax deferred growth, so while your funds grow, taxation is deferred until you use the funds. When it’s time to use the funds, you can make withdrawals, take interest only to continue to preserve your capital, or take a guaranteed income for: 1) a specified amount monthly, or 2) a specified period of time, or 3) for your lifetime, or 4) jointly for your lifetime and the lifetime of your spouse.

Let’s look at an example, suppose have \$100,000 and you want to start to receive a monthly income.

- If you put \$100,000 in a bank CD at the current rate of 1.8% APY, you would receive a monthly income of \$150.00 and your remaining balance after 10 years would be \$100,000.
- If you use the split-annuity strategy, put \$20,103.72** into an immediate annuity and \$79,806.28** into a deferred annuity, you would receive a monthly income of \$181.87* from the immediate annuity for 10 years and the balance after 10 years in your deferred annuity would be \$100,000**.

With the split-annuity strategy, you’ve had a higher monthly income for 10 years and you have preserved your capital. The table below shows the details.

\$100,000 One Time Purchase Payment Bank CD at 1.8% APY		\$100,000 One Time Purchase Payment Split-Annuity Concept	
		Immediate Annuity, Premium of \$20,103.72**	Deferred Annuity, Premium of \$79,806.28**
Monthly Income for 10 yrs.*	Balance Remaining after 10 yrs.	Monthly Income for 10 yrs.*	Balance Remaining after 10 yrs.
\$150.00	\$100,000	\$181.87	\$100,000

*Monthly Income amounts are pre-tax; please consult your tax advisor for tax information.
**This example uses Sons of Norway current interest rates effective 01/01/2015. Current interest rates are subject to change. Actual results may vary if current interest rates change.

In our example, the split-annuity strategy produced 20.9% more monthly income than the CD. Over 10 years, that is \$3,824.40 more money for you. Please visit with your Sons of Norway Financial Benefits Counselor to see if the split-annuity strategy can produce more income for you. Please see the cover of this newsletter for contact information for your Sons of Norway Financial Benefits Counselor.

Q. *"Is it true that Financial Benefits Counselors do more than just sell insurance? I have been told they play an important role in lodge growth as well."*

A. Yes, Financial Benefits Counselors (FBCs) play a big role in the growth of your lodge. Each lodge in the U.S. is assigned a FBC; they attend lodge meetings, participate in local events and some are even lodge officers.

Remember, FBC's are members just like you are. The FBCs intent is to grow the organization by recruiting new members, offering free financial check-ups, and contributing to the lodge's financial health with revenue sharing through the sale of our products.

Here are four ways FBCs help lodges remain robust and attract new members:

1. Hosting Membership Dinners.

Membership dinners are a fun way to recruit new members. Both lodge leaders and FBCs work together to make them a success. Lodge officers, with the help of a FBC, host a dinner (or breakfast, brunch, or lunch) where members bring guests who might be interested in joining Sons of Norway. The FBC gives a presentation on Sons of Norway and its financial offerings, lodge officers discuss the local lodge and provide information on the Sons of Norway Foundation. Plus, a stipend of up to \$400 is provided to cover costs.

2) Connecting with Youth.

The best source of growing a lodge is from within. So, another way that FBCs help lodges is by interacting with children and grandchildren of members. When FBCs meet with family members, they can talk about both the financial and fraternal aspects of the organization at once.

3) Generating Lodge Revenue.

When a FBC sells an insurance policy, annuity, or any financial product, the lodge receives a portion of the company's profit in the form of a lodge revenue check. The money can be used for special programs, events, or for new member outreach.

4) Providing Financial Check-Ups.

FBCs provide a valuable service to lodge members with free financial check-ups. It's a chance to do a review and see if anything should be modified or changed to better meet the members' financial goals. In addition to meeting with members, FBCs help grow a lodge by doing a financial review with children and adult grandchildren of members and introducing them to the benefits of membership. A financial check-up is a free benefit of membership.

I hope this answers your question. Feel free to contact your FBC for further information on how to help grow your lodge as well as a review of your financial goals.

Six Ways to Increase Your Savings

Start your emergency fund

Save enough to get you through three to six months of expenses. Unforeseen events like car repairs, home fixes or medical bills can derail your budget. Having an emergency fund can help keep you from going into debt.

Realize everyone is emotional about money

When money is involved everyone gets a little emotional. Set up systems that help you remove your emotions from the equation. One example, rather than trying to time the market invest at regular intervals. Sound investing is actually rather boring.

Worry about net worth, rather than bank balance.

Rather than just focusing on what you have in the bank, take a hard look at your net worth. Looking at the big picture of your finances with sites or apps like Mint.com or PersonalCapital.com helps you stay accountable to your whole financial picture.