

WHAT IS THE INFINITE BANKING CONCEPT™?

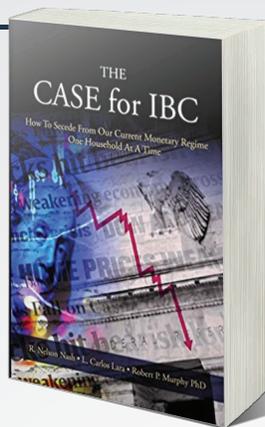
"You can't control the global economy. You can't control the national or regional economy. You don't even have control over your local economy. The only situation over which you have control is your household economy."

- DWAYNE BURNELL



THE INFINITE BANKING CONCEPT™

Also known as IBC, it is an alternative way to structure your financial life to achieve a better lifetime return. We all need to dip into financing from time to time, particularly when there are large ticket items. When you finance these purchases, you are paying interest on those funds to a traditional institution like a bank. Even if you are able to pay cash for these items, there is still a net loss because your money is spent and gone instead of earning you returns.



HOW THE INFINITE BANKING CONCEPT™ WORKS

The book **Becoming Your Own Banker** makes an overwhelming case for Dividend Paying-Participating Whole Life Insurance as the ideal tool for the Infinite Banking Concept™. Nash also recommends working with an Authorized Infinite Banking Practitioner that has completed an education through the Nelson Nash Institute. Graduates are trained to optimize Dividend Paying-Participating Whole Life Insurance for the purpose of IBC and are adept at customizing the structure for your stage of life.

THE TOP 10 ADVANTAGES OF IBC

The Infinite Banking Concept™ has a number of strategic advantages over typical financial management.

1. SAVINGS: Cash accumulation grows on autopilot, it cannot go down. This is a core function of Participating (PAR) Whole Life insurance designed for IBC. Your capital is preserved and you are still able to use it elsewhere via a collateral loan. Your gains are locked-in, making this a stable, predictable asset that pays you. It is built on a foundation of contractual guarantees.

2. UNINTERRUPTED COMPOUNDING: IBC turns the power of uninterrupted compounding in your favour. This eliminates the opportunity costs that come from paying with cash.

3. FLEXIBILITY: You will be able to adjust your premiums over time and even access the capital from the policy as an emergency fund. One can build wealth and reduce debt simultaneously.

4. CONTROL: As an owner, you have complete control over the use and liquidity of your money when you most need it. You can multi-task the same dollar, and reuse it repeatedly.

5. LEGACY: You will create an instant estate to protect your family or business and kick start a multi-generational tax-free legacy.



IBC redirects the current and future interest you will pay throughout your life back into your own pocket. IBC creates a structure that allows you to self-finance and recapture your lifetime interest losses on everything, including:

- Vehicles
- Houses
- Rental Properties
- Home Renovations
- Vacations
- Education

IBC allows you to take control of your financial world. It changes where and how you access the capital for life's major events and sets up a storage facility for you to build up your pool of capital for the next major event. The concept was originally described in R. Nelson Nash's bestselling book **Becoming Your Own Banker**.

WHEN IT COMES TO USING OUR MONEY, CANADIANS EITHER PAY UP OR GIVE UP INTEREST



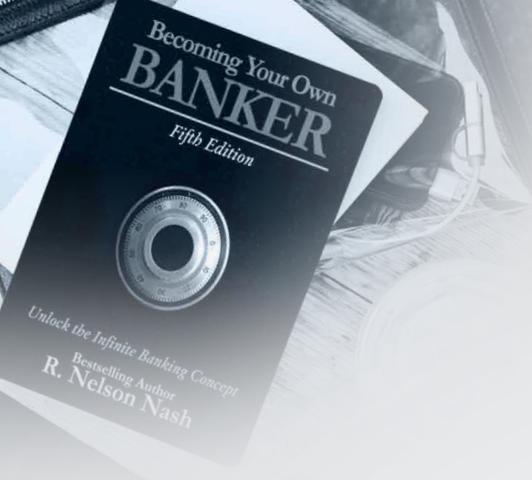
WE PAY INTEREST AND FEES TO A LENDER TO TAP INTO THEIR POOL OF MONEY

Example: Using a credit line or credit card for home renovations that pile up interest costs and erode your savings potential.



WE GIVE UP THE PERPETUAL INTEREST EARNINGS WHEN WE PAY CASH, ALSO REFERRED TO AS OPPORTUNITY COST.

Example: Paying cash for a truck. We have lost the earning power of that cash for our lifetime and the generations that follow us.



ACTUALLY THE INFINITE BANKING CONCEPT™ IS OFTEN MISUNDERSTOOD

IBC is not a method to get rich quickly. It is based on solid long-term thinking and the principles of savings and preservation of capital. Intergenerational wealth takes time and discipline to build through IBC.

It is not an insurance product or something you buy directly as many people tend to think. Although it is best implemented with a properly designed insurance vehicle, IBC is the process and should not be confused with the product of a Whole life or other permanent insurance contract. It is the “method” that maximizes the potential of those contracts.

IBC IS THE MISSING LINK FOR PERSONAL FINANCE

6. DISCIPLINE: IBC has the advantage of becoming a forced savings model. By having a fixed minimum deposit of premiums (which you decide on), many Canadians are able to save more over time as they readjust priorities.

7. HISTORY: Dating back to 1848 in Canada - 19 years before Canada officially became a country – whole life insurance has been a staple of consistent savings. The dividend paying history spans more than 170 years and is unmatched by any financial products in Canada.

As a private contract, IBC is not a government program or tax-qualified plan like an RRSP or TFSA or even an RESP. These all have a variety of rules and restrictions and specific characteristic that are unique to them. IBC can be used to strategically maximize these tax-qualified plans, but remains private.



**“THERE IS NO SUCH THING AS HAVING TOO MUCH MONEY IN THE BANK.
YOUR WEALTH MUST RESIDE SOMEWHERE”**

- NELSON NASH

It is not a tax shelter. IBC can be used to reduce taxes legally through tax sheltered or deferred investments, but it is not a tax program. When combined with well-designed cash value insurance Canadians can achieve tax exempt growth. With education, and the application of that knowledge, it is possible for the average Canadian to have more control over their taxation - especially at retirement time.

IBC is not a replacement for your everyday checking account or an actual brick and mortar banking/financial institution. It can be used to fund these accounts, but it will not be linked up to a debit or credit card for daily transactions.

IBC is not a multi-level, or network-marketing program. It is a trademarked concept developed by R. Nelson Nash.

Ultimately, it is not for everyone. Depending on your situation and phase of life, IBC might not be a fit. The only way to really know is to work through scenarios with an Authorized Infinite Banking Practitioner to ensure that IBC fits your financial goals.

**TAKE THE NEXT STEP AND SEE A CASE STUDY
OF IBC FOR CANADIANS IN ACTION.**

**“AT ITS HEART IT’S A SAVINGS VEHICLE WITH A LOT OF
PERKS AND BENEFITS NOT FOUND ANYWHERE ELSE. ALSO,
IF YOU DIE EARLY YOUR SAVINGS GOAL IS STILL
ACCOMPLISHED AND PASSED TAX FREE!”**



confidence
security
responsibility
SAFETY
INSURANCE
guarantee
peace of mind
protection
coverage
well-being

8. PROTECTION: By design, Par Whole Life insulates owners from the volatility of the markets and the vast uncertainty tied to economic and geopolitical risk.

9. INSURANCE: As part of IBC, you get guaranteed lifelong protection that will be there when your family needs it most. When designed with IBC in mind, the tax-free payout of this insurance continues to grow each year.

10. PRIVACY: Whole life is a private contract between the owner (who has all the control) and the insurance company. This creates a layer of protection from creditors and judgments.

WATCH A CASE STUDY OF IBC IN ACTION AND GET ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS BY VISITING:

FinancialLiberation.ca