

the Register

Volume 24 No 2 Spring 2023

IARFC Guiding Principles



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David Kinder, RFC®

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Insurance and
Financial Wealth
Solutions

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A Growing Global Community



David Kinder Insurance and Financial Wealth Solutions

www.DavidKinderFinancial.com

As a veteran of the insurance and financial services industry, David Kinder, RFC®, ChFC®, CLU® has served the needs of American residents and business owners, currently as a Financial Consultant with unconventional strategies to help clients accomplish their retirement income and wealth accumulation goals. Moreover, as an active member of the Association, he is sharing his expertise and enthusiasm to promote the culture of the IARFC. He will be helping us spread the message of the organization, one podcast at a time. From the Editor's experience, David is the kind of person one can throw anything at and he will respond with a positive, constructive solution.

Register: What was it about the financial services industry that enticed you to build a career helping clients with their financial future?

David: In my early twenties, I served a teaching mission on behalf of the LDS faith. It was a unique experience! I discovered that I had a passion and a "knack" for teaching, sharing, serving, and speaking. I became aware of unique traits that I didn't realize I had, and it seemed to come to me intuitively. I enjoy the intimate communication to help people make new and good decisions for their benefit. When it came time to choose a career, doing more of that kind of work greatly appealed to me. Financial consulting became a natural fit to do more of what I loved.

Register: What do you consider your "niche" in your services to the consumer?

David: My niche is unique. It is primarily based on shared beliefs about the financial industry and the advice surrounding it, not necessarily limited to belonging to a specific occupation. I believe that the system is broken. I believe that the common traditional advice that is being shared, ultimately benefits other parties, institutions, and government far more than the plan participants they claim to be helping. I believe that common traditional advice creates more victims than winners for those who engage in that advice. I can prove it and I advocate for a far better way.

Register: Define what you mean by unconventional strategies?

David: Unconventional strategies must first start with unconventional communication and perspective. If I can't get your attention and show you the problems that most people have in their long-term planning, the strategies won't mean anything.

Advocating for our clients begins with a new viewpoint. Most advisors discuss their services and client's situation from an asset allocation perspective. I, and the financial mentoring group I am a part of, discuss and advocate for our clients from a tax code perspective.

We educate our clients on the knowledge and prudent use of the few areas of the tax code that use the word

“exempt.” Tax-exempt is different from tax-free. Generally speaking, tax-free is a preference item in the tax code, because those transactions are still reported and disclosed on a tax return. Tax-exempt financial transactions do not generate a tax form at all and therefore have no place to put those transactions in your taxes, nor the requirement to disclose that they even occurred. We teach our clients these kinds of strategies so they can retire with cash flow that is essentially “off the radar screen” of the IRS for income tax purposes using the tax code itself.

Register: Are there special considerations given to tax strategies and wealth preservation from a local jurisdictional perspective?

David: Absolutely. For example, California has one of the highest state income tax rates and brackets in the country. We’ve seen an exodus from those who are able to move out of the state because of the tax system here as well as other problems.

Most California residents don’t realize that following the common traditional advice can ensure that they end up being paid up to 6th in line out of the money they have saved. Sixth! How can that be?

In retirement, retirees have the following expenses before they pay themselves:

- Federal taxes
- State taxes as well as local county and city taxes
- Taxes on your Social Security retirement benefits
- Medicare/IRMAA premium penalty
- Investment management fees to manage your retirement assets
- Finally... you.

Here’s the more interesting part of this: The more successful you are... the worse it gets. These ripple effects grow in severity the larger your retirement portfolios become.

I believe that when the American taxpayer learns that where your money is can be far more important than what it earns, they will arrange their financial affairs differently.

Register: Since our Register theme is “Client Education,” what specifically do you provide to your own clients to increase their financial awareness?

David: The first and most important priority is to create a relationship where the client can share with you anything on their mind so they can get clarity of what they want to accomplish. A trusting relationship environment is essential to allow this to take place. Without that, all the knowledge in the world won’t matter much.

The other materials I have are various recommended books, well over a hundred blog articles I’ve written on my website, and sharing current event news articles with my comments on various social media platforms to keep my clients informed.

Register: How have you expanded your communication strategy to include social media?

David: My use of social media is unique. I use it to share current event news articles with my commentary that I want my followers to be aware of what is going on. In addition, I also use my

social media platforms to share industry developments as I have thousands of financial professionals who also follow me. I want those who follow my social media to view me as their advocate, as a resource to help them make good decisions, and to reaffirm why we do what we do in the face of negative news and economic events.

Register: Who are your favorite types of professionals to interview and why?

David: The financial services industry is a heavily commoditized industry. Professionals are often taught to look, talk, and act very similarly to each other. This is a problem for our industry and for the success of individual professionals. When I get to host a particular individual in our industry, it’s often because they have mastered a way to engage with others, communicate the problems they solve, the solutions to those problems, and their ability to solve those problems in a cost-effective manner. I get so much out of these kinds of interviews especially because I can ask them any question that is also on my own mind. When beginning new potential client

Building an Online Presence

The five best practices to establishing an online podcast presence and keeping it going.

- 1.** *Who are you serving with your podcast? Who needs to hear it? Always keep them in mind.*
- 2.** *Keep your schedule as consistent as possible so you can predictably engage your audience “LIVE” and in real-time.*
- 3.** *Invite guest speakers and showcase them and what they do. This grows your reputation as an influencer and connector.*
- 4.** *Use streaming software to engage all your social media networks as much as possible. Even your personal connections will love knowing how connected you are!*
- 5.** *Invest in good technology and branding. A quality mic, webcam, streaming software, and green screen with custom background is the new custom-tailored suit.*

BONUS TIP: Always be willing to be interviewed on other people’s podcasts and offer to return the favor. This is how everybody can grow together!

relationships, I love to work with people who “get” it and who earnestly want to “get” it. I’m part of their journey to a new understanding. I help them see the consequences of the wealth decisions they have already made and how those decisions, while made at the time with the best of intentions, may not get them to where they thought they would end up. Understanding the problems that are inherent with common traditional advice is paramount before considering another strategy. There is no better feeling in the world than when you help someone “get” it and it finally “clicks” for them!

Register: Who are the people who have played key roles in your success?

David: I am so humbled, grateful, and blessed for so many who have come before me and who have become my mentors and friends. No one succeeds in our industry without mentors to learn from. Recently at The Professionals’ Forum held in Nashville, Tennessee, I had the fantastic opportunity to meet many of my industry heroes: Van Mueller, Jim Ruta, David McKnight, and Sandy Schussel.

I’ll mention a few more names to whom I am grateful for their association and friendship: Sam Melamed who created the Insurance Forums discussion site and entrusted me to administer his industry Facebook group for insurance and financial professionals; Thomas F. Love, the Founder of The Breakaway League; Tom Hegna, CLU®, ChFC®, CASL® – Author, Economist, and PBS presenter of “Don’t Worry, Retire Happy”; IARFC members Lew and Jeremy Nason, RFC®

and creators of Insurance Pro Shop; and Distinguished Professor of Law Emeritus, Craig Hampton, MA, JD, LL.M., LUTCF®, CLU®, CFP®, internationally known as the inventor of The Hampton Freeze.

I also do my best to champion others as others have championed me. I’ve been blessed to be able to be a resource and guide for countless other professionals, including fellow IARFC member Ron Sneller, RFC®, FICF, FSCP®, RICP® who has achieved MDRT Top of the Table honors for his client advocacy work! To have had a small hand in someone else’s success... is amazing!

Register: Why did you get involved with the IARFC?

David: The IARFC is a unique group that helps consultants to do a better job for their clients through ongoing learning from our peers. I really appreciate the benefits of being a part of an association that helps me promote myself as a professional. I value my online membership profile and the Ethics Approved program. It is reassuring to the public to know that a non-profit association has done a background check and vetted each member and attested to their business conduct and ethics in serving their clients and community.

Register: Where do you think you will make a difference in working with the IARFC and their social media outreach?

David: The IARFC Association has been around since 1984, yet is largely unknown. I have a passion for bringing clarity to light for issues and causes that I believe people need to know and learn about. I have grown a significant following on social media and believe that all financial professionals, regardless of experience and specialization, need to learn about the IARFC and leverage their membership to new positioning and opportunities with their clients and communities. I am humbled by the trust my followers have shown in my content and advice. I believe that professionals who choose to join the IARFC will benefit as greatly as I have.

Register: Centering on your years of experience, what kind of advice would you give a new consultant starting out?

David: A new consultant needs to be on a mission or crusade on behalf of those they serve and advocate. This has to be what you want to become known for in your community. I often ask newly licensed consultants why they got their licenses in the first place. They mention all the benefits the profession can have for them.

Then I ask them this: “Who do you want to be a hero to? How? Why?” When you can answer that, you are on your way to a far more exciting career because you will know who you are and why people should engage with you. If a new consultant doesn’t have this, it can take a long time to develop on their own.

The Power of Connections...



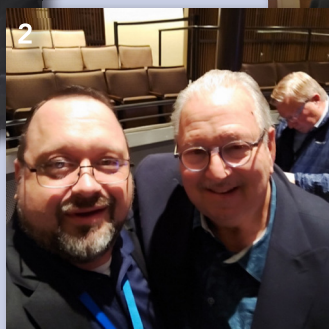
1. David with Jim Ruta, industry advocate to preserve, promote, and propel the noble profession of life insurance selling



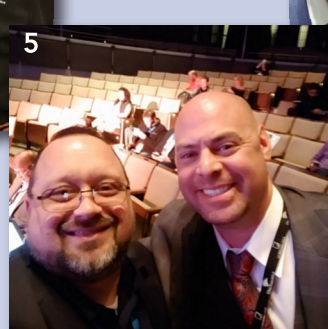
3. David with Sandy Schussel, performance coach and author of *Mastering Client Referrals*



4. David with David McKnight - Author of *The Power of Zero*



2. David with Van Mueller, LUTCF Insurance Industry speaker, coach, and friend



5. David with fellow IARFC member Ron Sneller, RFC®, FSCP, RICP. Ron also publicly acknowledged fellow IARFC member Antonio Filippone, RFC® for his guidance and for his success.