



HAVE I TOLD YOU ABOUT MY PICKLE??

—BY MICHELLE FORD

So if you own a Deli, how do you “add value” for your customers? You want them to buy their hoagies from YOU and not Wawa or the deli around the corner right? Maybe what you do is you give every customer who buys a hoagie... a Pickle??? That’s how you can “add value” if you are a deli owner and it’s low cost idea as well.

OK, OK, OK...you don’t own a Deli and you don’t think handing out pickles with every insurance policy you sell will “Add Value” for your clients. So what are you doing to “add value”? What’s your pickle? If you are like me you are going to look for ways you can “add value” for your clients (differentiate yourself) and also at a minimal cost. Because we need the “value add” to be noteworthy...something to talk about. You didn’t just give them a pickle – you gave them the best damn tasting pickle in town! You must give your client’s an excuse to talk about you...make their job easy. When they talk about you to their friends and family- you want them to talk with passion, sincerity & absolute conviction! **YOU MUST ADD VALUE!**

So What’s Your PICKLE????? I will give you a hint....you have heard about it before....you even checked it out.....but you didn’t start talking about it. You bought the pickles but you forgot to hand them out!

I will let you in on one of my secrets....Social Security and Medicare Part B.

I have taken the time to educate myself about these topics and then I talk to my client’s about them. The other financial planner in town hasn’t. If you understand these 2 topics well (and they are not hard especially with UMS helping you) then you can generate Medicare Supplement insurance sales, Universal Life sales and maybe even some LTC and because you helped them with all of that, well you may as well be handling all of their retirement dollars. You must add value...ask people do they understand how to optimize their social security benefits? Ask them do they know

how much of the social security benefits are subject to tax? Ask them what they are going to do to minimize the Medicare Part B premiums they have to pay? Will they be paying 50% or 80% of the Medicare Part B actual costs? What is their MAGI? How do you challenge Medicare to reverse their decision on how much you will pay for Medicare Part B? And we haven't even started talking about the premium for Medicare Part D!

MAGI – Modified Adjusted Gross Income. Take your AGI (adjusted gross income) and add back tax exempt interest income.

Guess what - loans from your life insurance policies are not just tax free income – they also aren't included in the threshold formula to determine how much of your social security benefits are subject to taxation. Guess what that means ...that means they also don't get counted when Medicare is determining your Part B premium.

Hopefully you can see that your “value add” can be knowledge – information. Everyone wants help and information on Medicare and Social Security. Maybe you can help save your client \$7,200 a year in Medicare Part B premiums and be the PICKLE in town EVERYONE is talking about!

UMS will be holding a workshop on Medicare and Social Security this month – July 12th . Come and learn how easy it is to position yourself to “add value” to your clients and their retirement income planning and earn more business and more introductions. Call Terri to get registered for that! (For some light bedtime reading and pickle munching you can look up *Social Security Administration Publication No. 05-10536 January 2018 Medicare Premiums: Rules for Higher Income Beneficiaries*).