



MAKE

Ben Silverman on his new company, his time at NBC and what the future of television holds.

GROW

Stress-Testing Your Strategy: How did your investing approach fare during the recession?

LIVE

Are safe rooms really safe? Plus: Why wealthy kids should work.

Worth[®]

THE EVOLUTION OF FINANCIAL INTELLIGENCE



\$18.95 A SANDOW MEDIA PUBLICATION



WORTH.COM

02

VOLUME 18 | EDITION 02



Christenson Wealth Management LLC

Jeff Christenson, President, and Ike Devji, JD, Executive Vice President, The Wealthy 100

“What is an alternative to my current cash position that will protect my money from litigation?”

By Jeff Christenson and Ike Devji

In our current economic environment, many clients want their money safe and liquid. When most people consider “safe” and “liquid,” they immediately think of their bank. However, what most people do not know is that their checking or savings account is unprotected from a very real threat: the exposure to an increasingly hostile and predatory litigation system. Consider this: There are tens of thousands of lawsuits filed each day in this country. The average legal cost of defending a frivolous lawsuit is \$91,000, plus the settlement amount itself. The number of lawsuits increases in tough economic times as people look to your wealth as an additional source of income.

Our team often takes commonly used tools and redesigns them to provide protection of client assets, while allowing clients to retain control and liquidity. The situations below demonstrate the benefits of a strategy we are using in which we take a universal life insurance policy and design it to provide 98 to 102 percent cash surrender value in the first year.

Current Situation—Cash in the Bank:

A healthy 45-year-old male client has a bank checking account with \$1 million. He rarely uses this account, but he keeps his money there because he likes to have a certain amount of funds liquid in case he needs to access it quickly. Here is how this account works:

- The account earns about 1 percent interest per year, with income taxable as ordinary income.
- If the client is sued for any reason and loses, the judge can order the

transfer of the assets from the client’s checking account and into the plaintiff’s pockets. This may sound like an unlikely scenario, but we see it, and the threat of it, often.

- If the client dies, the named beneficiaries will receive the \$1 million minus the taxes due.
- If the client needs to use the money, he is able to take the amount needed.

Creditor-Protected Cash Alternative:

The strategy our team has designed allows the same client to place the \$1 million into a specially designed universal life insurance policy and insurance trust structure by paying a premium amount of \$500,000 in each of the first two years. The policy will provide the following benefits:

- The account will earn a net interest of about 1 percent annually invested in the policy’s fixed account, and the gains are allowed to grow tax-deferred.
- If the client is sued for any reason and loses, the money in this account is 100 percent creditor-protected from day one.
- If the client dies, the named beneficiaries will receive a death benefit of \$10,624,682, the face amount associated with this specific example.
- If the client needs to withdraw all or part of the money in the account, he is able to do so at any time with no fees or surrender charges, and he will have access to the money within a week.

Our strategy, needless to say, is a very powerful tool that keeps a client’s money liquid and safe.™

RISK VS. REWARD, OR THE GOLDFISH AND THE SHARK

Investors often evaluate investment strategies on a risk vs. reward basis, so I wanted to create a simple and easy way to explain this very esoteric concept. Consider the following:

Pretend that you have two swimming pools. Each has a \$100 casino chip at the bottom, but you can go after only one of the chips. However, there’s one important difference between the pools:

- Pool A has a **goldfish** in it.
- Pool B has a **man-eating shark** in it.

Which pool would you rather jump into for the same possible reward?

All investment opportunities are not created equal, which is why you might want to keep this allegory in mind during your decision-making process.

Securities offered through Multi-Financial Securities Corporation, Member FINRA/SIPC. Christenson Wealth Management and Multi-Financial Securities Corporation are separate companies. Please consult with a qualified tax advisor prior to implementing any tax-related strategy.

“Our clients don’t come to us to make them rich. They come to us to help keep them rich.”

– Jeff Christenson

MY HOBBIES ARE...

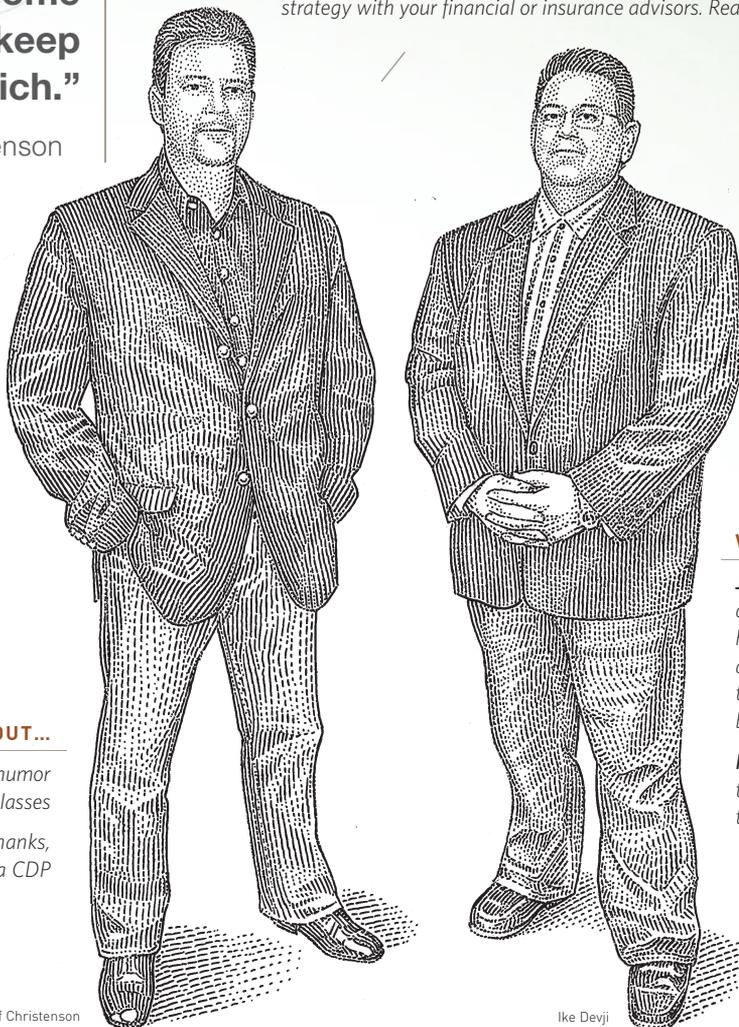
Jeff: My beautiful children and wife, travel and music. I play several instruments and have a band called the All-Star Garage Band

Ike: Spending time with family and friends, cooking, exploring new cuisine, live music, shooting sports and art

I NEVER LEAVE HOME WITHOUT...

Jeff: BlackBerry, iPod, a sense of humor and, of course in Arizona, sunglasses

Ike: iPhone 3GS, a plan, giving thanks, Kimber Ultra CDP



Jeff Christenson

Ike Devji

How to reach Jeff Christenson & Ike Devji

If you would like to discuss this strategy in greater detail, please call Jeff directly at 602.808.5580. If you prefer, Jeff is available to discuss and implement this strategy with your financial or insurance advisors. Reach Ike at 602.343.2272.

WHAT’S ON MY DESK...

Jeff: Oodles of family photos and kids’ art, a custom humidor, financial reports, a couple dozen music CDs to transfer to my iPod and business magazines

Ike: Information on issues that threaten the wealth of those I protect

About Jeff Christenson & Ike Devji

Jeff Christenson, president of Christenson Wealth Management LLC, has over 15 years experience as a financial advisor. Mr. Christenson manages investments and life insurance planning for a wide range of affluent business owners, executives, and entertainment clients nationwide. When not working with his own clients, he helps provide advanced planning solutions to other advisors. Asset Protection Attorney Ike Devji, JD, is of-counsel with the asset protection-only law firm of Lodmell & Lodmell P.C., which he formerly managed. Executive VP of The Wealthy 100, Mr. Devji helps protect billions of dollars in assets for affluent families, business owners, physicians and C-level executives across the U.S.

Assets Under Management
Confidential

Minimum Fee for Initial Meeting
None required

Minimum Net Worth Requirement
\$500,000 (for investments)

Largest Client Net Worth
\$400 million

Financial Services Experience
15 years

Compensation Method
Asset-based fees and commissions (investment and insurance products)

Primary Custodian for Investor Assets
Pershing LLC

Professional Services Provided **Planning, investment advisory, money management services and asset protection**

Association Memberships
FPA

Website
www.habitsofwealth.com

Email **jeff@habitsofwealth.com**
ID@thewealthy100.com



Jeff Christenson
President, Christenson Wealth Management

Ike Devji, J.D.
Executive Vice-President, The Wealthy 100

Christenson Wealth Management and The Wealthy 100
2575 E. Camelback Road
Suite 700
Phoenix, AZ 85016

Contact Jeff Christenson: Jeff@habitsofwealth.com or 602.808.5580

Contact Ike Devji: ID@thewealthy100.com or 602.343.2272



The Wealthy 100®

www.habitsofwealth.com | www.thewealthy100.com

REPRINTED FROM

Worth®

THE EVOLUTION OF FINANCIAL INTELLIGENCE

About the Worth Leading Wealth Advisors

The Worth Leading Wealth Advisor admittance process is based on, but not limited to, the Advisor's experience, education, fiduciary status, compliance record, wealth management services, methods of compensation and scope of current business. In order to be considered for the Worth Leading Wealth Advisors Program, financial professionals must be willing to provide complete and full disclosure to investors so that independent analysts from Paladin Registry can thoroughly screen and evaluate their credentials, ethics and business practices. Once admitted, Advisors pay a fee to be included. Investors and potential investors are solely responsible for the decision to select particular Advisors.