

# SILA: Financial Planning Strategies

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## Course Description

Legal and regulatory changes have created new opportunities for consumers and financial professionals, while at the same time, have greatly complicated the financial services landscape for both parties. An increased number of financial professionals specialize in niche markets to stay competitive, often working in teams, either within or outside of their own company. A full understanding of the client's overall financial situation is a must today. This course focuses attention on the appropriateness and correct usage of the products and strategies described. Topics include:

- The Planning Process
- Life Insurance and Annuities
- Bank Products, Bonds, Securities and Mutual Funds
- Government and Company Benefit Plans

## Chapter 1 The Financial Planning Process

Introduction; Establishing Client Goals and Objectives; Gathering Client Data; Budgeting; Analyzing the Data; Making Suitable Recommendations; Funding the Plan; Monitoring and Reviewing the Plan; Summary

## Chapter 2 Bank Deposit Products and Bonds

Introduction; Banking Products; Fixed Income Securities Products; Taxation of Bonds; Bond Safety; Bond Investment Characteristics; Bond Portfolio Investment Strategies; Summary

## Chapter 3 Equity Securities Products and Mutual Funds

Introduction; Equity Security Products - Stocks; Mutual Fund Products; Planning for Investment Risks; Diversification as a Risk Management Technique; The Investment Process; Investment Portfolio Examples; Re-Evaluating the Portfolio Regularly; Investing a Lump Sum and Timing Risk; Risk and Return; Time Horizon; The Cost of Waiting to Invest; Growth and Value Stocks and Stock Funds; Securities Analysis; Summary

## Chapter 4 Life Insurance and Term Life Insurance Products

Introduction; Life Insurance Basics; Establishing and Meeting Life Insurance Needs; Overview of Term Life Insurance Products; Summary

## Chapter 5 Permanent Life Insurance Products

Introduction; Whole Life Insurance Products Overview; Universal Life Insurance Products; Variable Whole Life Insurance Product; Variable Universal Life Insurance Product; Other Uses of Life Insurance in Financial Planning; Overview of Taxation of Life Insurance; Summary

## Chapter 6 Annuity Products

Introduction; Annuity Overview; Another Way to Generate Cash Flow at Retirement; Risk Management; Taxation of Qualified & Non-Qualified Annuities; Annuities and Long-Term Care Insurance; Summary

## Chapter 7 Other Insurance Products

Introduction; Disability Insurance Overview; Health Insurance Overview; Long-Term Care Insurance Overview; Long-Term Care Insurance; Summary

## Chapter 8 Government and Company Benefit Plans

Introduction; How Much Will Be Needed to Retire?; Social Security; Company Qualified Retirement Plans; Annuities in Retirement Plans; Group Life Insurance; The Dunhills: A Case Study; Summary