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Mike Stohler

What if you could be doing something smarter with your money that creates income. Now, if you're wanting to get ahead financially, and enjoy greater freedom of choice, if you want a comfortable retirement, and you know you'll have more choices, if you can do more with your money. Now, if you've wondered who else is creating ways to make their money work for them, and you want actionable ideas, with honest pros and cons, and no fluff. Welcome to the richer geek podcast. We're here helping people find creative ways to build wealth and financial freedom. I'm Mike Stoller, and in this podcast, you'll hear from others who are already doing these things, and learn how you can too.

Welcome back to the Richer geek podcast everyone. Today we welcome Rachel Marshall and Bruce Whaner. Rachel is the co-founder and chief financial educator and content strategist of the money advantage. She's known for making money simple, fun and doable. Bruce Whaner is the lead advisor of the money advantage where he designs and communicates individualized solutions that help their clients increase cash flow, and help with financial control. Now, what is the money advantage? It's a team of financial freedom architects, for wealth creators, you have a three-step roadmap to maximize your money by keeping more of what you make, protecting it and turning it into cash flowing assets. Their family office model brings you the concierge service usually reserved for the ultra-wealthy, a team of licensed professionals to coordinate every part of your financial life. This includes strategies for cash flow, long term tax reduction, estate and business legal planning, creative whole life insurance strategies, if you want an alternative investment.

Mike Stohler

What we're talking about as far as the banking secrets, or if there's anything that they need to know, the investors, or entrepreneurs, give me three examples of what it is, you're talking about how you can help people with their banking.

Bruce Wehner

So Mike, what's the first thing I think you we touched on this a little bit before the podcasts about a family office. And the reason that family offices exist is that they realize that a small thing that slips through the cracks is actually a big thing with when you have a lot of money. And so, they actually set up their own investment advisors, they actually set their own CPAs. They're their own attorneys. And they actually try to have this all in house, and everybody's able to talk to each other. And of course, they they don't have their own bank banks, necessarily, but they had their own bank and advisors. And then some of them are actually using family money eventually. So, they actually bring their banking process for their investments into the fold. And so, the money advantage has a collaborative existence with a three consultants grew out of St. Louis. And we have actually over the last 25 years, so this is a great model. So why but not everybody is Uber wealthy, right? And so we said, Why don't we bring it down a bit so that many people can participate? Well, you can't participate if you have to actually hire your own lawyer, your own CPA, someone's forced. So we actually have what we call a family office model. So this model is actually a network of resources that are either in house, or they're actually a network of vetted resources across the country. And so that's how we try to help. What I would call retail investors actually take advantage of the family offices, what they take advantages, and that's collaboration on all aspects of their financial services. The first one, as you alluded to, is, where do you store your money? Because everybody has a need to store money. And as as most people have found out nowadays, is that storing money in the bank, you get no incentive to do that. And yet, latest estimates there's about $17 trillion being stored in banks. So I call it the new normal. Okay, they're going to give you a point 05 percent for your money. Maybe a half a percent for a five year CD, and yet people are storing their money in a bank. Why? Because they don't know where else they can store it safely until the next investment opportunity comes about. So I am a certified Nelson Nash. Institute practitioner for the infinite banking concept.

And so we try to do with these people is introduce them to another place to store money, which is a specially designed life insurance contract utilizing whole life. And this does a couple of different things for people. First of all, there is not a limit to how much you can actually put in by the IRS. So, the IRS has limits for Roth IRAs, they have limits for for traditional IRAs, they do not have a limit as long as you can qualify for it financially. So the life insurance company has a limit on how much insurance they can put on you. But the IRS doesn't have a limit how much you can put in according to IRS guidelines. There's some other IRS guidelines that will we can talk about later. But here's the here's the this is a multifaceted tool that people can use, that are going to get better than bank returns anywhere between three and a half and 5%, depending on where they are in their life. And it's a tax free return. So a tax equivalent return for very successful people would be up in the six and a half, seven, seven and a half percent range. And so we have a warehouse of something that you can use when an opportunity comes, you can actually access this money to get into a cash flowing investment.

Rachel Marshall

Yeah, I think it's really interesting, you asked for three examples. And I was trying to figure out how we wanted to position this in just three examples, or three facets, really, that are about infinite banking. But this term infinite banking has also been called cash flow banking, we use privatized banking, this idea allows you to be the bank. And what I mean by that is that instead of using another institution, to store your capital and have to ask them permission to use your capital, or interrupt the compounding on that growth, even though it's a tiny amount of growth that you're getting, you still have to interrupt the compounding, stop the growth in the bank, use the money somewhere else, if you're going to take the money out of the bank and go invest it somewhere. Instead of doing that, you're able to be the bank where you are storing like versus just saying you're you're warehousing your own capital. And now that capital is growing through two ways. One is through guaranteed interest. Another is through non guaranteed but highly anticipated dividends. So you're getting this growth on your capital, which is growing your cash value that you can access and use. What's really fascinating about this is it's exactly what the banks do. The banks are in a position where they have capital, they're using their cash to earn interest. They're not just thinking about paying interest for the use of money. They're saying, How do I control the capital. And when I control capital, I can use that to go generate interest and generate returns. And so instead of being like the customer of the bank, where we're paying the interest to the bank, we're instead saying, hey, how do I take over that banking function, where I'm earning interest. The other really key piece I touched on that I'll bring up here, and I'm not sure if we're saying three examples for you. But we're kind of working this together in a in a picture that is really multifaceted, but it's very, very simple as well.

This idea that if you store your capital, just about anywhere else, you are going to have to take the money out to use it. With whole life insurance with this privatized banking concept, you are able to use the tool have life insurance to build capital in cash value, and then you borrow against it when you want to use the cash. Now, this is not the only way you can certainly take a withdrawal, it's just not the most efficient way to use your cash. When you borrow against it, though, you're actually collateralizing your cash value, which means it continues to grow with that dividends and interest while you take a loan against it. So the life insurance company, you're borrowing their money. That's OPM, right there, you're using other people's money you are, they're putting a lien against a portion of your cash value, and collateralizing that loan, which means you're getting a better rate of interest on the cost of your capital, you're able to take that loan and go invest that somewhere else. So how does this plug into hotel investing or any other type of investing.

You can use life insurance to store your capital before an investment and borrow against it and then invest your cash. You can also use it after an investment, you invest the money first you have a return you have these dividends coming from your investments. You put those into life insurance, you're growing that cash value, and now you can multitask that money or stack it because you're able to use that cash value over and over to do more investments.

Mike Stohler

Okay, now, let's it's very interesting. And there's no fee, you know, it's like so I can borrow from it from the whole life. Use it to invest. And then there's a repayment, because I'm borrowing from it. So it's a loan against my life insurance. So explain how that works.

Bruce Wehner

Sure, I'd be great. First of all, there's no loan qualifications because they have your collateral, and in the part of the collateral is actually the death benefit. So they know that if you do not pay the loan back, they will simply deduct it from the death benefit at the time of your death. So they have all the collateral they could possibly need on there. So there's no there's no requirements. So you just simply sign a piece of paper and say, I would like X amount of dollars, because I have capitalized this here, and they will simply electronically put into your bank account, there are no terms on the loan, other than there is a 5% interest on the loan amounts, but that 5% interest is charged, you do not have to pay it now, we encourage everybody to pay it, so that you can build up capital, again, to reuse it again. And then just rinse and repeat, rinse and repeat this, and the terms are set by you, the repayment person. So I actually helped a lot of clients that say, hey, I want to go do x with the money, I want to pay it back over. I believe that this is going to be a seven year hold, we were talking about liquidation events earlier, seven day hold or seven year hold. So I want to actually pay this back over amortization over a seven year period. But if something comes up Mike, like you, you lose your job or a major expense comes up, you can simply stop the repayment and then started up again. So it's very, very flexible, you are in control. And we encourage people to do this.

Because your capital, that you're capitalizing the policy is never interrupted, it just keeps going, keeps going and going. And the life insurance company knows that. So they're able to then loan you against, we always want to make sure people are standing against you're not you're not borrowing your money, you're actually borrowing the reserves of the insurance company. Now, this comes up all the time, Mike, and I'm sure some of your listeners are gonna say that. Why would I want to borrow the money instead of just using the money that I have? And this comes up all the time people say, Well, I have 200 304 800,000 in the bank, why would I want to go through all this process, instead of just using that cash was Rachel said earlier, and I know I'm re emphasizing this, but this is a very important concept. If you take the money out of the bank, you have lost that compounding for the eternity of that money, because you've used it somewhere else. If you borrow against it, you have an arbitrage just like the banks use in arbitrage. So they pay us to give them money in the form of an interest rate. And then they lend it out to somebody else. And that's how they make money on that arbitrage. The same thing happens within your own banking. You your money continues to make money, and then you have a loan interest, but there's an arbitrage in between those, that you're actually acting like the bank.

Rachel Marshall

Actually, I just wanted to piggyback on that real quick. I think there's a misunderstanding that a lot of people have. And it's that we don't think in terms of the cost of capital. Now, if we go to the bank and get a loan, it's easy to say, Okay, well, I'm financed that, I don't know, whatever your finance that for that given timeframe, it was 4%, or it was 18% on a credit card or whatever you finance that, that is easy to see that interest rate is your cost of capital. But if you're storing cash, the cost of using that capital is exactly what Bruce talked about. You're giving up the ability for it to earn something for the eternity of that money every year going forward into the future. Does that make sense? Either you either pay interest or you give up the ability to earn interest.

Bruce Wehner

Now, here's, this essay that Nelson used to say that all the time because we're paying interest or giving up the ability to earn interest.

Rachel Marshall

And Nelson, that's Nelson Nash. I'm not sure we mentioned that on the Yeah, we did. We said that on the show. So the interesting thing about that is that if you are thinking about all capital has a cost. That means even if I use my own cash that I've stored in the bank account, to go invest, there's a cost of using my cash. So what we want to do is recognize there's a cost of capital and instead of trying to have no cost because we can simply never have no cost of capital I that was a double negative so might be hard to follow. Let me rephrase. There is always a cost of capital, you do not ignore it. You do not prevent it by paying cash. A lot of people think that they can, they can't you cannot prevent the cost of capital, but what you can do is figure out how to earn as well, at the same time, which then shrinks your experience with the cost of capital. And what I mean by that is using arbitrage. So if I can borrow my cash from the life insurance policy and say that's a 5% fixed interest rate, but I can go put my money to work in a real estate investment that's going to earn I don't know, Mike, what are you? What are you seeing typically, that you're earning?

Mike Stohler

What the hotels were? Or dividends around nine to 10%? Okay, it's just that's why we're in it, you know, instead of the multifamily, which is around four and a half now. Yeah, it's right, the returns. Alright, we're recording again. Part Two. So, you know, question I have you were talking about how you can put money into rolled into a whole life insurance policy, you can borrow against the policy? Are there any restrictions about when you can start borrowing from the whole life? I can't imagine, hey, you know, I just got a million dollar policy, I put some money to it. I want to borrow day one, you know, is there any?

Bruce Wehner

Yeah, actually? Yeah, actually, it's a great question, there's a variety of ways you can actually design them. The Nelson Nash Institute actually has a policy on where to start. And that's usually about what's called 30% base, which means you're going to have about 75% of your cash value available at the end of the year, but you're going to have somewhere in the neighborhood of 70 to 71% of that cash value available at the end of 30 days. So it's not day one. But within 30 days, you'll have about between 70 and 71% of that cash value available. And

Rachel Marshall

let me just clarify of the premium you've paid in. So when somebody says, and I caught this in your question, and I don't know if this was your question or not, I just wanted to answer it. Sometimes people say I have a million dollar policy, which means I have a million dollar death benefit policy. Can I go borrow a million dollars? The answer to that is no. We're not talking about borrowing against the death benefit. We're talking about borrowing against the cash value, which is the equity portion, like in a house, the equity that you can access and use, which is a portion of the death benefit. So I just wanted to clarify that. Go ahead, Bruce, I did not mean to,

Bruce Whener

no, no, that's fine. So that, but that's a good, that's a good place to go. Because a lot of times people say, Well, I can do the same thing, and that with the equity that I have in my home. And I often use this as an example, that a whole life insurance contract is like a piece of property. And since you guys work in the real estate, you're going to understand this. And so with a piece of property, you actually are going to have some equity in there that you could go to the bank and say I want to borrow against my equity. Well, when you do that, though, the insurance Come on, not the search committee, excuse me, the bank is going to say, well, What proof do you actually have that you can that you're going to pay this back. And so that's one hurdle you have to overcome. The other hurdle is there's no guarantee that the real estate is actually going to continue to appreciate and value.

Now, historically, that might be true. But there's no guarantees, if you consider a whole life insurance contract, especially designed, you do have guarantees that it is going to appreciate in value. And because of that, and because it's not a piece of, of tangible real estate banks don't want to be in the in the real estate business, right. That's why they put so many hurdles on you, as far as actually making you qualified to pay it back. So banks don't want to be in a tangible real estate business, if they end up losing money. But it because this acts like a piece of property, they don't care about if you default on the loan, because they already have the collateral and they're they're just gonna take the collateral from you.

And if you die before, before you pay it all back, they'll just subtract it from the death benefit. So it's a very simple concept. People try to make this a lot more complicated than it is. But it's a very simple concept. Now let's get back to as far as accessing the capital, and then the next year, Mike, you put in another premium, because the the initial drag on the policy is that the asset in the early years, every year you put more capital in, you have more access to that capital almost right away. So example on year four, if you were to put $100,000 in in 30 days, you'd have access to almost $100,000 be very close about 98% of it. So if you can be patient in the early years, and what some of the drags in the early years well it's it's the actuaries designing the actual product, the under rider's deciding if you're healthy enough to actually have this all home office, real estate, obviously, and home office customer service, and then paying people like Rachael myself on our team to actually present the these and actually carry these out for your entire life. So those are the early drags. After that you get the year for you basically, whatever you put in, you can you can access and use as collateral against the loan. So that's basically how soon you can get to your cash.

Mike Stohler

Okay, so for the first couple years, you know, we're trading This is basically kind of like a savings account. You know, you're just kind of building up your savings account, but it instead of in the bank, it's in this policy. Now, what are some of the myths, you know, because I've had so many people in my life, say, oh, you'd never get a whole life policy, you know, those are your always, you know, get the T. There's all these people saying this. So there's, there's got to be some, some myths that people are, are thinking, you know, so yeah,

Rachel Marshall

yes. And honestly, I think this is probably our favorite part to talk about. Because, I mean, honestly, it's kind of emotionally charged. It's interesting how strong the opinions are on both sides, and how much misinformation there is, and how much people have just heard through experience of life, that somehow whole life insurance is bad. And so their mind says, insurance whole life, don't want anything to do with it, and they don't open that can or they don't like, open the door to see what amazing things are behind it. And it's just really, really unfortunate. Bruce, I'll take the first one. And then we can, I mean, we can just go through whatever you see are myths. But I think the number one is that people say it's a bad investment. And first, I would love to dispel that myth completely.

Life Insurance is absolutely not an investment. So there's two different tanks, I think of money in terms of tanks, I use this concept, that's called circle of wealth. And there's actually two literal tanks. One is an red tank, and one is a green tank, when you're talking about investments, that's something that has risk attached to it, that would be in a red tank. This is like a any type of investment where I can get a good return, but I have the potential for loss. Now, the green tank is going to be money that I think of as safe money, that is savings. So if I think investment, I've got a higher potential for return, but I could lose money. Safe money is savings that I am not going to lose money. But it's also not going to be as exciting of a return, it's really more of that, like you said, think savings, it's like a CD, it's comparable to storing money in your safe or under the mattress or in the coffee cans in the backyard.

This is money that's not going anywhere. But it's also not growing at very fast rates. What I would say is life insurance is a safe tank asset. So it is a it is an asset that belongs in the classification in our mind of savings vehicles, because it is safe, liquid and growing. Simply that just means is not going to lose value ever, whatever your floor is in that policy in terms of your cash value in your death benefit, you are not going to say, oh, tomorrow, that value is cut in half because of market forces or something like that. There is just soundness and security of knowing it's not going to lose value. And then it's liquid because you can access and use it. It's growing. And it's growing it better than bank rates. So that's the first myth I would love to clarify.

Bruce Whener

Yeah. And Mike, the other one is, is that people say well, you can't get to your cash. And that is that is if you're if you're truly just doing what's called an ordinary life or base policy, and you don't specially design them that is true, you may not be have any cash bail available for an entire year, and in some cases, two or three years. And that's not necessarily a bad thing for some people, because when that happens, you're actually your death benefit gets pushed up really, really high. So what especially designed policy does is pull down that death benefit to as far as we possibly can to get more money assessable to you according to the IRS guidelines, it's called 7702. It's actually in the IRS tax code. And so we pull that down that death benefit down as far as we can to put as much early cash value into it. Now sometimes I'm just on the phone this morning with a person that says I don't want as much early cash value available. I'd like to still ratchet up the death benefit. So there's not a one size fits all. That's why we call it specially designed because we're going to design it according to your needs. Now there's we don't have enough time in this podcast to talk about all the different designs, but that's why you work with a couple competent person that that does this. So I'd say that was the second, that would be the second myth. People say, Oh, it's terrible because I can't get to my money. Well, that's the old way of doing it before Nelson Nash actually use something called a level paid up additions, writer, that was always available in the contract. But the producers didn't unnecessarily design them like that, because it was really looked as a death benefit vehicle.

Then, the third thing, I think that is a myth that comes up is that people really either either an investment person, or they're an insurance producer. And they're, they're fighting for capital in that within those industries. So the insurance producer says all don't put money into any investments, because you're going to lose it. The investment person says, don't put any money into a life insurance policy, because it's a bad investment. So the industry is fighting against each other. Luckily, I'm I'm an insurance producer and an investment advisor. So I actually take a person's total picture into consideration. We call it a financial picture, and with their goals and aspirations, not only for them now, but generational planning down the road. And this will be the last point that I'd like to bring. Last couple of points, I'd like to bring up, some of your listeners are probably very, very successful at a young age. And for them to get a life insurance policy, many of them aren't even going to be married yet.

They're gonna say, Well, I don't even need a death benefits. Why do I need a death benefit? And I would say, well, you don't need a death benefit, but you want a death benefit. And here's why you want a death benefit. First of all, it allows you to grow this tax free according to the IRS guidelines. So that's a it's a financial tool. We're not doing this as far as a death benefit. The other thing is, is that you get the lock in your health at an early age, so that if you do develop a need for life insurance in the in the future, because you did get married, and you did have children, then you actually get the lock in your health at an early age. And frankly, this is this is actually I've been doing this since the 80s.

And I've seen a lot of bad things happen. I've seen where people have, we're going to go through the process, and they didn't and all of a sudden they call me up and said, Can I still do this? And I say Why are you so interested in doing it now? Well, I discovered I have this and I'm said sorry, now you're not going to be eligible for it. So it's a it's a financial tool that is tax grows tax free, you get the lock in your health. And then the the biggest myth, I think is this fight amongst, you know, the insurance producers and investment advisors. That's why you need a family office model, where people are actually on your team, designing your entire strategies that work for you and your family.

Mike Stohler

And it's fascinating. And you know, let me make sure the listeners get this. I can't go to my neighbor, who's an insurance agent say, hey, I want a whole life policy and then just start doing it. This is a specialized, you have to go through someone who knows what you're doing and knows how to do it. Is that correct?

Bruce Whener

Yeah, I mean, they, they could all of a sudden your neighbor might be, you know, aware of this, these design capabilities. But the likelihood of that happening is not is not that great. Now, luckily, there's a big movement ever since we've driven down interest rates over the last 12 years, people have been searching for alternative places to store money. And then Nelson Nash, who was the original, got the concept of the infinite banking concept. He then started an institute and a certification process so that people know you're actually working with somebody that's certified in this task for these designs.

And it's becoming more and more prevalent every year, a minute, I see more and more people taking advantage of this. So yes, I we have this all the time, Mike, we have people call us up and said, I thought I was getting this. But I worked with my insurance person. And I said I want to do this. And they gave me something but I don't think I got what I wanted to get. Can you look at it? Every every couple of weeks we have somebody calls our company and does that with us. And so yes, in order to do this, you really need to work with an organization I believe that understands not only specially designed life insurance contracts, but also understands the other aspects of your financial life.

Rachel Marshall

And actually, just to piggyback on that, if you are going to your financial advisor and you're telling them how to advise you to reach your goals, I would just say that's a little bit of a mismatch. And ultimately, you want to be talking with somebody who gets your language who understands your goals and where you're trying to go. And honestly, there's kind of two separate worlds when it comes to thinking about your money and Not to disparage one way of thinking there's just different ways of doing things. But there's one way that is more of a status quo, common way that most people are very familiar with.

And it's this perspective of saying, I'm going to trust someone else, I'm going to give my money to a financial advisor, they're going to grow my wealth for me, and I'm not necessarily the one in control, I may lose money, I hope it'll all work out, I'll probably have a good retirement, they're looking for an accumulation of net worth. However, most of the people we talk to, and I would bet that your audience is in this category as well are people that are entrepreneurial thinkers, they're wanting to grow true wealth, not just hope to have a good nest egg, but they want to be in a position where they have streams of income, they want control, they're not looking to be okay, they're looking to be really wealthy, and really live life to the fullest and truly accomplish that time and money freedom.

And to do that you need to be thinking about control and cash flow. And if you remember nothing else, from this whole entire episode, I would say control and cash flow, those are the two things that you really are looking for. And so ultimately, you want to go to somebody who, if you're looking for privatized banking and infinite banking, you want somebody who's very familiar with implementing these types of policies for people like you.

Mike Stohler

Okay, and to, you know, I know we need to wrap up. So now the money advantage, if I hear you correctly, it's not just it's more of a full shop. You are not just putting, you know, the the wealth and the money in the dividends into whole life. You're also advisors and and what else really, can we get out of the money advantage? That's excellent. Bruce, do you want to take that in?

Bruce Whener

Sure. Mike, we have a we have a full network of attorneys, CPAs, financial planners, insurance producers, all insurances, you know, PNC, disability, health, supplemental Medicare, obviously, leverage shirts. And we do this in a coordinated manner, so that nothing slips through the cracks. And we also do in a collaborative manner, so that people don't say, well, you should do life insurance, because you know, the investments are bad. And then we don't have investment.

People say, Oh, don't put money in life insurance, you know, put in the investments. And so and we also have an endowment model of philosophy of investing. And then a domande model of investing, I'm sure you're familiar with because it has about 35% of alternative investments. Many of them are in non traded real estate investments, like you have in your hotel group. We have mineral mineral investments, we have oil and gas programs, we have strategic wireless, which are 5g antennas across the nation, we have private lending options, so on so forth, so we have all these that are actually handed handled, excuse me, in a coordinated effort to once again, try to mimic a family and individual family office.

Mike Stohler

And it sounds like Yeah, something people that have a little more money that have family limited partnerships, you know, we have flps, within our organization that you actually within the FLP, put it into the the whole insurance, you know, the whole life insurance, to even protect, more possibly do that,

Bruce Whener

quite possibly, you know, and all that it will be would be evaluated by a state attorneys and tax attorneys that we that we have, you know, asset protection specialists, asset protection specialist, actually, we have one of the Year in Scottsdale, one of our greatest resources, that's asset protection attorney in Scottsdale. He's tremendous. But the other thing is, is that what you're talking about is actually estate planning, in the form of a tax, because many of your people are going to be very, very successful. And I'll close on this as far as the very, very successful currently the estate tax is hanging around for a couple around $23 million. before President Trump got in, it was around $11 million before President Obama got in, it was only $1 million per person. So so that can be changed at any time. And frankly, I think because of our national debt, and the craziness, we're hearing out of California where they're going to have an exit tax and so forth, they're going to be looking for other ways to tax. The best way to do that is people that are already dead, you know, is to is to lower that exemption to very low amounts. And so anything above that, you're going to have to pay anywhere.

Between 35 to 45 55% taxes on your estate, there's no better way to pay those taxes than a well designed, highly leveraged life insurance proceeds that come at death to help the family then pay the taxes. I'm especially sensitive to this. Because Georgia fronte area the the owner of the Rams, when she died, her family had to sell the Rams to pay the estate tax. When they sold the Rams to Stan crunky. He then took the Rams and move them to back to Los Angeles and nama St. Louis Rams fan and they're no longer exists. So this is an example I give all time with estate planning. And your people, you know that they're not investing with you because they don't think they're going to be successful, right? They're investing with you because they think they're going to grow their wealth. So this is another way to take care of their estate planning, which is a plethora of ways to do it. You just have to make sure it's done according to your needs.

Mike Stohler

Now, it's been a fascinating episode, I appreciate it. How can our listeners find you?

Rachel Marshall

Absolutely great question. Two ways, the best is go straight to the money advantage. com, we have everything that you can possibly connect with right there. So if you're looking for just a quick guide to figure out more about privatized banking, you can click on the link right there. It's actually over privatized banking secrets calm, but it will absolutely redirect you from the money advantage. You can just dig into what is infinite banking all about? And why would it benefit me? How do I boost my investment returns and allow my money to work in two places at the same time, so that I'm doing more with my money, but I'm not taking on any more risk.

So that's a really quick guide video course, if you want to just kind of dip your toe in and say I want to learn more about this. We also have a podcast. And we talk about infinite banking all the time. We also talk about business and your personal financial life, we talk about how to pay off loans in an efficient manner, we talk about how to increase your cash flow and control in a really comprehensive way that is personal finance for the entrepreneurially minded. And then if you're ready to book an appointment, and you say, I hear something right now that I am wanting to take advantage of in my own life, and I'm saying I want to build time and money freedom in a way that I'm using infinite banking, and cash flow strategies to maximize as much of my money as possible, and use alternative investments.

And I want a comprehensive path to take me from where I am to that place of building time and money freedom so I can leave the greatest legacy. We have an advisor team that would love to talk with you. And you can get straight on our calendar at the money advantage.com there's a link to click to go right to our calendar right now and find an appointment. And we work with you, whether that's through financial products, through consulting or through an advisory. And so we have multiple ways that we can work with someone based on your specific needs, your strategy, your current financial picture in your business and your personal life and what you're trying to accomplish.

Mike Stohler

Sounds great. Bruce, Rachel, I appreciate it and hope both of you have a wonderful day.

Thanks for tuning in to the Richard geek Podcast, where we're helping others find creative ways to build wealth and financial freedom. For today's show notes, including all the links and resources from our show, and more information about our guests, visit us at www.therichergeek.com slash podcast. And don't forget to jump over to Apple podcasts, Google Play stitcher or wherever you get your podcasts and hit the subscribe button. share with others can benefit from listening and leave a rating and review to get the podcast in front of more eyes. I appreciate you and thanks for listening