



Social Security: A Unique Retirement Asset



The Problem

It's unfortunate that many retirees don't view Social Security as an important asset in retirement that requires careful thought and consideration. The decision regarding when to start taking Social Security benefits is huge. It affects the amount of income they will receive, the taxes they will pay and how they will utilize their other assets for retirement income. To illustrate, you would not take a decision about a \$650,000 asset lightly would you? According to the Urban Institute, the present value of lifetime Social Security benefits for an average household retiring today is over \$650,000.

The Opportunity

To fully appreciate the role of Social Security in retirement, it's important to understand the six distinguishing features that make it a unique and valuable retirement asset:

Lifelong Income: Social Security provides an income stream that a retiree or their spouse cannot outlive

Inflation Protection: Social Security benefits are usually adjusted annually to reflect cost of living increases

Favorable Tax Treatment: Benefits receive preferential tax treatment compared to other sources of retirement income

Market Volatility Protection: Benefits are not impacted by Stock Market volatility

Generous Spousal Benefits: Benefits may extend to a current, former or surviving spouse
Backed by a Government Promise: Benefits are backed by a promise from the United States government

Therein lies the opportunity for those advisors who are willing to jump into the game and offer that level of client-guidance.

The Solution

Implementing Total Social Security® into your practice is a great way to tangibly show clients the value of Social Security retirement benefits and how to view it as an asset. Using this proprietary program, producers can generate a personalized, client-friendly report showing different Social Security claiming options. The purpose of the report is to help retirees make educated decisions and be open to your proposed solutions. Clients will appreciate the information, will feel more confident with their decisions and will likely be more comfortable turning to you for their retirement planning needs.

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Based off decades of extensive experience and leadership in the senior market and insurance industry, Senior Market Sales has developed an exclusive program — not offered by any other IMO — to help you not only survive but also thrive in this competitive, ever-changing environment. Total Social Security is an SMS program that gives you everything you need to build Social Security planning into your practice — at no cost to you.

Other IMOs may offer a piece here, a piece there. But only SMS gives you the total package. With Total Social Security®, you get the training, marketing resources and live support needed to make you a success.

Total Social Security will help you:

- Easily calculate and identify your client's optimal Social Security claiming strategy
- See which strategy produces the best result over all life expectancy combinations
- Identify where Social Security falls short of projected income goals

To discuss Total Social Security software and other Social Security planning programs, call SMS today

1.800.786.5566