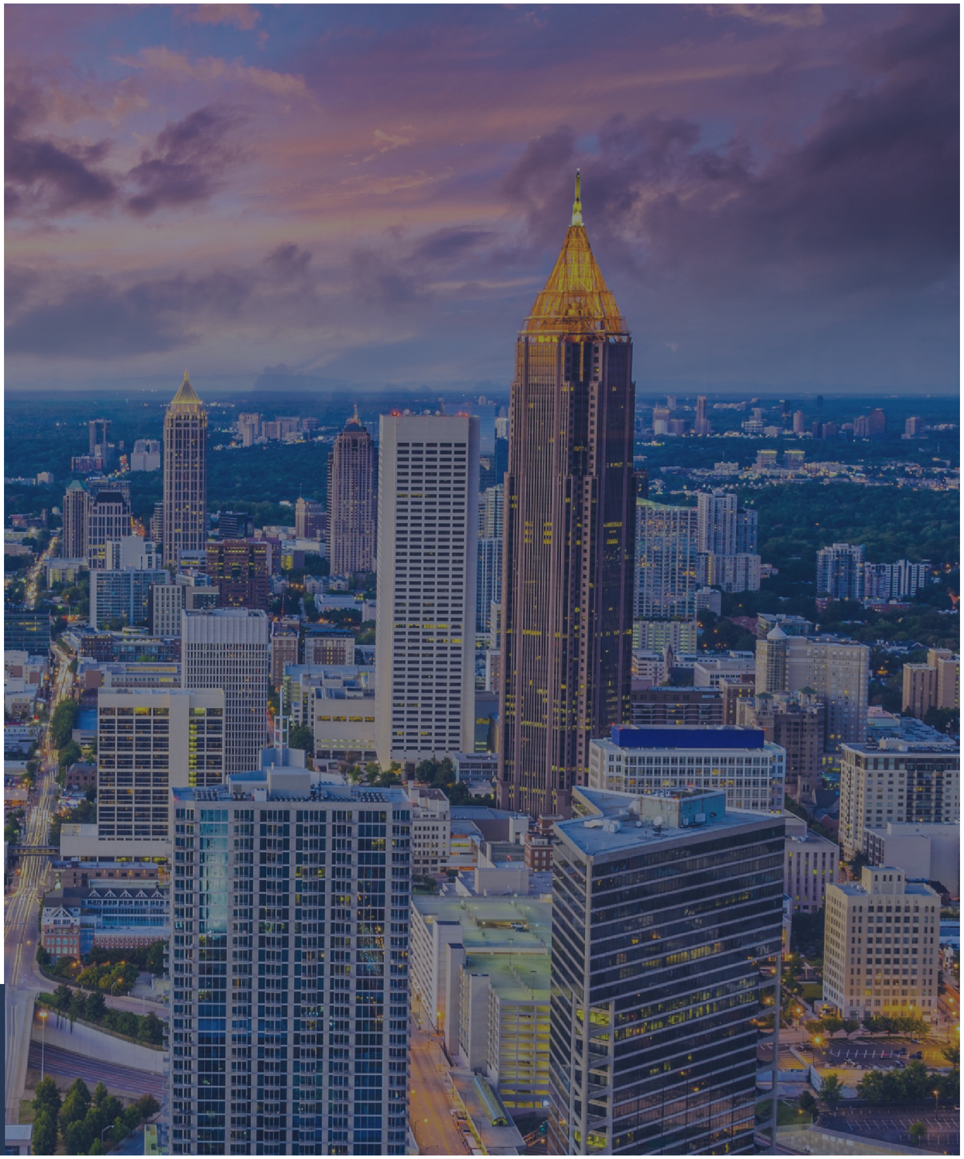
HIGH GROUND
COMPANY

MACALLAN
UNIVERSITY

LIFE INSURANCE 101

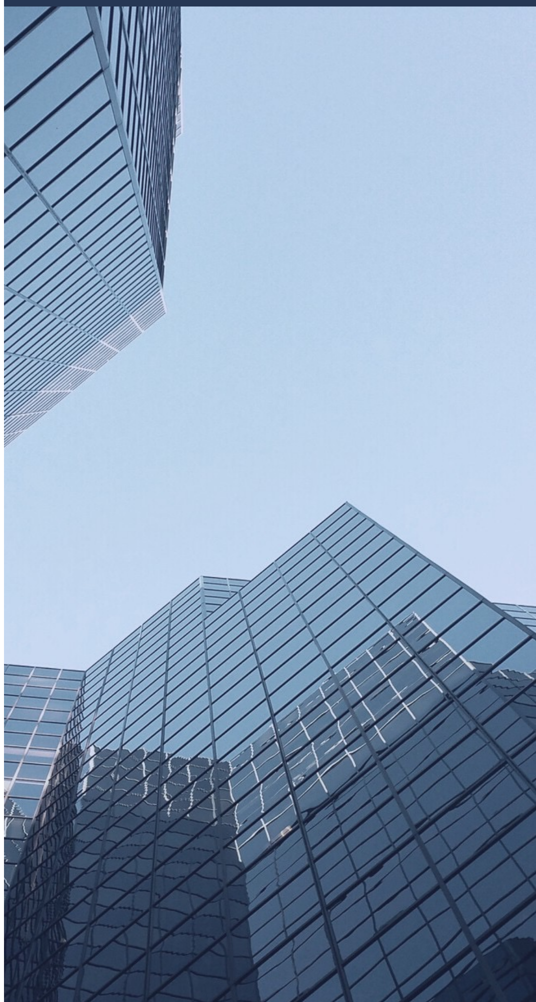


3495 Piedmont Road, Bldg 12, Suite 115 Atlanta, GA 30305 | Tel: 404-478-2400
www.highgroundcompany.com

WHY LIFE INSURANCE?

PURPOSES

- Protecting your family
- Protecting your business
- Estate & Tax Protection
- Retirement Planning
- Tax-Advantaged Asset



HOW LIFE INSURANCE WORKS

Term & Permanent Insurance

UNDERWRITING & PRICING

TRADITIONAL

ACCELERATED

Examples of problems solved with Life Insurance:

Family Protection

Business Protection & Succession

Retirement Planning

Estate & Tax Protection

FAMILY PROTECTION

Married Couple Ages 40 & 38
Three Children Ages 12, 8, and 6

Current Situation

- $125,000 combined income
- $28,000 annual mortgage payments
- $250,000 savings/investible assets

Needs

- $50,000 annual income
- $325,000 to pay off debt/mortgage
- $150,000 for education

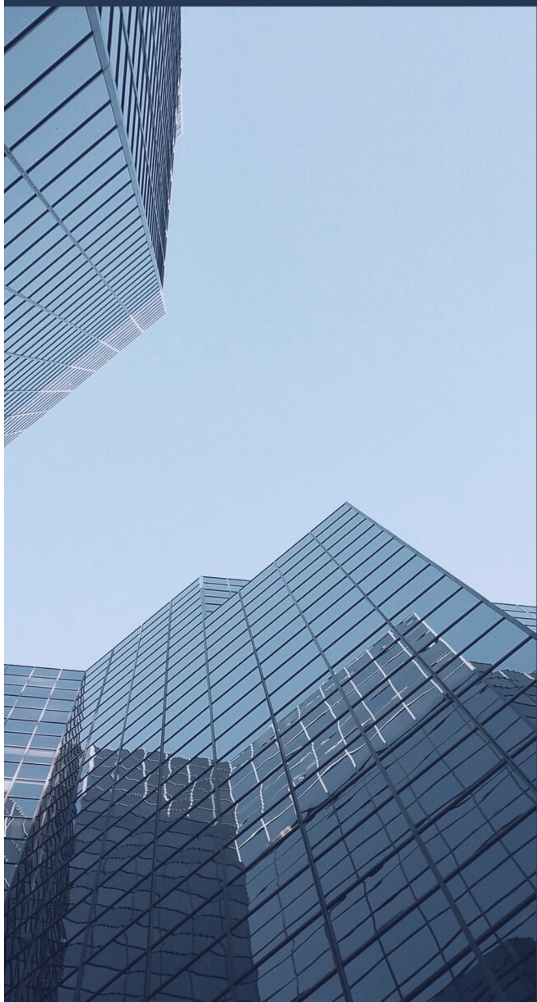
Need	10 Years	15 Years	20 Years
Annual Income	$500,000	$750,000	$1,000,000
Debt/Mortgage	$325,000	$325,000	$325,000
Education	$150,000	$150,000	$150,000
TOTAL	**$975,000**	**$1,225,000**	**$1,475,000**

Pricing Examples *Assumes Preferred NonTobacco*

$1,000,000 Death Benefit | Annual Premium

Insured & Age	10-Year Term	20-Year Term	Permanent
Male 40	$477	$792	$6,021
Female 40	$411	$655	$5,089
Male 50	$1,094	$1,934	$9,784
Female 50	$914	$1,444	$8,763

HIGH GROUND COMPANY



ADDITIONAL INSURANCE SOLUTIONS

- Long-Term Care
- Disability
- Property & Casualty

HIGH GROUND COMPANY

- Founded in 2019
- Life Insurance Focused
- Advisor Approach
- Lion Street Owner Firm
- Top-Rated Carriers

LION STREET®

John Hancock

Lincoln Financial Group®

Nationwide

PennMutual

PACIFIC LIFE

Prudential

QUESTIONS?

BUSINESS PROTECTION & SUCCESSION

Three Brothers Painting Company

Current Situation

- Three brothers are second-generation equal owners. Ages 50, 48, and 47
- $6,000,000 business value and growing rapidly
- $1,000,000 company cash on balance sheet

Needs for Premature Death of a Brother

- Buy-Out liquidity
- Revenue replacement

Needs for Retirement

- Ownership value paid over 10 years

Solutions

- Implement $4M of 20-year term insurance for each brother to cover needs of a premature death.
  - No company liquidity event
  - Buy-out company value from surviving spouse
  - Short-term revenue replacement
- Contribute $100K annually until retirement to a cash accumulation permanent insurance policy for each brother.
  - Creates tax-free retirement vehicle and keeps company cash on hand
  - 6%-8% after-tax return on cash
  - Protects third-generation
  - Additional death benefit for company or family

ESTATE & TAX PROTECTION

Married Couple Ages 56 & 54
Two Adult Children and Four Grandchildren

Current Situation

- $12,000,000 Net Worth
- Growing at 7% Annually
- Transfer of wealth to children and grandchildren is **#1 priority!**

	Gross Estate		Federal Estate Tax		GA State Estate Tax		Net Estate
Potential Impact of Estate Taxes TODAY:	$12,000,000	+	$0	+	$0	=	$12,000,000
			0.0% of Gross Estate				
Potential Impact of Estate Taxes in 20 YEARS:	$43,398,330	+	-$8,903,332	+	$0	=	$34,494,998
			20.5% of Gross Estate				

Solution

- Implement permanent survivorship life insurance owned in a Life Insurance Trust.
- Utilize tax-efficient gifting ability to fund insurance premiums.
- At the second spouse's passing, life insurance death benefit is paid to the Trust (outside of the estate).
- Estate Tax funded with death benefit proceeds at 70% discount.
- 95% of wealth passed to next generations.

HIGH GROUND COMPANY

RETIREMENT PLANNING

Male Age 57

Current Situation

- $700,000 annual income
- Traditionally invested in the Stock Market

Needs

- $2,000,000 death benefit to age 70 for income replacement
- Diversify new retirement investments to a low/moderate risk product
- Supplemental retirement income ages 71-86

Solution

- Contribute roughly $100,000 annually to age 70 to permanent cash accumulation insurance.
- Maximize cash growth and supplemental retirement income beginning at age 71 for 15 years.
- Results in over 6% after-tax return on cash growth.

Annual Contributions	Year 1 Death Benefit	Annual Income	Total Income
$107,000	$3,482,430	$203,544	$3,053,160

HIGH GROUND COMPANY