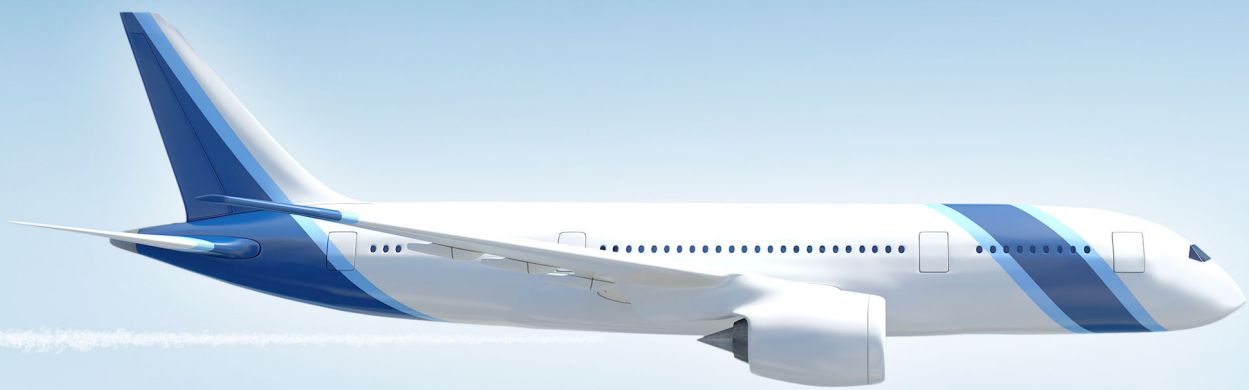


FINANCIAL FLIGHT PLAN



DON ROSS • PETER J. "COACH PETE" D'ARRUDA

Coach Pete

Folks, this is the time in the show where I go across the nation, or across the world, and find somebody interesting to talk to, an author, or somebody who has done something real special in life. Today, we're going to talk to a fellow I've known for years. He's an advisor. He's in Columbus, Ohio. He's the author of the book, "U.S. Retiree: A Retiree's Financial Survival Handbook." He's also a former Army veteran, a helicopter pilot, which I've never gone up in a helicopter with him. Maybe I'll do that sometime. His name is Don Ross. Don, welcome in.

Don Ross

Hey, thanks, Coach. Great to be here.

Coach Pete

Yeah, now let's talk about it. What inspired you to write your book, and what kind of response have you got. I know you're in the second edition already, so I know it's been selling like hotcakes they say.

Don Ross

It was designed to tell the story of anybody that I'm sitting with, hey, are we in line to work together. I believe you need to have philosophical agreements with anybody you're going to work with, especially when you're talking about managing your money, managing taxes, estate plan. I wrote it for that reason. I thought with my military background, and actually it was another advisor friend of ours down in Fort Meyers who recommended, "Hey talk about it in the sense of your military training." I designed the idea of how to protect your retirement by armoring up.

We used the body armor back in the day. I write and I talk about strategies, how to armor up your retirement, protect it from all the things who want to get at it, inflation, taxes, market volatility, risk, and all of those kind of things. The idea was when someone would come in and visit, they'd take it home as their homework. If it made sense to them, then we had a basis for moving forward. It's been extremely well-received over the last four or five years.

Coach Pete

What do you think the parallel is between a flight plan, I mean, when pilots have to – before they fly they plan their flight, they plan it out perfectly and know where they're going to take off and know where they're going to land. What are the parallels between a flight plan in the air world and a flight plan in retirement, having a good plan?

Don Ross

It's a great analogy. I mean, I tell a lot of people, if you don't have a blueprint to build a home, or you don't have a road map to get to where you're going, you may not do well.

In aviation, especially in Army aviation, I'm all about we have a back-up plan for your retirement. What happens if you get a curve ball in life, what are you going to do about it?

That could be a healthcare issue or something you didn't plan for. In comparing to aviation, especially military aviation, we're taught to – and trained to have back-up for a back-up plan. If you don't have the back-up for the back-up plan, you could have a disastrous situation turn critically ill-fated. We just don't want to have that for our clients or perspective clients who are retired or approaching retirement.

Coach Pete

Yeah, and I know you're an investment advisor. You look at the risk world and the safe world and combine them together. I know in your book you talk about the life stages of money. You give the listener a brief overview of what your money should be doing, the different life stages of it.

Don Ross

Right, and I always, one of my thoughts is, I first tell people this book is my beliefs and philosophies. The life stages are hey, think about the first time you earned money babysitting, or cutting grass, or delivering papers. You put that money into a bank account and saved in some basic interest-type accounts.

Then maybe you start growing up, you get a real job, and you're saving for the long term. You're going to go to investments that provide risk, but with risk return over a long period of time, and stock market and mutual funds. Then as you approach retirement, you want to start looking at taking some of that risk off the table and looking for instruments that will now provide cash flow because once you stop earning that paycheck, everything changes.

We want to look for those instruments that are designed to provide cash flow or income because that's what's important at this stage of your life as you approach retirement or are in retirement.

Coach Pete

I think that's overlooked a lot these days. I think people are more worried about looking at their portfolio, looking at what the balance is, but they have never had that translated into what that balance could give them in the form of a lifetime income they could never outlive.

On the risk side, I know we use the Monte Carlo simulations, it's basically going through all the scenarios that could happen, and what would happen to your money if that did happen. We see those simulations run to age 90. About 10% of the folks run out of

money if we have all the money at risk. Don, are people living longer than 90, and should somebody be in a position where if they do outlive 90 their money's gone?

Don Ross

We never know how long retirement's going to be. I talk to people about hey, if you're gone tomorrow, where's your money going to go, but if you live past 90 or something, can, or do you have a plan in place that's going to address that? We even ask our potential clients and clients, what's the longevity your parents have?

We use that as somewhat of a planning tool. I want to take all the what-ifs off the table and look at hey, can you sustain past 90 years old. Then we look at, all right what's your rate of return. Are you going to have to earn 9% on your money? That could be extremely risky in a maybe income, not a guaranteed income. We absolutely want to look to see how far it could go.

Coach Pete

I think that's an overlooked aspect, even today, where people are trying to – I guess greed and fear kick in. If the market's going up, everyone wants to be in the market. When the market's going down, everyone runs out. Proper balance has always been the key, which brings to mind something I call the Family Feud. Remember "The Family Feud" show? I think it's still on TV. I used to watch it when Richard Dawson was on there.

We've got a family feud going on right now in the annuity family, and because of this, a lot of folks when they hear that word annuity, they totally turn off and don't listen, but there are in fact a bunch of different kind of annuities, and they are good tools for different situations. The two annuities I want to focus on right now are the variable annuity, and the fixed indexed annuity with an income rider. Now, there's a big difference between the two, isn't there?

Don Ross

Oh, absolutely, and I always believe in educating the client first. My belief is an annuity's really designed for cash flow. A variable annuity is supposedly designed for long-term growth with the potential to protect your interest, or your principle. I just think the people need to make sure they understand what it's really designed for.

The fixed index annuity, with the income rider, when it's positioned right, is a fabulous option for many Americans that want to have that guaranteed, consistent, reliable income that that insurance company designed that product for. It's all about using products, what they're designed for. Too many people are misaligned. In other words, you don't drive a car down the river, and you don't drive a boat down the street. People are using products inappropriately. There is a huge difference.

Coach Pete

Folks, we're talking to the author of the book, "U.S. Retiree: A Retiree's Financial Survival Handbook." He's an Army veteran. His name is Don Ross. Don, again, thanks for your service in the Army, and I know you continue to help out veterans in your day-to-day life in your practice.

Let me talk about this, let's say that you – back in the Army days, and I know a lot of folks in the Army did save some money. Let's say you bought some IRA's, you put them away, now you've got a pretty good sum of money. I know in your book you write about, in chapter 8, "Turning Your IRA into a Retirement Family Legacy." Now, that's an enticing chapter name. What does that mean?

Don Ross

What it basically means is using the rules to your advantage and the strategies that IRA's have to be disbursed in a certain way. Now the laws allow an owner of retirement accounts to pass that money onto children, and they can take it out over a longer period of time than immediately, which could be a tax devastation, or they could opt to take it out over their lifetime, which means they're going to get more money, and they could even include it to their grandchildren.

I was just showing someone yesterday, a widow, that hey, you know what, you could have a check going to your grandkids long after you're gone. Every year, they're getting a check, maybe 40, 50, 60, 70 years into the future. It's an opportunity to use the laws to your advantage to give the maximum amount of money to your family, if that's a priority.

Coach Pete

That's the old saying, the gift that keeps on giving. That's what that sounds like.

Don Ross

Absolutely, that's a great tool. You just have to make sure you're using the right financial instrument and the right custodian that will do that and pay that money out for potentially years and years to come.

Coach Pete

Yeah, finally, here's a good question for you. What's the number one mistake that you see people make with the money that they have that's needed for retirement? Maybe they're in retirement now, or they're getting close, what we call the financial red zone. What are the mistake, the number on mistake if you can identify it, that people are making right now?

Don Ross

I love your financial red zone. It's a great analogy. It's simple, they're inappropriately invested. They're using – they have the wrong products in place, or another way to say it is, "Hey, they're 55 or 65 years old and they're invested as if they're 30 years old. Too aggressive, inappropriate, they're going to get hurt. We don't want to see people getting hurt where now their retirement options are limited. Maybe they have to go back to work or whatever.

Coach Pete

Yeah, I mean, don't you think that if they have a good advisor though, that will keep them on the path, the advisor will give them the tough love, in other words, tell them they're in the wrong place and hopefully they'll listen.

Don Ross

Yep, I always say the accumulation is easy. Finding the advisor that helps you preserve, protect, and ultimately enjoy that money is what you need to seek out. They're all over this country because you know what, I network with a lot of them. Those are great people. You need to find the right one, they'll educate you, you'll build that trust, and you can have that relationship for 20 years.

Coach Pete

That ties into one final thing. I remember talking to you one time about flying a helicopter. You said, "Coach, taking off is easy. It's the landing that's the hard part." It's the same thing with the financial world, isn't it?

Don Ross

Yeah, taking off is easy. Landing is – especially when it's turbulent out there, and there's unevenness. Then, you're in the dark with night vision goggles. It takes away all kinds of senses, and you're kind of blind. You have to trust in your planning, and know that it's done right for your scenario. Not your neighbor, not your co-worker, not your buddy at church, whatever. It's your plan for you, specifically.

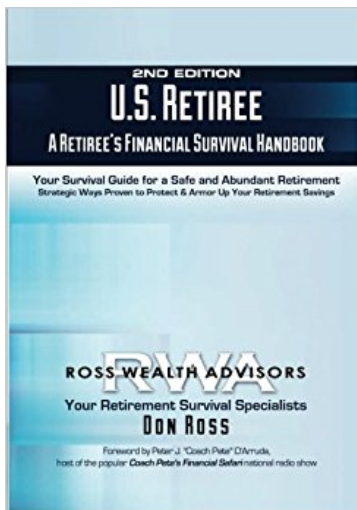
Coach Pete

Many parallels between landing a plane, or landing a helicopter in the financial world. There are a lot of unknown variables, the wind will kick up, you might not see, maybe someone forgot to turn the runway lights on, maybe you're landing on the wrong runway. Same thing like that. Don Ross in Columbus, Ohio, thanks for your time today.

Don Ross

All right, thanks, Coach.

Don Ross



Don Ross, Founder and President at Ross Wealth Advisors, has more than 25 years' experience in the insurance and annuity industry. He holds his Series 7 securities license and his life insurance license in Ohio.

Retired from the military after more than 20 years of service as a pilot in the Ohio National Guard, Don lives in Upper Arlington, Ohio, and enjoys traveling, yard work and cycling. He and his wife, Joni, have three children: Judith, Ryan and Lance.

"Coach" Pete D'Arruda



Peter J. D'Arruda is President of the IARFC (International Association of Registered Financial Consultants), an Investment Advisor, and has been in the financial arena for nearly 25 years. He is the founder at a financial firm designed to help his clients "***Cross the street of life.***" At Capital Financial Advisory Group, LLC he and his team strive to help their clients take the worry out of living in retirement. Known as "COACH PETE" to most of his clients, Pete has made it his lifetime goal to assist his clients in achieving the levels of success they desire.

He has authored 6 books and co-authored 2. Two of his books have reached the best-sellers list on Amazon. The most noteworthy book, Successonomics, is one that Coach Pete co-authored with Steve Forbes. But, by far, his favorite book just happens to be his most recent, "7 Baby Steps to a ridiculously Reliable Retirement Income"

Each week he hosts the wildly popular, nationally syndicated, Financial Safari radio show, heard by millions each year. You can listen to past shows on iTunes and by visiting FinancialSafari.com He has just been named to the prestigious Forbes Leadership Council and will be submitting at least 6 articles a year to Forbes for their readers' print and web enjoyment. He graduated from The University of North Carolina in 1988.

Coach Pete is WINNER OF:

2 EMMYS

2 Quillys (best-selling author award)

3 EXPYS

He is a proud father of daughter, Caroline, age 11 with his wife, Kim.