

[NAF Boomer script for PBS segment]

HUGH DOWNS:

As millions of baby boomers turn 60, they are dealing with the issues and challenges of retirement. And one of the issues many are facing is caring for their aging parents. Now there is a new financial tool, called life settlements, that is helping boomers help their parents.

VO: [LIFESTYLE FOOTAGE OF BABY BOOMERS]

Between 1946 and 1964 the first electric clothes dryer was invented...Disneyland opened...Beatlemania swept across the globe..and approximately 76 million babies were born in the U.S. alone. Those babies are now called baby boomers and it's a generation used to looking for new solutions and ideas. Now they are looking for new ways to care for their parents.

CUT TO FINANCIAL ADVISOR FACING CAMERA.

SUPER: JOHN SMITH, FINANCIAL ADVISOR

JOHN:

I have a number of boomer clients who are concerned about the healthcare and lifestyle challenges their parents face. When I tell them that life settlements could be the answer, it's usually the first they've heard about it.

In response to the question: *What exactly is a life settlement?*

JOHN: A life settlement is when the owner of a life insurance policy sells his policy to a third party, instead of surrendering it to the insurance company. With a life settlement, a policy holder can get a lot more money. Up to 4 and maybe even 5 times as much as the cash surrender value they'd get from the insurance company.

In response to the question: *Who are life settlements for?*

JOHN: Typically the policy owner is at least 65, and the policy is no longer needed or appropriate.

For instance, a policy may have been originally bought to protect children. Well, those children are now grown up, and self-supporting.

Or maybe premiums have just become too much of a burden.

With a life settlement a policy holder eliminates premium payments and receives cash that can be used to meet changing needs...whether that's long-term care or just to enjoy a more comfortable lifestyle.

In response to the question: *How do you go about getting a life settlement?*

JOHN: When my clients are interested in a life settlement for their parents, I connect them to a specialist...

A Life Settlement broker like NAF Funding will find you the highest price for your policy and handle all the paperwork and administration.

CUT TO: FOOTAGE of NAF OFFICE

VO:

With its network of the world's leading institutional funders, NAF ensures that seniors 65 and older can sell their policies for top dollar. NAF works on behalf of you, the policy holder, and handles virtually the entire life settlement process from beginning to end.

FADE TO:

NAF Funding

The Nations's Life Settlement Advisor

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VO :

For more information on what a Life Settlement can do for you, visit

www.naffunding.com