

# JW S03E07 Shara Carr

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## SUMMARY KEYWORDS

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## SPEAKERS

Pat Bolland, Shara Carr, Todd Strauss

### Pat Bolland 00:15

Insurance is a good idea in general. But did you know that you can also use it as an investment vehicle ... Well Shara Carr and Todd Strauss will be joining me to talk about that. Todd Strauss is with Serenia Life and Shara is the Chief Operating Officer of SOS Financial Group and the Chief Operating Officer as well as Co-founder of Lionsshare Wealth Management, and they'll join us right after this... Todd, Shara, thanks for coming on the podcast.

### Shara Carr 00:51

Thanks for having us.

### Pat Bolland 00:55

People don't often think of insurance as an investment product. Why do you think that is?

### Shara Carr 01:16

That's a great question, Pat. I think to start with, that's because standard traditional life insurance is viewed as a payment for a product, you pay a premium, usually monthly and your beneficiary receives the lump sum you purchased. That's the main purpose for life insurance to financially care for loved ones who are financially dependent on you. In fact, for that reason, many think of it as death insurance. That builds up in some insurance policies as an added bonus. However, why is investors looking to mitigate tax risk and mitigate the risk, sorry, minimize the risk associated with investing in the market, who have the right consultant and are becoming more educated about how they can use certain types of insurance, to diversify their investments grow, and or transfer wealth more tax efficiently, gaining a rate of return that vests each year grows tax free, and can be taken out potentially tax free, or definitely tax advantaged during their lifetime.

### Pat Bolland 02:14

Okay. But as I understand it, an insurance company basically takes your money and then gives it back to you, or gives it back to your estate or whatever. At the end of life. There is a tax change, a tax profile change. How does that work?

**Todd Strauss** 02:30

Yeah, this is one of the non traditional benefits of a client owning life insurance, you're moving your money in a lot of cases, from a taxable environment into a non taxable asset. Now that money we call it a premium, which the client pays to Serenia Life. This money gets invested in what you can call the 'par' account on the policy anniversary, which was one year later, the client earns a dividend, the tax profile changes based on the various withdrawal options during your retirement years, or at any time you choose to utilize those funds.

**Pat Bolland** 03:05

Oh, oh, wow. Okay. It might be simpler to walk through an example.

**Todd Strauss** 03:10

Yeah, for sure. So no, this dividend I just talked about, it's not guaranteed. But we've always paid a dividend. In over the 70 years, we've been selling this type of product. So it's pretty well guaranteed. We'd like to say, the other reason I like to say it's pretty well guaranteed, is once you earn that dividend, it's vested and can never be lost, you get growth on your asset and it locks in, year over year it grows and it locks in it grows and it locks in. Without in mind triggering any one of the various withdrawal options allows the funds to be redeemed tax free. For example, if someone has been investing in a power policy for 20 years, and now has 100k of cash in that in that policy, depending on which method they use to withdraw or leverage it, they may be able to access that tax free or tax advantaged.

**Pat Bolland** 04:05

Wow. Does it affect your other investments? And I'm talking about RRSPs or tax free savings accounts?

**Shara Carr** 04:12

No, not at all. This is independent of any other investments like real estate savings or pensions, as well as the RSP and TFSA. It's totally independent.

**Pat Bolland** 04:22

Okay, what about the when you take the money out and you unwind it, does it affect the Old Age Security? I actually just filled out the forms over for OAS. So I know what that involves, but as well CPP or registered retirement income funds?

**Todd Strauss** 04:37

Your government or registered retirement income streams, they're not impacted by this retirement income stream. Because it's not reportable as income. As you know, for example, you just gave an example a RIFF or income can cause a clawback on your OAS benefit.

**Pat Bolland** 04:53

Right, exactly. Okay. So now you've designed a specific product in this whole space and the insurer interface overall, why did you do it? And how did you do it?

**Shara Carr** 05:04

So I did it just by coming up with it, I mean that the concept of tax advantaged wealth building or a transfer of wealth has been around for decades. And it's known by many names often linked to what the end goal might be. In my case, I chose to use a name that means something to me and highlights one of the biggest advantages of using the concept. So I call it 'keep the lion's share', or KTLS, as a nod to my dad, who introduced me to the concept when he was in the industry, and I was a young adult, his name was Lionel. So the first four letters of his name ... and then that went on to become a strategy that we implement at Lionshare Wealth Management, which is the division of SOS Financial Group. And then also because in addition to growing your money for yourself and or your loved ones, you give less to the government and keep more for yourself for your beneficiaries. So who doesn't want to keep the lion's share?

**Pat Bolland** 05:57

Okay, yeah, exactly. Who doesn't is right. But in terms of the product that you introduced, is your product different from your competition? Or is there competition?

**Shara Carr** 06:09

Well, the product itself isn't a product that I've introduced, it's just a strategy that we implement. It's unique from other investment vehicles in that growth. That is, it has growth that's more reliable than in the market. It's tax advantaged, and can be leveraged using corporate retained earnings without necessarily having to pay it back during your lifetime. As part of a comprehensive and customized financial solution strategy, it provides an opportunity to diversify your investments, and an environment that minimizes taxes and allows you and your family to keep the lion's share.

**Pat Bolland** 06:42

Okay, so then where can you go to learn more about either your product, as you describe it, or other insurance products, because there must be other similar products in the marketplace?

**Shara Carr** 06:54

Absolutely. And we definitely audit the market, whenever we implement strategies for people, they can go to Lionssshare Wealth. So that's with two s's. So lionsssharewealth.ca and can email me or arrange a quick call with me straight from the website?

**Pat Bolland** 07:10

Well, that's cool. And then just to as a recap, if you will describe the product again, and how it's different from other investment vehicles and why people should look at it now.

**Shara Carr** 07:20

So the product is is an insurance policy that's used during your lifetime, that you can leverage in multiple ways. You don't have to use it during your lifetime, you can use it to transfer wealth as well. The growth is growing tax free. You can use it as a, you can get a collateral loan, you can do all kinds of

things with it, to reinvest in your business, to live the kind of lifestyle that you want to live. You don't have to pay it back during your lifetime. And it's not reportable as income.

**Pat Bolland** 07:50

And Todd, I mean, back to your point, if you will, just for a moment. You can take money out of the policy at any time. Am I correct in saying that?

**Todd Strauss** 07:58

That's correct. And it's very liquid, it can be accessed within 24 hours.

**Pat Bolland** 08:03

Well, cool. Thank you so much for your time, Todd and Shara.

**Shara Carr** 08:08

Thanks so much, Pat. It's been a pleasure...

**Pat Bolland** 08:09

Todd Struss is with Serenia Life and Shara Carr with SOS Financial Group as well as Co-founder of Lionsshare Wealth Management. Thanks very much for joining us on this edition of The just word. I'm Pat Bolland. If you enjoyed it, subscribe, and remember, check out justwell financial. See you next time.