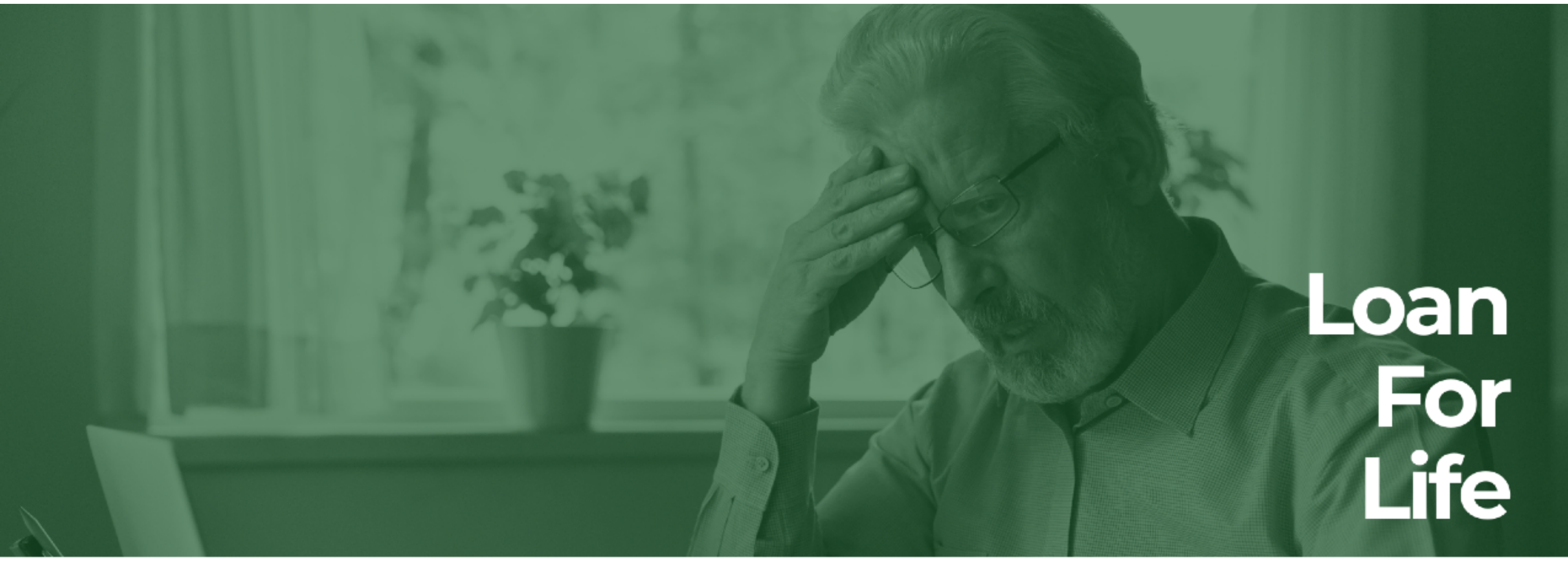
FAIRMARKET
ADVISORY SERVICES



MEET CHARLES DE ROSA,

A RETIRING KEY EXECUTIVE AT A COMPANY HE HELPED BUILD...

Charles was a senior executive at a large engineering company. About ten years into his employment, Charles' role in the company had expanded greatly, he had joined the top management rank and the company decided to take out a $12mm keyman policy on him. After a long career and 28 years at the business however, Charles was ready for retirement.

The problem wasn't just that Charles left "big shoes to fill" at the company. But the company had no further reason to hold onto the policy without Charles being there, especially because the $150,000/year in premium obligations could now be allocated elsewhere. They offered to transfer the policy to Charles, who, by this time, personally owned a $3mm policy for his family, which was enough coverage while the Company policy was in force, but not enough if the latter was cancelled. While the $12mm policy had $3.0mm in cash value, the $150,000 premium was more than Charles wanted to spend and $12mm of coverage plus the $3mm personal policy was more than he needed. What to do?

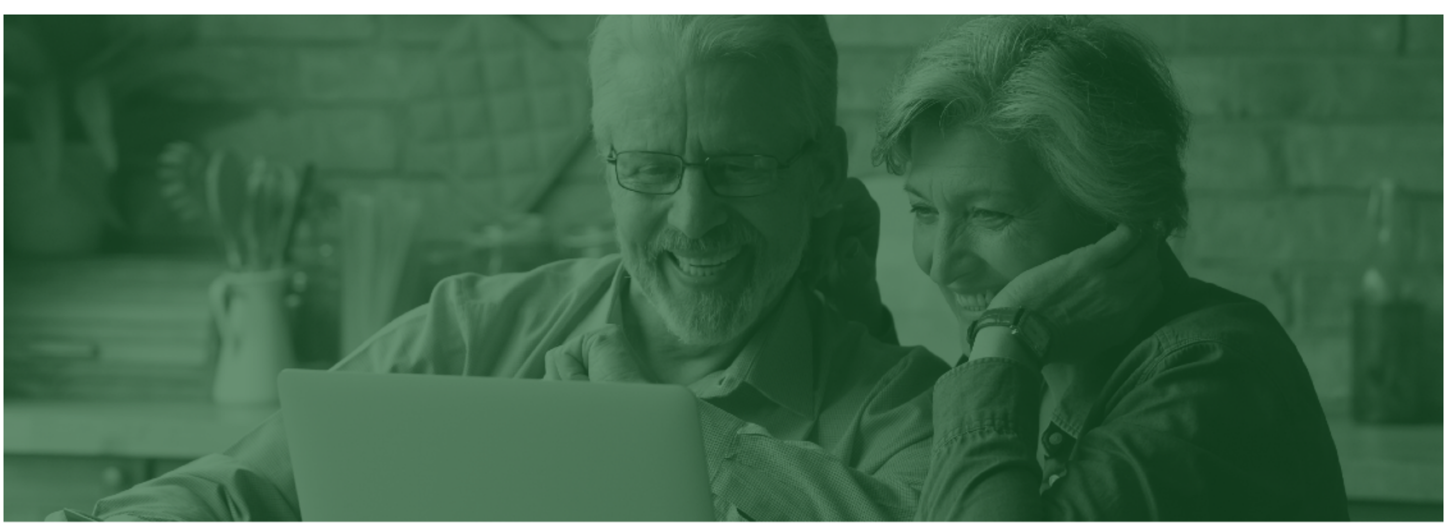
Rock-paper-scissors? Draw straws? Surrender the $12mm policy for $3.0 million but pay the ordinary income tax of approximately $300,000 due on the inside gain? Sell the policy for about the same $3.0 million and hit the same tax wall. Plus cancel the entire death benefit in either case!

WHAT ARE HIS OPTIONS?

Fortunately for Charles, he didn't do any of those things. He talked with an agent who introduced him to Fair Market Advisory Services. ("FairMarket Advisors") which is the exclusive national distributor of proprietary, tailored loans designed to solve predicaments like Charles'. After understanding the dilemma, FairMarket Advisors was able to arrange a non-recourse, fixed-interest loan for Charles that would:

1. Keep the policy ownership with Charles.
2. Leave his beneficiaries unchanged—so Charles will still be able to leave a legacy behind for his family
3. Convert the $12 million policy to a reduced paid up policy of $5.1 million, eliminating the need for the lender to keep paying premiums, adding that cost to Charles' loan...and cutting into the amount of the death benefit payable to his beneficiaries.
4. Pay Charles $2.7 million tax free loan proceeds in cash at closing, the same as he would have netted after taxes from a surrender or sale.
5. Provide Charles' beneficiaries with a net death benefit interest starting at $2.28 million. (See Schedule Attached.)

Now that's a solution! Charles didn't have to give up the policy, (or continue paying for it) he got tax-free cash in hand, his family got a continuing interest in the death benefit and best of all, the kind of peace of mind that makes beginning retirement even easier.



POLICY BENEFICIARY INTEREST (ESTIMATED)

YEAR	AGE	POLICY BENEFICIARY INTEREST (ESTIMATED)
21	68	$2,280,000
22	69	$2,260,000
23	70	$2,200,000
24	71	$2,150,000
25	72	$2,100,000
26	73	$2,000,000
27	74	$1,950,000
28	75	$1,880,000
29	76	$1,800,000
30	77	$1,700,000
31	78	$1,620,000
32	79	$1,520,000
33	80	$1,400,000
34	81	$1,290,000
35	82	$1,200,000
36	83	$1,200,000
37	84	$1,200,000
38	85	$1,200,000
39	86	$1,200,000
40	87	$1,200,000
41	88	$1,200,000
42	89	$1,200,000
43	90	$1,200,000
44	91	$1,200,000
45	92	$1,200,000
46	93	$1,200,000
47	94	$1,200,000

YEAR	AGE	POLICY BENEFICIARY INTEREST (ESTIMATED)
48	95	$1,200,000
49	96	$1,200,000
50	97	$1,200,000
51	98	$1,200,000
52	99	$1,200,000
53	100	$1,200,000