



# **BENEFITS**

**2019  
Financial Planning  
Services**

**Comprehensive  
Individual Segment**

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Managing Principal**

**Nationally-Recognized  
Medicare & Financial Expert  
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# Financial Planning Services

## **Individual Elements**

We can independently review any single aspect at fixed cost, with the minimum being \$250.00. Sometimes, this is all you need.

## **Health insurance review**

Crazy people (guilty) have written books, sit on advisory panels at carriers, speak in public, and are quoted in the national press, on this matter alone. Other advisors attempt to “shoo away” this topic, but every other segment absolutely depends on your health.

Simply put, your health and age affect your ability to earn, and provide us a look at how much it will cost to maintain your earnings power. Finally, it will provide a guideline regarding how long your lifetime savings must last. While we have no crystal ball on your future longevity, you need to start with a base case, a starting point. The best place? Knowledge of your health situation, and the anticipated costs of maintaining your health.

Notably, the range of options and scenarios for *all* of the remaining segments described here, and the analysis of whether it is “worth

it” are affected by your health. There are no exceptions to this, not one. If a financial planner does not appreciate and incorporate this element properly, from the beginning, it is very difficult for us to believe that the job has been appropriately completed.

Note: if you simply require us to be your health insurance broker, this cost is waived entirely. We do not charge for enrollment or descriptions, we would only charge if your situation was extremely complex, and we would inform you of this in advance (at which point you could choose a different path, it is always your prerogative).

### **Income review**

Notably, the options here have been curtailed substantially, and for some, that affects the income that a married couple may have been projecting for the future. Many of the unintended loopholes inherent in Social Security planning have been closed.

For those that are actively working, we will review how to deal with situations if you were unexpectedly able to work, in both the short and long run.

### **Life insurance review**

The applications of “life insurance” are far wider than most people believe. The reality is that we are measuring cash flows (premiums) and returns on those cash flows (benefits received), given uncertainty. The fact that the benefits are guaranteed, at some point, provides a valuable function, for a

wide variety of reasons.

Examples of the end use of insurance are:

- Simple final expense planning
- Business transition
- College expense planning
- Long-term care
- Life insurance with benefits while alive
- Retirement planning

The challenge here is that the language, the features, and the payout patterns differ greatly, and the language used to describe benefits is not standardized, making comparing the enormous variety extremely difficult. We note that we are not stating that it cannot be understood by everyday people, or that we are the most strictly educated. Given our client base, we can assure you that we are not. Rather, our statement on this and all financial matters is that our value is the translation of jargon so that you can properly assess and compare a dizzying array of contracts.

The flip side of this challenge: the sellers are competing aggressively for your business. The sellers are smart, with almost unlimited computing power and legal resources. For the informed consumer, this is an advantage.

## **Investment Portfolio Review**

Our experience regarding investments is global; we have presented in front of central banking authorities and the largest institutional investors in the world, regarding the most sophisticated financial products, on

three continents. We are not a stock broker, our comments will largely be to assess whether or not your current holdings “fit” your stated objectives.

We will provide our view of your current holdings, so that you can understand the risks that you are taking, from our point of view.

Private counsel available upon request.

### **Estate Planning**

Wills and trusts are valuable documents, and while we are not attorneys, our process will be to make sure that yours reflect your stated goals.

Our contacts with the estate planning attorney are very extensive: Mr. Oh has been a guest speaker at an Annual Conference in front of the State Bar of Michigan (2018).

*Special Disclosures:* There is no fee for a conversation on this, we are not compensated for any referrals to any attorney. We are happy and privileged to know certain attorneys, and we retain excellent working relationships with them.

In a specific instance, GH2 Benefits is the insurance broker providing employee benefits counsel to the law firm. Separately and independently, GH2 Benefits is the Medicare broker for the senior parent of a specific Elder Law and Estate Planning attorney.

# Comprehensive Planning Services

## One-Time, Fee-Based Process

There are a number of steps, for the one-time fee of \$1000. This is the single best value our firm provides. Given our hourly rate of \$250/hour, we anticipate that this process will take approximately 15-20 hours.

We know it is the “wrong price,” but are not going to change it for now because we also understand the great amount of skepticism regarding “financial people.” An important part of our overall business and professional objectives is to reduce excessive skepticism.

While we can opine about any single aspect or segment, **the planning aspect is to ensure that all segments fit together in a coordinated way, given the your resources, your objectives, and the options available to you.**

## Our Steps

The process for completing this has multiple steps.

- We will conduct a lengthy interview (estimated time two hours), so that we have a clear grasp of your objectives. We will also be gaining an understanding of the motivation

behind choices that you have made in the past. We will be asking about what risks you will find acceptable, and what risks you will want to avoid. We will be attempting to understand your experience and/or knowledge of financial markets. You will also be able to make your own assessment of our knowledge and competence.

Strict, formal education in finance or financial contracts is not required. That is our job. We will listen to, and appreciate, your candor, so that we can do our best.

- We will examine every financial document and contract that can affect your financial standing. This will include financial, portfolio and insurance contracts. We will require a working knowledge of income and existing balances in portfolio accounts. We will receive the latest copy of financial contracts and statements.

- We will create a customized report with observations, and may make certain recommendations. Our point here will be to report to you on whether or not your narrative, which you provided, matches your financial holdings, as stated on your financial contracts. This will not be a “canned” report, it will be very specific, tailored to the narrative you provided during our meeting.

- We will reconvene, and review our findings with you, until we are mutually agree that you understand the rationale of our

findings. If you have questions about our findings, you can ask without being charged (it is part of the fee). Our observations are yours to keep for future reference.

### **What We Will Likely Find**

Given the vast number of times we have provided this services to many, we have found some common issues, irrespective of your vocation, your health or your net worth. Maybe these observations do not apply to you, but experience has proven that we will find some combination of the following.

Lack of knowledge regarding what is currently available. The market is changing and the pace will likely accelerate. Our job is to know and understand the subtle differences among the many, and then make sure that you are aware of them.

Multiple investment accounts, where the overall portfolio doesn't reflect your objectives. Holdings in one account simply "cross out" the objectives in another account.

Old insurance contracts, which are not performing as they should, could potentially expire worthless, or can be replaced with less expensive alternatives.

Health insurance configuration which provides inadequate coverage, are too expensive, or both.

Through time and circumstance, the pieces may have been appropriate in the past, but when the market and circumstances change, it can be the case that the elements no longer complement each other efficiently. It is our opinion that the coordination of elements is the entire objective of a financial plan.

### **Cost**

The fee is \$1000.00 through completion. 50% is due when we conduct the interview, 50% is due when we deliver our report to you.

### **Our Full Value On Full Display**

If you want to find a single piece of advice on a specific financial matter, can you find it easily? Yes. Can you find a person that understand Long-Term Care insurance to cover unknown expenses if you cannot take care of yourself? Less likely, but yes. Can you find portfolio advice? Yes, although we have no comment on quality of this advice.

Can you find a single resource that is able to combine every element, and report how all of the pieces fit together, given your stated objectives and situation?

That is is an entirely different matter. We welcome the opportunity for you to compare our ability with anyone.

# Me

Jae W. Oh, MBA, is a Certified Financial Planner(tm), Chartered Life Underwriter(r), and a Chartered Financial Consultant(r). He is the Managing Principal of GH2 Benefits, based in Ann Arbor, MI, with individual and commercial clients nationwide.

He is the Chair of the Great Humanity Healthcare Foundation, Inc, a 501(c)(3) organization that provides financial relief to insured persons saddled with medical debt.

Mr. Oh has served as expert panelist on a website powered by Humana Inc., He has been the frequent public speaker to large and small groups, including the State Bar of Michigan, colleges, companies, library systems, and senior centers. He is frequently quoted in the national media.

Mr. Oh has served in management roles, specializing in debt derivative trading, in global financial markets on three continents.

He has a Master's Degree in Business Administration (MBA) in Accounting and Finance from the University of Chicago (Booth), and a Bachelors of Arts (BA) degree in Economics and Political Science from the University of Michigan, Ann Arbor.

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