

## ***But What if I Live? The American Retirement Crisis®: A Retirement Guide for Baby Boomers***

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A dramatic wake-up call for a generation of overspent and undersaved Americans who face the very real possibility of outliving their money.

***But What if I Live? The American Retirement Crisis*** explores the seven key challenges that stand between your clients and a successful retirement. When they understand these challenges they'll be driven to take action to overcome their impact on retirement, and avoid a retirement with less income and a lifestyle to which they are not accustomed. That is where you come in.

### ***The Seven Key Challenges to Your Clients' Successful Retirement***

- **Getting Old:** Since 1900, the average life expectancy of Americans has nearly doubled. According to Cerulli Associates, in the next 20 years, 43 million households, nearly half of all existing American households, will move into retirement, pushing the number of 65+ year olds to more than 69 million people.
- **Disappearing Pension:** Each year more than 1,000 employers voluntarily shut down their pension plans. Consequently, the number of employer-sponsored pension plans has declined precipitously, from 114,000 in 1985, to 31,200 in 2004.
- **Social Insecurity:** The federal government owes Social Security over \$1.5 trillion. As Social Security marches toward bankruptcy, two-thirds of retirees rely on it for 50 percent of their income and 33 percent use it for 90 percent of their income.
- **The Tax Axe:** Taxes are the single greatest monthly expense in a household and while your clients may not consider themselves rich, chances are the IRS does. Households earning \$56,475 or more in 2005 are in the top 25 percent of U.S. taxpayers.
- **The Invisible Enemy - Inflation:** If your clients need \$50,000 a year today, they'll need \$65,239 in 10 years and \$101,640 in 25 years to maintain their standard of living. This invisible enemy is silently eating away at their purchasing power and decreasing the value of their assets.
- **The Nightmare of Health Care:** The Employee Benefits Research Institute estimates that, even with Medicare, the average American will need almost \$300,000 just to pay Medicare premiums in retirement.
- **Red, White and Broke:** Six out of 10 adults have saved less than \$10,000 and 6 out of 10 don't have any sort of retirement account.