

June 5th marks the birthday of Adam Smith, the Scottish born author of *Wealth of Nations*. There is an oft-quoted statement always attributed to Mr. Smith: “All money is a matter of belief.” It is a pithy statement, but he never wrote it. At least, it never appears in *Wealth of Nations*.

Another oft-quoted statement appearing without a citation is “Give me five minutes with a person's checkbook, and I will tell you where their heart is.” This is attributed to the late Rev. Billy Graham. Maybe he said it, maybe he didn't.

Taken together, these statements are proverbial, and they strike me as true.

It is quite obvious that if you know how someone earns, spends, saves, invests and gives their money, you will know what they believe. It tells you what a person values, the risks he/she is willing to bear, and who he/she loves.

Someone who owns a Builder Plus IUL policy displays the following:

- Concern for family (others)
- Appreciation for the frailty of life
- Acceptance of one's mortality
- Aware of the morbidity risks
- Desire to benefit from tax-advantages
- Conservative, yet growth-minded
- Prudent in selecting a highly-rated, strong, stable company

Accept this challenge in June: Let's work together to find more people who have these beliefs! Take advantage of all the items featured below!

Welcome to summer!

Builder Plus IUL

Builder Plus IUL is North American's newest indexed universal life insurance product, designed for death benefit protection with stronger performance and marketability, along with the features you love about our indexed universal life products. Start selling it today!

[Learn more about Builder Plus IUL.](#)

Drop Ticket

North American's Drop Ticket, powered by *ApplicInt*, can help speed up your life insurance business. Drop Ticket takes care of the paperwork and paramed scheduling so you can get back to doing what you do best. Drop Ticket is currently available on ADDvantage® Term and Custom Guarantee® Universal Life.

[Learn more about Drop Ticket here.](#)

Accelerated Underwriting

WriteAwaySM, North American's new accelerated underwriting process, is now available on ADDvantage® Term, Custom Guarantee® Universal Life, Builder IUL®, Builder Plus IUL, Rapid Builder IUL®, and Guarantee Builder IUL®. Get your healthiest clients underwriting decisions right away with WriteAway.



[Get started with WriteAway today!](#)

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Time with Tom – Return of Premium

Tuesday, June 19 at 10AM CDT

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