

MODULE A

MAKING ENDS MEET BIG TIME

Are you ready to make a difference in the critical area which will affect over 77 million Americans during the next 20 years? Are you ready to learn to work with individuals and families from a new perspective – one that instills trust and a new way of relating to money and wealth?

“It’s time there was a professional who can help individuals get over their confusion and fear about money and retirement. People have awakened to the fact that it is not beneficial to put their heads in the sand; it doesn’t pay to ignore financial reality. Individuals are ready for a new relationship with money and wealth. The time is now for a “New Normal” – a time when people wake up and become empowered in their relationship with money!”

Module A introduces you to a new way of relating to a large generation of people and gives you a 50,000 foot view of the tools and potential impact becoming a CURE™ trained professional can mean to you. You will learn about URSLA™ – a person’s UNBIASED RETIREMENT SUSTAINABILITY LONGEVITY AGE and how finally there is a retirement score similar to a person’s credit score. The difference is URSLA™ empowers individuals and is controlled only by them.

In your introduction to URSLA™, you explore why it fills an important need for Baby Boomers. You will look at why the URSLA™ benchmark is to the investment industry what the FICO® is to the credit



industry. You will see how it enhances your ability to help people see the value of the services you provide as a CURE™ Professional.

You learn why URSLA™ was developed and how it fits the bill for what customers want.

MODULE A Independent Study Guide covers...

- THE LEGACY OF THE FINANCIAL EDUCATION UPON WHICH THE CURE™ PROFESSIONAL IS BUILT
- WHAT CUSTOMERS WANT AND THE ROLE OF THE CURE™ PROFESSIONAL IN MAKING A DIFFERENCE
- THE URSLA™ ANSWER TO THREE CRITICAL QUESTIONS AFFECTING BABY BOOMERS TODAY
- KEY BENEFITS OF BEING A CURE™ TRAINED PROFESSIONAL INCLUDING LEARNING HOW TO START A MONEY CONVERSATION IN A WAY THAT HELPS OTHERS, INCLUDING ENHANCING INTERGENERATIONAL COMMUNICATION