



► **Innovation is in our management team.**

Our management team is made up of successful pioneers in consumer finance, largely due to a strategic focus on sophisticated marketing, servicing and financing.

They have been innovative leaders in consumer financial services for over a decade, and they have jointly originated over a billion dollars of consumer financial services.

► **Stone Street Financial. Leading the way.**

To find out more about *Stone Street Financial*, call us at **1-800-000-0000**. Stone Street Financial—with the financial strength and the innovation to deliver opportunity to its partners and customers.

It's that simple.



*Stone Street Financial, Inc.
7316 Wisconsin Avenue Suite 500
Bethesda, MD 20814-2937*

1-800-000-0000
www.StoneStreetFinancial.com

¹ Conning & Company, 1999: *The Emerging Secondary Market for Life Insurance Policies.*

² Federal Interagency Forum on Aging Related Statistics: *Older Americans 2000: Key Indicators of Well-Being*

³ 1998 Census and Recent University of Michigan study.

Liquidity for Life™



meeting
financial needs
through
innovation

StoneStreetFinancial



unlocking
hidden value
in life insurance
policies



Liquidity for Life™ helps seniors convert life insurance policies that they may no longer need or cannot afford, into funds for products or services that better fit their current financial situations.

► **Liquidity for Life helps seniors:**

- Enhance estate planning
- Anticipate long-term health care
- Increase existing income with more appropriate investments
- Live the life they deserve

Call 1-800-844-5924

to find out more about Liquidity for Life.

► **Our goal – create innovative solutions that enhance the lives of seniors.**

It's that simple.

But we rely on more than innovation to achieve our goal. It takes a foundation of financial strength. And it takes the latest technology to deliver opportunities – the products and the services – that our customers deserve.

► **Why solutions for seniors? Opportunity...**

Consider the following:

Liquidity for Life taps a burgeoning new market that is conservatively estimated at over \$100 billion.¹

Seniors in the United States are growing more affluent and financially sophisticated...

And there are more of them. By 2010, more than 40 million Americans will be 65 or older.²

People 65 and over control a combined household net worth of \$7 trillion.³



► **...Opportunity through our solutions.**

Because we have the financial strength, the highest standards in the industry and the technical ability to deliver the innovative services we create.

It's that simple.

strength
innovation
opportunity

► **Strength is in our capitalization.**

Stone Street Financial has partnered with the world's leading financial institutions to make Liquidity for Life a reality for many people – with hundreds of millions of dollars in financing commitments creating a steady flow of funding for the long term.



generate
business

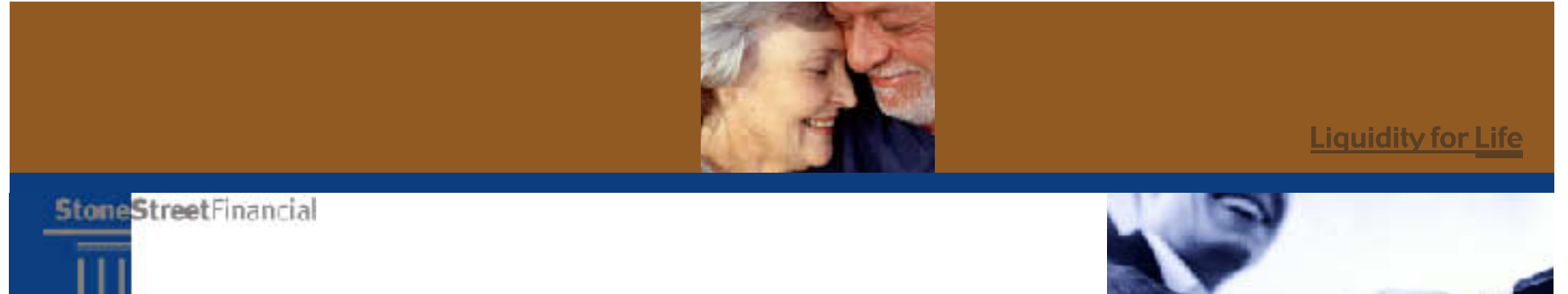
without prospecting...

...from people
who already
know

and trust you



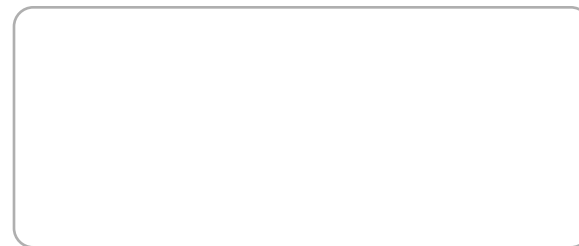
panel 2 (inside)



Liquidity for Life

A Special
Opportunity
for Beachwalk
Agents

StoneStreet Financial
1234 Any Street
Anytown, MD 934555



panel back

now
earn
more
from your
current clients



cd tour inside ●●●●▶



panel front

Liquidity for Life



www.stonestreetfinancial.com
1.800.123.4567



Liquidity for Life increases your income three ways.

- You retain the renewals from clients' existing policies.
- You earn new commissions with Liquidity for Life.
- You sell additional financial planning products.

Take this informative cd tour to learn more about this innovative new product and how to sign up.

Liquidity for Life increases your clients' satisfaction, too.

- It offers new options for estate planning, investing, gift giving and more.
- It frees up cash that's otherwise not available.
- It provides resources for long-term care.



cd tour

◀ ● ● ● ● ● play now



panel 3 (inside)

panel 4

panel 5