



MAKE

Best Restaurants;
First-Run Films at
Home; Companies
Solving Water Crises

GROW

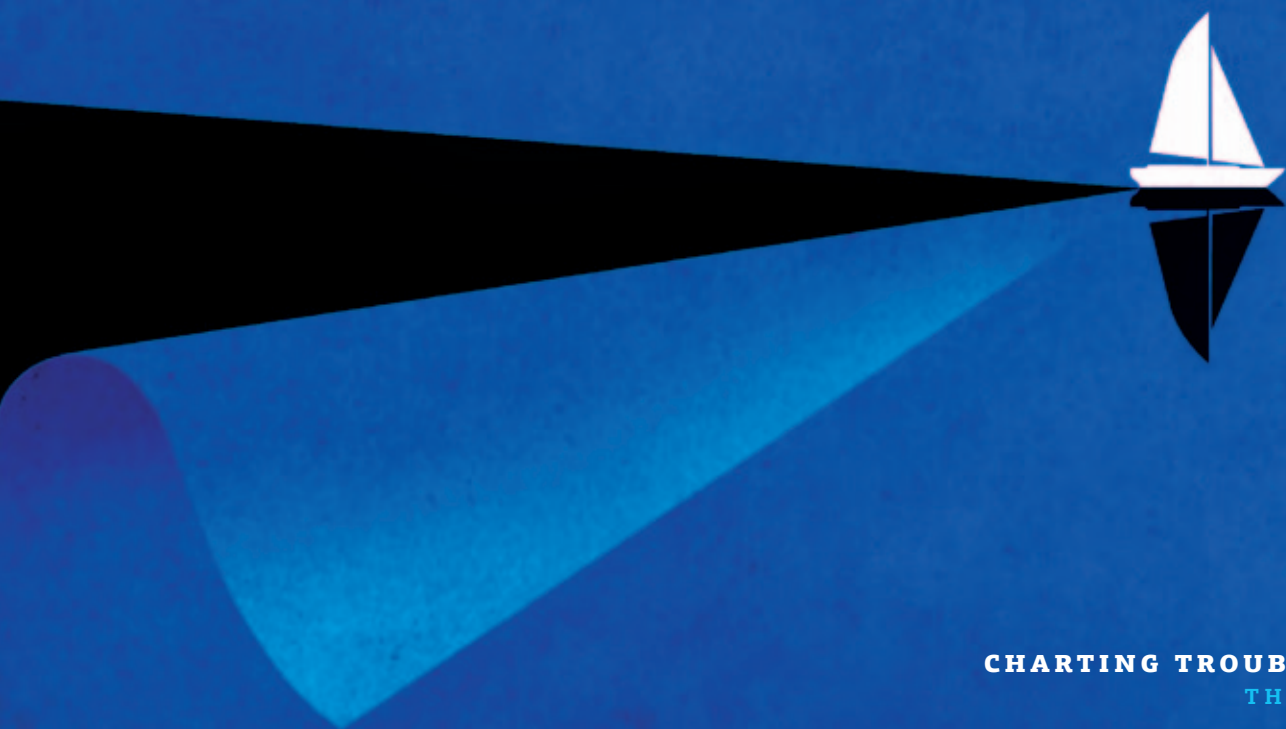
Investing in Water;
Tales from a Wealth
Advisor; Robert Shiller
on Wall Street

LIVE

Questions for Your
Yacht Builder; Water-
Related Philanthropy;
10 Extraordinary Boats

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CHARTING TROUBLED WATERS
THE BLUE ISSUE

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Phoenix—Scottsdale, AZ

Leading Wealth Advisor

Christenson Wealth Management

Jeff Christenson, President

“What if it did happen to you?”

By Jeff Christenson

Here in the Southwest, and especially in Phoenix where my practice is located, we have seen quite a few financial casualties. Many fine people who were big personalities in the community and had made it big have recently lost it all.

Three years ago, I went to see a high-profile business owner. He had the personal car collection, jets in the hangar and a net worth of more than \$100 million. Yet, 36 months later, he had lost it all—a failure that could have come only from the crumbling local and national economy. His only remaining items of any value were the life insurance policies he had set up for his grandchildren.

We saw a similar situation with a retired couple in their 80s who had been real estate brokers and were planning to enjoy their golden years by traveling and splurging on their grandkids. Part of their retirement was an assortment of rental properties—leveraged but with positive cash flow—that they had acquired over the years with their keen market knowledge and steady real estate commissions. They never anticipated the real estate market values would diminish and cause them to lose everything. Now they are faced with having to go back to work to supplement their Social Security.

Sadly, another product of our financial downturn is the record amount of lawsuits that have been filed. Lawsuits have increased for the smallest abuses as

plaintiffs scramble to find some way to get quick and easy money.

With all this volatility and chaos, our firm has focused intently on the “keeping it” aspect of wealth management. Clients want instant asset protection and planning. Everyone has a story, or has a friend with a story, of losing it all.

We found in our research a most interesting but powerful fact. What most people tend to overlook is a very simple statute on the majority of our state law books. The cash value in life insurance is creditor protected. Although parameters vary, almost every state recognizes the lifeline value of personal life insurance and implements measures to protect it from creditors’ reach, by law!

So with this powerful tool, the law, we worked to find a life insurance product that is not only creditor protected but also liquid. The determination to create and fill an immediate need in our market has been both very challenging and very rewarding. With what we refer to as the Vault Strategy, we have been able to provide our clients with confidence that they will not fall victim to our volatile and changing economic markets.

Now we can get back to concentrating on finding new ways to maximize gains while managing risk and maintaining creditor protection using the simple but effective tool of life insurance. After all, it is not what you make, it is what you keep. ®

HERE TODAY, GONE TOMORROW

As a boy, my uncle was one of my heroes. He was a successful real estate developer and had a big personality. Uncle Bob was working hard and making a lot of money—new cars, big homes and custom clothes. This was the late 1970s, and by the early 1980s, it all came crashing down due to skyrocketing interest rates that halted new construction. It was a circumstance out of his control. By the time I was 13, I knew that a real estate developer could make it big, and could also lose it all—quickly.

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– Jeff Christenson

How to reach Jeff Christenson

Worth readers may schedule a complimentary consultation by calling 602.808.5580.

THE LAST BOOK I READ WAS...

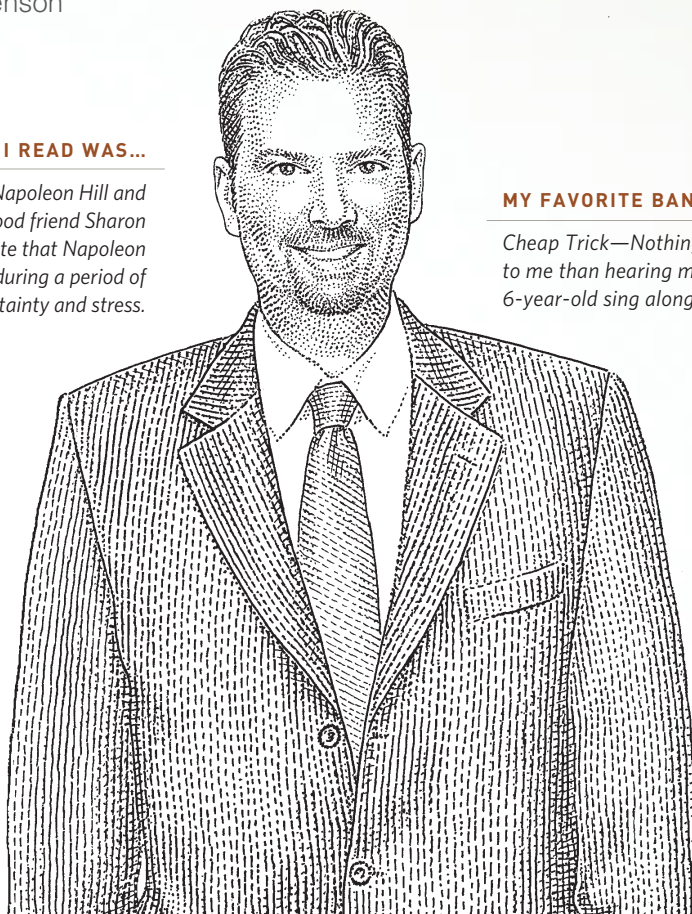
Outwitting the Devil, by Napoleon Hill and annotated by my very good friend Sharon Lechter. It is interesting to note that Napoleon Hill wrote this book in 1938, during a period of economic uncertainty and stress.

MY FAVORITE BAND IS....

Cheap Trick—Nothing sounds sweeter to me than hearing my 3-year-old and 6-year-old sing along to “Surrender.”

MY FAVORITE VACATION SPOT IS...

I spend the summers in Maui with my family to escape the Phoenix heat, and it turns out to be an excellent place to meet with clients!



About Jeff Christenson

Jeff Christenson is a Phoenix-based financial advisor with more than 17 years of high-level industry experience. He is the president and founder of Christenson Wealth Management, a private wealth management firm that deals exclusively with high net worth individuals and families. His clients primarily include successful business owners, entrepreneurs, entertainers and real estate professionals. Mr. Christenson is also the president and founder of The Vault, a wealth preservation strategy that he details in *Worth's* Oct/Nov 2009 issue. Mr. Christenson and his wife, Sharon, live in Paradise Valley, Ariz., with their two small children.

Minimum Fee for Initial Meeting
None required

Minimum Net Worth Requirement
\$1 million

Largest Client Net Worth
\$400 million

Financial Services Provided
Planning, investment advisory and money management

Compensation Method
Asset-based fees and commissions (investment and insurance products)

Primary Custodian for Investor Assets
Pershing, A BNY Mellon Company

Financial Services Experience
18 years

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