



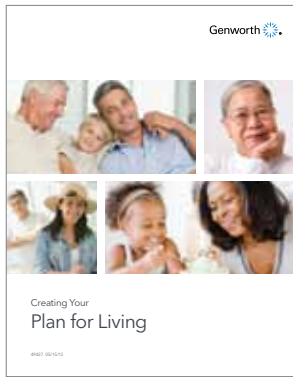
Plan for Living

PRODUCER GUIDE

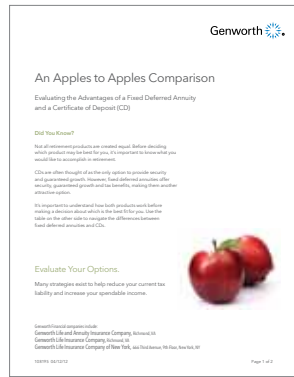
Use the Plan for Living Marketing Tools

Plan for Living provides a complete marketing program you can use to help pre-retirees and retirees build a customized action plan. Use the tools highlighted below to help clients create an action plan customized for their needs.

Visit genworth.com/planforliving to get more information.



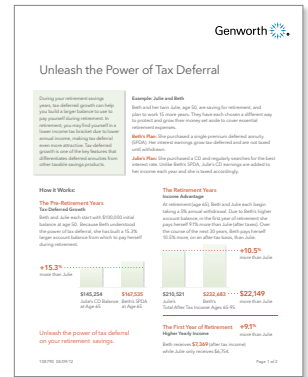
Plan for Living
Workbook
49427



Apples to Apples –
Comparison of Fixed
Annuities to CD's
108195



Creating a Plan after a
Life Event
107319



Unleash the Power of
Tax Deferral
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Life Stage Referral
Worksheet
108789



Plan for Living
Seminar Presentation
49427P



Plan for Living
Seminar Presentation
109483

Plan for Living Producer Guide

Clients need your help to plan for the top risks with any retirement plan. The Plan for Living workbook outlines the major risks to their retirement income. Potential action steps are identified with the help of targeted questions and practical worksheets. The workbook helps lay the foundation for better planning discussions, data analysis, asset gathering and financial product sales, including annuities, and long-term care insurance.

This Producer Guide walks you through each of the workbook's main sections, highlighting information you'll want to discuss with your client and pinpointing potential sales opportunities.

As always, suitability of product recommendations is dependent on each client's unique needs and goals. The Genworth Financial companies do not offer tax advice. Clients should consult with their tax advisor for recommendations on individual tax strategies.

Section 1: Looking Ahead

RISK: Running Out of Money PAGE 2-3

Risks to Retirement	Potential Solutions
Living too long	Fixed Index Annuity: Receive guaranteed lifetime income withdrawals with the optional Income Protection rider. Single Premium Immediate Annuity (SPIA): A SPIA can be used to convert savings into a guaranteed income stream for life.
Retiring in a down market	Single Premium Deferred Annuity (SPDA) or Fixed Index Annuity: Can provide guaranteed tax-deferred accumulation regardless of market volatility.
Withdrawing too much	A Fixed Annuity can be converted into lifetime income through annuitization or through an optional guaranteed lifetime income.

RISK: Unknown Health-Related Costs PAGE 4-5

Risks to Retirement	Potential Solutions
Protecting portfolios from large, out-of-pocket expenses	Individual Long Term Care Insurance (LTCI): Using LTCI, one can create a flexible protection plan and help protect a portfolio of assets from depletion due to unforeseen long term care expenses.
Funding appropriate insurance coverage	Non-qualified annuities may now be used as tax-efficient funding vehicles for LTCI.
Leaving a spouse with insufficient assets due to unplanned long term care needs	Linked Benefit products: Linked Benefit annuities and life insurance are alternatives to traditional LTCI. These products create leverage on a portfolio of assets for those who wish to "self-insure" the risks of long term care expenses.

THINGS TO CONSIDER:
Your Life Expectancy

A well-designed retirement income plan should also provide you with money that will last for as long as you live, and help you keep your desired standard of living throughout retirement. How long might that be? For a healthy 65-year-old retiree, there is a 75% chance that at least one of them will live to almost age 92 and a 38% chance that at least one will live to age 95. Guaranteed lifetime annuities for life can help ensure your money lasts for your lifetime.

Ask your financial professional about ways to guarantee that you don't outlive your income.

YOUR AGE TODAY	You have a 50% chance of living to		And you have a 75% chance of living to	
	Female	Male	Female	Male
55	89	86	91	77
56	89	86	91	77
57	89	86	91	77
58	89	86	91	77
59	89	86	91	77
60	89	86	91	77
61	89	86	91	77
62	89	86	91	77
63	89	86	91	77
64	89	86	91	77
65	89	86	91	77
66	89	86	91	77
67	89	86	91	77
68	89	86	91	77
69	89	86	91	77
70	89	86	91	77
71	89	86	91	77
72	89	86	91	77
73	89	86	91	77
74	89	86	91	77
75	89	86	91	77
76	89	86	91	77
77	89	86	91	77
78	89	86	91	77
79	89	86	91	77
80	89	86	91	77

Source: Genworth Financial, computer-estimated on healthy individuals, assuming 85% of 2000 Base Annuity, January 19th, 2012.

See page 3 to help your client estimate their life expectancy.

THINGS TO CONSIDER:
Cost of Long Term Care

It's no surprise that the majority of people who need long term care want to be cared for at home rather than in a nursing home or assisted living facility. As a result, more than 70% of long term care insurance claims paid are for Home Care services.* Funding a plan to place yourself or help ensure you have more control over important decisions later in life, like where you will receive care. The table below shows the annual median rate for Home Care services by state. For more information on the cost of home care, assisted living facilities and nursing homes, visit the website genworth.com/longtermcare.

Genworth 2012 Cost of Care Survey

Home Care Services US Median Annual Rate: \$43,472

Above National Median
At National Median
Below National Median

Annual Median Cost of Home and Family-Based Care	Current	Projected 10 years	Projected 20 years
Assisted Living Facility (Five-Bedroom, Single Occupancy)	\$39,600	\$62,211	\$84,832
Nursing Home Care (Private Room)	\$71,000	\$102,892	\$138,700
Nursing Home Care (Public Room)	\$39,000	\$113,178	\$158,070

* Genworth Financial, Long Term Care Claims Experience Data, December 1974 through 12/31/11.
** Genworth 2012 Cost of Care Survey, conducted by Genworth, a12. Projections based on five-year annual growth rate.

See page 5 for Median Cost of Care in your client's region.

2: Creating Your Plan

There are many things to consider when identifying a plan for retirement including your individual or family impact of inflation, and Social Security benefits. These pages include helpful tools and information that will assist you in filling out the worksheets on pages 8 and 9.

Understand the Limitations of a 4% Annual Withdrawal Plan

Many financial professionals recommend withdrawing no more than 4% annually from your retirement savings to reduce the risk of depleting your portfolio too early. While most financial professionals consider this recommendation a "conservative" strategy, it does not guarantee lifetime income.

Consider the Impact of Inflation

Inflation must be accounted for when building a retirement income plan designed to last. The chart below can help you choose an inflation rate and that correlates with your complete the worksheets on the following pages:

- Determine how conservatively you want to plan for inflation in retirement.
- Find the inflation factor that corresponds to the plan you are from retirement.
- Use the factor to complete your worksheets where you use the symbol α .

Rate of Inflation	Inflation Factor	0	5	10	15	20	25	30
7% - Average rate over the past 20 years	1.00	1.34	1.76	2.35	3.14	4.19	5.61	7.44
7% - Most conservative "Play It Safe" option	1.00	1.28	1.63	2.08	2.65	3.39	4.32	5.58

Source: Bureau of Labor Statistics, Consumer Price Index, 1991-2011, Last 20 Years, Feb. 2012.

Inflation may seem insignificant from year to year, but its cumulative impact over a 20- or 30-year retirement can be significant.

See page 6 to determine the inflation factor that corresponds to the number of years to your client's retirement.

Section 2: Creating Your Plan

The goal of this section is to identify potential gaps between a client's essential and discretionary retirement expenses and income producing assets. Many clients will not have sufficient guaranteed income to cover their essential retirement expenses for the rest of their lives, opening the door to a discussion of an annuity's unique ability to provide a guaranteed income that cannot be outlived.

To complete the worksheets in this section, clients will need a variety of documents, including bank and credit card statements, Social Security benefits summary, investment portfolio statements, etc. The complete list appears on page 7 of the workbook.

Clients are asked to consider important topics which relate to their retirement income. These topics can be used as a conversation starter and points of discussion.

4% Annual Withdrawal Strategy PAGE 6

Question: What withdrawal strategy should be implemented to reduce the risk of portfolio depletion?

Answer: For clients needing income within 1 year of retirement or those who are already retired:
Allocate some assets into a single premium immediate annuity to generate more guaranteed income. As a result, other assets can be moved into more aggressive investments with the objective of increasing wealth and flexibility down the road.

Answer: For clients with 2 or more years until retirement:
Consider the purchase of a deferred annuity to grow assets which can later be converted into income to cover essential expenses.

Social Security PAGE 7

Question: What can be implemented if Social Security retirement income is not enough to cover essential expenses?

Answer: A fixed index single premium deferred annuity can be structured to provide another source of guaranteed income.

Question: Should a client postpone receiving Social Security benefits?

Answer: Postponing the receipt of Social Security benefits until age 70 provides the maximum monthly amount. A single premium immediate annuity (period certain payout) can bridge the income gap until benefits begin.

Section 3: Taking Action

The third and final section of the workbook provides space to create and document a client's unique plan for living.

- Step 1:** Prioritize your client's top PAGE 11 retirement concerns and goals
- Step 2:** Outline your recommendations PAGE 12-13 using the strategy worksheets
- Step 3:** Share your proposed sales solutions PAGE 14 as action steps to be taken now and in the future. Note the goal and benefit alongside each action step to help reinforce current purchase decisions and the need for an ongoing relationship.

The strategy need not be limited to providing for lifetime guaranteed income but should also include any necessary protection products such as long-term care and life insurance.

Retirement Worksheet: Expenses

You may or may not know exactly what your retirement expenses will be, but using expenses you know today can help you create a good estimate for the future.

Begin with your **Essential Expenses**. These are the things that won't go away just because you've retired. Write down what you actually spend today, and then look at inflation and estimate how much these expenses may be in the future. This will help you and your financial professional determine how much guaranteed income you will most likely need in retirement.

Estimated Monthly Cost	
Essential Expenses	
+	Housing: Mortgage (if applicable), homeowners insurance, maintenance, property tax, rent/condo fee, home equity loan
+	Utilities: Personal and Household Needs
+	Clothing
+	Utilities: Phone, water, gas, electric
+	Transportation: Auto, bus/train/airplane, car insurance, maintenance, gas
+	Health Insurance Premium
+	Life Insurance Premium
+	Long-Term Care Insurance Premium
+	Out-of-Pocket Healthcare & Medical Expenses: Medicare, Medicare supplements, co-pay, prescriptions, etc.
+	Other: Review your bank and credit card statements to identify other ongoing expenses that are essential to you.
+	Total Essential Retirement Expenses
×	Multiply by Inflation Factor (see table on page 8)
=	Total Future Essential Retirement Expenses

Now estimate your **Discretionary Expenses**. These are the fun and interesting things you want to spend money on in retirement. In some cases, you may think of these expenses as one-time, annual costs. Just divide these costs by 12 months to estimate an average monthly budget for planning purposes.

Estimated Monthly Cost	
Discretionary Expenses	
+	Dining Out
+	Travel
+	Recreation & Entertainment: Internet, TV, movies, cultural events, etc.
+	Charitable Giving
+	Other: Review your bank and credit card statements to estimate other discretionary expenses you expect to have and would like to continue spending money on in retirement.
+	Total Discretionary Retirement Expenses
×	Multiply by Inflation Premium (see table on page 8)
=	Total Future Discretionary Retirement Expenses

See pages 8-10 to complete the retirement planning worksheets.

Strategy Worksheet: Summarize the Actions You Plan to Take

Your Plan for Living is only complete once you have worked through the action steps that you and your financial professional have discussed.

Action Step	Goal & Benefits of Action Taken	Expected Completion Date
1.		
2.		
3.		
4.		
5.		
6.		
7.		

See page 14 to summarize the recommended action steps.

“7 out of 8 consumers prefer using an advisor for advice or fully delegating authority to them when making financial planning decisions.”

Information based on Genworth commissioned survey, Fall 2010

All guarantees are based on the claims-paying ability of the issuing company.

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