

SONORAN RETIREMENT ADVISOR



February 2025

An obstacle is often a stepping stone.

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Hi,

My articles this month will focus on protecting your private information as well as an efficient way to cover long-term care benefits.

Stay safe and healthy.

Your Tucson Team



From Medicare to Retirement Planning. We provide the tools, and expertise to protect your retirement and lifestyle.

FEATURE STORY**Data for Sale: Tips to Help Protect Your Private Information**

On December 3, 2024, the Federal Trade Commission (FTC) announced a proposed settlement in legal action against a data broker named Mobilewalla, which was accused of using location data obtained through online advertising auctions to identify consumers by factors such as private home address and visits to health-care clinics and churches

In an online auction, a data broker bids to place “real-time” ads for its clients on a consumer’s cell phone or other mobile device, based on consumer data shared in the auction, which typically includes a unique mobile advertising identifier (MAID) and the consumer’s location at the time of the auction. The FTC alleged that Mobilewalla retained data regardless of whether or not it won the auction and made no reasonable effort to determine if consumers had given permission to use their data.

According to the complaint, between January 2018 and June 2020, Mobilewalla collected more than 500 million MAID/location pairings and sold the raw data to advertisers, data brokers, and analytics firms. The company also used the data to create audience segments for their clients by processing it through virtual “geofences” around specific sites. For example, MAIDs that appeared within geographic coordinates around pregnancy centers were used to build audience segments targeting pregnant women. Other targeted sites included churches, labor offices,

LGBTQ+ locations, and political or protest gatherings.

A gray area

Regulation of data brokers is a gray area, and this is the first time the FTC has alleged that obtaining consumer data from online advertising auctions for purposes other than participating in the auction is an unfair practice. On the same day the FTC released its proposed settlement, the Consumer Financial Protection Bureau proposed a rule requiring data brokers who sell certain sensitive consumer information to be considered consumer reporting agencies under the Fair Credit Reporting Act, which would require them to follow more rigorous practices regarding accuracy, safeguards, and consumer access to their own data. For now, however, this rule and the FTC settlement are only proposals.

Privacy vs. convenience

Regardless of government regulations, the burden for protecting your private information falls primarily on you. Personal data is a valuable commodity, and there will always be entities, whether criminals or legitimate businesses, who want to obtain and use your personal information. Protecting your data takes work, and you may have to choose between privacy and convenience.

Basic security

Data brokers like Mobilewalla are not directly stealing data, but there are plenty of criminals who try to do that every day. A sound security strategy starts with creating a unique strong password for every site and using two-factor authorization for any site containing sensitive information. Never click on links

in a text, email, or website unless you know exactly where the link is going to take you. Don't reply to emails unless you know the sender. Criminals can "spoof" an email address by making the name appear legitimate. Check the actual email address behind the name and look carefully at logos or other content used to make a spam email look legitimate - it's usually fairly easy to see that it is not. For more tips on data security, see consumer.ftc.gov/articles/protect-your-personal-information-hackers-and-scammers.

Control what you reveal

Basic security measures may help protect you from criminals, but if you are like most people, you are giving away personal data every day. Here are some tips to limit what you offer.

Turn off tracking. The MAID number on your mobile device allows it to be tracked across websites. Unless you want personalized ads, there is generally no reason to allow tracking. On an iPhone or iPad, go to Settings > Privacy & Security > Tracking and turn off Allow Apps to Request to Track. This will prevent apps from tracking in the future and prompt you to revoke permission for any apps you have allowed to track. Apple also has its own targeted ad system, which you can disable at Settings > Privacy > Apple Advertising. On an Android device, go to Settings > Privacy > Ads and tap Delete Advertising ID. Or you can tap Reset Advertising ID to delete past tracking and create a new ID for future tracking.

Limit cookies and delete browser data. Cookies are small packets of data that allow a website to identify you. Some cookies are necessary, but most are not. Many websites offer an option to limit usage to

functional cookies. You can set global rules for cookies in your browser and/or use private browsing mode. It's a good idea to clear your cookies and other browser data regularly. This option can be found with browser settings, and you will typically be able to choose the type of data and timeframe to delete.

Limit geolocation data. Your phone goes where you go, so any app that has access to your location is tracking valuable private information. Some apps - such as a map or compass app - obviously need access to your location. But most apps do not. You can set location permissions for each app in your phone's settings.

Be aware that your phone may be listening. If you use a virtual assistant app like Siri or Google Assistant, your phone has to be listening at all times in order to respond to your questions and commands. Apple and Google claim that those apps only listen for that purpose, but other apps may also be listening. Review the microphone settings for all your apps. If you are really concerned, turn off your voice-activated assistant.

Do not respond to online quizzes or other online questions. They may seem like fun, but the purpose is to obtain personal information that may be used to target you.

Be careful with social media. Your social media posts and the posts you click are a prime source of information for advertisers and other profilers. Look at the settings in your social media platform(s) and limit access to your posts and your account. But

remember that anything you click can probably be tracked and anything you post can probably be found.



Clients of the Month

We appreciate your referrals so much

We are happy and grateful for each referral. The only things your friends have to lose are high premiums and that sinking feeling that they just lost money when the market dips again. I'm happy to offer a gift card for every referral that leads to an appointment.

Ron P. referred his friend **Douglas T.** Thank you so much!

TUSD referred **Elizabeth B.** Thank you so much!

Janet I. referred **Ana R.** Thank you so much!

Stephanie F. referred her friend **Linda M.** Thank you so much!

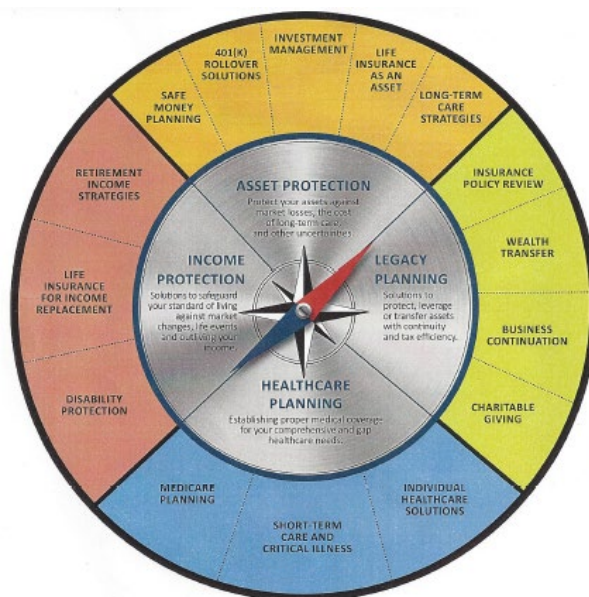
Enid S. referred her friend **Amy G.** Thank you so much!

Nancy B. referred her friend **Kim K.** Thank you so much!

Judy P. referred her friend **Amy L.** Thank you so much!

Linda M. referred her friend **Laura W.** Thank you so much!

The Retirement Planning Compass



A Critical Combo: Life Insurance with Long-Term Care Benefits

An important part of any retirement strategy involves accounting for potential long-term care (LTC) expenses, which can be surprisingly high. The median cost of a private room in a nursing home was \$9,733 in 2023, while a full-time home health aide was \$6,292 per month.

If you plan to pay for care out of pocket, consider how long your retirement savings would last if you or your spouse end up needing care in a nursing home for several years. How would writing those checks every month affect the healthy spouse's quality of life?

On the other hand, you may not like the idea of paying costly premiums for traditional long-term care insurance that you might never need. If so, you may be interested in one of these alternatives that combine permanent life insurance with long-term care coverage.

An efficient hybrid

Although LTC insurance is typically a “use-it-or-lose-it” proposition, a hybrid (or linked-benefit) policy can help pay for care if it’s needed or provide a larger death benefit for your beneficiaries if it’s not. Hybrid policies are generally more expensive than standalone LTC policies, and the maximum LTC benefit may be smaller. Currently, the max LTC benefit amount is typically equal to about five times the premium.

A hybrid policy may be purchased with a single premium, or installments paid over a few years (usually no more than 10). And you won’t have to worry about future rate increases or the issuer canceling the policy, which can happen with a traditional LTC policy.

Tack on a rider

Another option is to buy a life policy with an attached long-term care rider - which typically can’t be added later. Any LTC payments are usually limited to the death benefit, which means they are generally not as robust as with a standalone LTC policy or a linked-benefit policy. However, the death benefit is larger (for the same premium).

If you consider either of these strategies, you should have a need for life insurance and evaluate the policy on its merits as life insurance.

Collecting benefits

Long-term care benefits kick in when the insured person needs help with two or more activities of daily living (such as eating, bathing, and transferring) or is severely cognitively impaired, though there is typically a 90-day waiting, or elimination, period. Care may be provided in your home or at a facility.

With linked-benefit policies and LTC riders, benefits may be paid through reimbursement of the actual cost of care or an indemnity model that pays a certain cash benefit regardless of the actual cost of care. If your policy uses an indemnity model, it might allow you to pay a family caregiver. When you use the LTC benefit, the death benefit is reduced, but some policies may still offer a small death benefit even if you use up the LTC coverage.

Probability of needing care, by attained age (for someone who is currently age 65)

| Age | Female | Male |
|-----|--------|-------|
| 70 | 5.6% | 5.3% |
| 75 | 13.9% | 12.7% |
| 80 | 27.2% | 24.3% |
| 85 | 43.9% | 38.7% |
| 90 | 58.3% | 51.1% |

Source: American Association for Long-Term Care Insurance, 2022

Plus, permanent life policies and most hybrid life-LTC policies have a cash-value component that you could tap into for emergencies or retirement income if you are lucky enough to need little or no care. (Loans and withdrawals will reduce the policy’s cash value and death benefit.)

The danger in waiting to explore combination life-LTC policies - beyond the fact that premiums rise with age - is that you could develop a health condition that would disqualify you from coverage.

The cost and availability of life insurance depend on factors such as age, health, and the type and amount of insurance purchased. Policies commonly have mortality and expense charges. If a policy is surrendered prematurely, there may be surrender charges and income tax implications. Optional benefit riders are available for an additional cost and are subject to the contractual terms, conditions, and limitations outlined in the policy; they may not, however, benefit all individuals. Any guarantees are contingent on the financial strength and claims-paying ability of the issuing insurance company.

UPCOMING MEDICARE WORKSHOPS

***For all workshops please email Marilyn at:
marilyndeluca@ffig.com or call her at
520-668-9662 to Reserve your free seat.***

Tuesday February 4th - 11:00 AM
FUTURITY FIRST – TUCSON OFFICE:
4400 E Broadway Blvd, Suite 712, Tucson, AZ
85711

Tuesday February 4th - 6:00 PM
FUTURITY FIRST – TUCSON OFFICE:
4400 E Broadway Blvd, Suite 712, Tucson, AZ
85711

Tuesday February 18th - 11:00 AM
HILTON EL CONQUISTADOR:
10000 N Oracle Rd, Tucson, AZ 85704

Tuesday February 18th - 6:00 PM
HILTON EL CONQUISTADOR:
10000 N Oracle Rd, Tucson, AZ 85704

Tuesday March 4th - 11:00 AM
FUTURITY FIRST - TUCSON OFFICE:
4400 E Broadway Blvd, Suite 712, Tucson, AZ
85711

Tuesday March 4th - 6:00 PM
FUTURITY FIRST - TUCSON OFFICE:
4400 E Broadway Blvd, Suite 712, Tucson, AZ
85711

Tuesday April 1st - 11:00 AM
**MARRIOTT COURTYARD TUCSON
AIRPORT:**
2505 E Executive Dr, Tucson, AZ 85756

Tuesday April 1st - 6:00 PM
**MARRIOTT COURTYARD TUCSON
AIRPORT:**
2505 E Executive Dr, Tucson, AZ 85756

Answers to your important questions

- What's really working on Wall Street and how can I avoid what's not?
- What does volatility mean to my portfolio?
- How do I maintain my income no matter what happens in the market?
- How can I avoid the pitfalls of variable annuities?
- What isn't my broker telling me about mutual funds?
- How to insulate your 401(k), 403(b) from devastating market corrections?
- How you can reduce management fees on your portfolio?
- How can I make sure I never run out of money without putting all of my money into an annuity?

Futurity First
4400 E Broadway Blvd, Suite 712
Tucson, AZ 85711
www.futurityfirstsouthernaz.com
520-668-9662

Retirement Income Planning Workshop



A 60-minute educational program preparing you with the financial basics of retirement planning.

Offered at our office for your convenience

4400 E Broadway Blvd, Suite 712
Tucson, AZ 85711

Tuesday, January 14th
Tuesday, February 11th
Tuesday, March 25th
Tuesday, April 8th
Tuesday, May 20th
Tuesday, June 10th

All workshops begin at either 12:00 pm or 6:00 pm

Seating is limited.

Register today for your free seats!

520-668-9662



Build your retirement plan based on certainty and guarantees, not theories and guesswork.



Finally there is a planning model that is easy to understand and provides low cost, high yield, consistent income. This process avoids losses, reduces fees and puts more money where it belongs... in your pocket. It is so simple that you may say, "Why didn't I think of it myself."

This classroom course is focused on empowering you to make fact-based financial decisions. If you are wondering why the markets do what they do, seemingly without any rhyme or reason, this course is for you. Learn how to recognize the dangers in your financial plan and how to side-step their negative effects on your portfolio. Gain the confidence needed to move past daily market performance concerns and interest rates and enjoy retirement.

Course Outline

Part 1

- Our process
- What concerns retirees the most

Part 2

- Today's retirement landscape
- Key retirement ages and decisions
- Income gap

Part 3

- Risks affecting your portfolio

Part 4

- Sources of guaranteed income

Part 5

- Elements of a retirement income plan
- Make your money last a lifetime (or two)
- Inflation fighting tools
- How a simple plan can protect you from losing money or income in any market condition