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AGENT'S SALES JOURNAL

October 2009

**THE FUTURE
OF PRODUCT
RIDERS**

**MULTICULTURAL
MARKETING
SECRETS**

**HOW TO HELP A
BILLIONAIRE**

**THIS MAN PROTECTS THE
MONEY OF THE COUNTRY'S
WEALTHIEST PEOPLE —
AND SO CAN YOU**

**+ LTCI
LIFE SETTLEMENTS
DISABILITY**

**Estate
Planning**
SELLING GUIDE



PHOTOGRAPHY BY NAHEED CHOUDHRY

The Planner

» BY CHRISTINA PELLETT, EDITOR

Mike Mullarney sells life insurance to some of the wealthiest people in the world, helping them **solve \$25 million+ estate tax problems**. But just like you, he had to start somewhere.



Mike Mullarney didn't dream of becoming an estate planner. In fact, he didn't aspire to a career in the financial world at all. After graduating from New York's Fordham University with a degree in history and a philosophy minor, he spent two years working, first as a high school science teacher, then for a recreational equipment company that sold snowmobiles.

But that wasn't really what he wanted to do, either.

"I could see that the guys running the company were thinking differently than those doing a lot of the work," Mullarney said.

So he decided to go to business school. And in order to raise the tuition money, he started working as an insurance agent.

Over the next 20 or so years, Mullarney moved from selling individual insurance to selling business insurance through a company called the Todd Organization.

"Somewhere along the line, I noticed that the people who seemed to be doing well in the business were people who were in the corporate marketplace," he said. "They were getting companies to participate in buying large blocks of life insurance policies and using the corporate checkbook instead of the individual checkbook, and I thought that had some possibilities."

Once President Clinton left office in 2001, however, Mullarney began to see things changing in the world of corporate-owned life insurance. Congress began chipping away at executive benefits, Sarbanes-Oxley took hold, and the corporate checkbooks started getting tighter.

At the same time, Mullarney noticed that Congress was legislating more and more against the wealthy. And at that point, he said, he realized the opportunities presented by estate planning.

"You want to be in control of your destiny. I didn't want to go back to selling [to] individuals, but I did want to do something that was challenging to me," he said. "The market I settled on, after hearing people talk about all the trillions of dollars in wealth that was going to be transferred over the next 20 years, was the estate planning market."

A PROBLEM THAT NEEDS TO BE SOLVED

As a wealth management advisor for the Estate Strategies Group, a wholly owned subsidiary of Northwestern Mutual Wealth Management Company, Mullarney spends a lot of time speaking and meeting with prospects. He speaks to private banking groups. He speaks to gatherings of wealth advisors. He speaks to attorneys, one-on-one and

» IN CONTROL OF HIS DESTINY

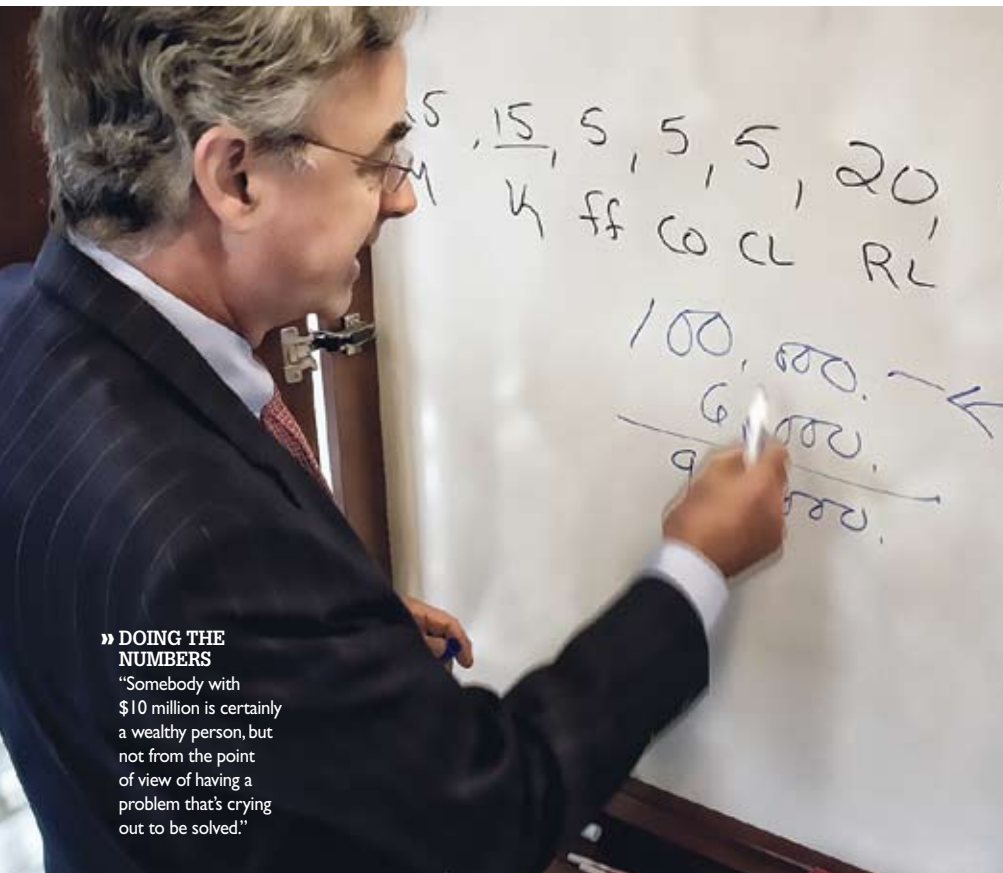
"The market I settled on, after hearing people talk about all the trillions of dollars in wealth that was going to be transferred over the next 20 years, was the estate planning market"



in small groups and to entire rooms full of them. During the time we spent interviewing Mullarney for this story, he spoke three times in three days in three different cities. And he spends most of that time speaking in order to show these people how estate planning strategies can save their clients a lot of money.

A lot. As in \$20 million — or even more.

"It's one thing for someone to have personal wealth, but we also have to look at their wealth



» DOING THE NUMBERS

"Somebody with \$10 million is certainly a wealthy person, but not from the point of view of having a problem that's crying out to be solved."





in terms of there being a problem that needs to be solved," Mullarney said. "Somebody with \$10 million is certainly a wealthy person by most people's standards, but not from the point of view of having a problem that's crying out to be solved, because they only have a million-and-a-half-dollar estate tax problem. So someone who has a problem that needs to be solved is probably [worth] \$20 million and up."

And because these are the types of people

who need a network of advisors to help them — from financial planners to attorneys and tax accountants — Mullarney ends up presenting a lot of his ideas to these advisors rather than the client.

This approach presented a challenge when he first became involved in the estate planning business. For one, he said, attorneys in particular tend to be skeptical when it comes to presenting large amounts of life insurance to their clients.

Because the premiums are so high on the types of policies needed to solve significant estate tax problems, they see life insurance as an expense rather than a solution. This creates an opportunity for him to educate attorneys. And as a result, he said, he really needed to know his stuff.

So about 10 years ago, when he began his transition to estate planning, he set about learn-

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» **EARNING THE CREDENTIALS**

"If you can put the other initials after your name to show you've made an effort, I think that helps convince prospects you're serious about your business and have some level of credibility."



» **PRESENTING SOLUTIONS TO THE WEALTHY**

"All of a sudden, in this market, you're meeting wealthy people. And I'm working with their advisors to help them solve their problems, and having them thank me."



» **PELLETT**, from page 31

ing all the laws and the strategies used by the advisors he'd be targeting. He sat through the same seminars they sat through — family office conferences and other estate planning seminars held by big-name associations and councils — and learned to speak the same language they did.

Then, he started working toward the credentials that would position him as an expert. As an agent, he'd earned his CLU and ChFC, but he knew it could only help to work for more, such as the Accredited Estate Planner designation and the prestigious Certified Financial Planner certification.

"When you're standing around with other advisors and you have a CLU, ChFC after your name, you sell insurance," he said. "But if you can put the other initials after your name to show you've made an effort, I think that helps convince them you're serious about it and have some level of credibility."

Next, Mullarney put together a series of ideas showing how wealthy clients could leverage life insurance in addition to — not in competition with — the strategies their advisors were already using. And over time, Mullarney found that while prospecting through advisors had its own set of challenges, it actually worked to his advantage.

"If you have one wealthy person to work with, that's one potential client," he said. "But if you can develop a strong relationship with advisors to these people, this advisor may have 15 clients. So it's a different process from building an insurance practice one by one — and believe me, attorneys don't easily refer people to other professionals."

PART OF A TEAM

Mullarney describes himself as a people person. What he loves about estate planning, what keeps him coming back, are the people he meets and the ways he can help them. While he values his early years in the business, he finds his work today more challenging — and more rewarding — than the repeat sale on which he cut his teeth.

"All of a sudden, in this market, you're meeting wealthy people," he said. "Great things have happened in their lives. They're living the American dream. And I'm working with their advisors to help them solve their problems, and having them thank me. I would have no reason to talk

with these people on a regular basis if I was in another field."

Wealth management advisor Mike Halloran has worked with Mullarney within the Estate Strategies Group for the past five years. He attributes a lot of Mullarney's success not only to his ability to creatively solve the problems of tremendously wealthy clients, but also his personality and the way he relates to people.

"He's just a nice guy," Halloran said. "If he was single and you were close to his age, you'd want to take him home to your parents. He's not pushy, whereas a lot of people who start out in the insurance business, you'd think of them as high pressure. The last thing you'd think of is him being high pressure."

And while Mullarney's ability to connect with people certainly contributes to his success, he said he's only one of two types of people who are especially good at estate planning. One is the people person. The other, he said, is somebody like his business partner, Earle Johnson, a former math major at Georgia Tech who holds an MBA in finance from the Wharton School at the University of Pennsylvania. Johnson is the other type of person well-suited for estate planning: the numbers person.

Mullarney recommends that any agent interested in estate planning find themselves a partner like Earle Johnson, somebody who can fill in the gaps with their own individual strengths. He also commented on the strengths of others on his staff, like Molly Nagy, a CFP whom he describes as "very client-oriented," associate agent Clare Bruder, and office manager Laura Giobbi.

"I meet a person who's wealthy or an advisor to the wealthy," he said, "but at some point, you get down to the technical people who are advising these people, and that's where I would lose."

A MULTIMILLION-DOLLAR TAX PROBLEM

In the nearly 10 years he's spent in the estate planning business, Mullarney has seen his fair share of difficult cases.

There are the wealthy clients who wait too long to integrate life insurance into their estates and who have trouble being underwritten at their advanced ages. Then there are the clients who, while they're not yet too old to obtain the policies Mul-

larney's recommending, still feel they can put things off. It's what he calls the "procrastination factor," a stubborn facet of human nature that plagues estate planners and insurance agents alike.

"If [people] think they can save \$25,000 in income taxes, they'll call their accountant the next morning," he said. "But those same people will sit there with a multimillion-dollar estate tax problem, and they just can't get it into focus."

For one, he said, people just don't like to think about their own death, no matter how much they're worth and how much they can save. And if their advisors aren't pushing the issue, they may never get around to it. But if Mullarney can position himself as somebody who can help solve problems, he'll stand a much better chance than somebody who goes to an advisor selling policies.

Another challenge Mullarney's recently faced, like most people today, is the economy. When a client's net worth is reduced — even if that client's net worth is now \$35 million — there's just less money available for things like life insurance premiums and fee-based advising. But in a way, Mullarney said, the current environment in which clients are finding themselves may actually end up making a stronger case for estate planning strategies — especially when it comes to legislation and regulation. As the current administration moves more toward taxing the wealthy in order to fund certain initiatives, the wealthy will need more help protecting their money.

"I think the planning now is going to get a little closer to the impetus people feel about income taxes," he said. "The current environment is going to press more people to do some planning."

And when they're ready, advisors like Mike Mullarney will be there waiting to help them put it all together. ☞

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