



# BUILDING A BUSINESS VS. SELLING A PRODUCT

YEAR	FIA PREMIUM	FIA COM. 7%	AUM	AUM FEE	TOTAL INCOME	BUS. VALUE
2022	\$3m	\$210K	\$4m	\$40k	\$250k	\$80k
2023	\$3m	\$210K	\$4m	\$80k	\$290k	\$160k
2024	\$3m	\$210K	\$4m	\$120k	\$330k	\$240k
2025	\$3m	\$210K	\$4m	\$160k	\$370k	\$320k
2026	\$3m	\$210K	\$4m	\$200k	\$410k	\$400k
2027	\$3m	\$210K	\$4m	\$240k	\$450k	\$480k
2028	\$3m	\$210K	\$4m	\$280k	\$490k	\$560k
2029	\$3m	\$210K	\$4m	\$320k	\$530k	\$640k
2030	\$3m	\$210K	\$4m	\$360k	\$570k	\$720k
2031	\$3m	\$210K	\$4m	\$400k	\$610k	\$800k

## TEN - YEAR TOTALS

FIA Sales Only — \$2.1 million

AUM Fees — \$2.2 million

AUM Retirement Sale — \$800,000

Total AUM Compensation — \$3 million

Grand Total — \$5.1 million

## THREE MILLION REASONS TO STOP SELLING FIAs ONLY!

Plus, Karlan and Darren’s average FIA sale went from \$225,000 to \$525,610 with their Series 65 licenses.



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