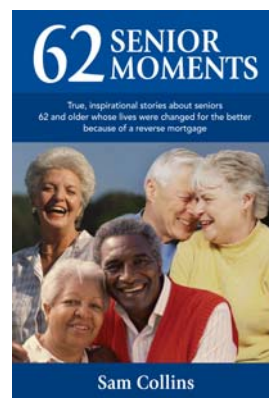


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FACTS ABOUT SENIORS 62 and OLDER

- 31% of seniors over 65 are dependant on social security for all or most of their income.
- 13% of seniors are in their 3rd marriages
- The biggest social challenges to seniors are:
 - Divorce or death of a spouse
 - Isolation - depression, not taking medication, lack of contact with family, loss of friends
 - Life Experiences they are the result of what they have lived through. Sometimes that means skepticism with a salesperson if they have had a bad experience. If they have lived long enough, they probably have a few of these they will transfer to the next salesperson.
- Seniors 85 years and older are the fastest growing part of the population. 45% of seniors have dementia and or Alzheimer's disease.
- Because of age related mental processing problems, seniors have more trouble comprehending technical data. Story based selling is the best way to present technical ideas to seniors.
- 50% of Boomers and Seniors over 50 plan to change their Financial Advisor in the next year.