

## **MDRT Updates Boomertirement Web Site with New Resources**

*Association Provides Educational and Planning Tools in the Midst of a Tough Economy*

### **Key Messages:**

- MDRT updates Baby Boomer retirement solutions Web site to help its members and other financial professionals meet the challenges of a tough economy.
- Association members realizing benefits of maintaining membership through economic downturn.
- Updated Web site includes resources for all financial planners, as well as an MDRT member-exclusive section.

**Park Ridge, Ill., Aug. 11, 2009** – The Million Dollar Round Table (MDRT) is developing and maintaining a variety of resources in a continued effort to assist its members in best serving clients during these tough economic times. Most recently the association updated its retirement solutions Web site, [www.Boomertirement.com](http://www.Boomertirement.com) with new planning documents, presentations, seminar recaps and other tools for financial planners. The association also updated the site's navigation to help users better find and utilize the new tools.

“For over 80 years, MDRT has focused on providing the best professional training and productivity resources for life insurance and financial professionals,” said Philip E. Harriman, CLU, ChFC, past MDRT president. “More than ever the challenges of our current global economy have made financial planning an increasingly difficult task, especially for Baby Boomers. Therefore, we’re working to provide the most timely and insightful tools to help financial advisors assist their clients through these challenging times. We’re also making planning tools and concepts available to all financial professionals as a professional courtesy to help their clients understand that taking any action to increase financial security is better than doing nothing.

Boomertirement.com is a good place to start when looking for the retirement-related financial planning resources and programs MDRT develops on a continuing basis. The resources on this site have helped many advisors not only survive in tough times, but also thrive.”

One of the key events highlighted at [www.Boomertirement.com](http://www.Boomertirement.com) is the Boomertirement® Road Shows that were sponsored by the Partnership for Retirement Education and Planning (PREP) and held in five U.S. cities in early 2009. The recap includes videos of all presentations, speaker bios and PowerPoint slides that include industry research.

“The solutions provided at the Boomertirement Road Shows are really helping me direct those clients I was most worried about back on track,” said 22-year MDRT member Steven A. Plewes, CLU, ChFC. “It really helped in terms of working with clients in the current economy, and in achieving [Court of the Table](#) in the first four months of the year, based on what I learned.”

The recently updated Boomertirement Web site includes a wide array of features for all financial planners, including:

- A multimedia presentation about the Boomertirement program
- [Communications tools](#) to help advisors conduct local financial literacy programs for prospective clients and those who would not normally have access to financial planning tools
- [Key event overviews](#) for financial planners that include presentation and research materials from educational seminars

The site also includes a member-exclusive section that provides strategic planning documents and insider discussions, including:

- [Exclusive member podcasts](#) providing on-the-go access to the latest industry views from fellow members
- [Boomer Strategy Briefs](#) are designed to better explain financial concepts about Baby Boomer clients and prospects, which can be used as literature or PowerPoint slides

Visit [www.Boomertirement.com](http://www.Boomertirement.com) for current information about helping Baby Boomers better prepare for a secure financial future and improving your business in any economic situation. For more information about joining MDRT, visit [www.joinMDRT.org](http://www.joinMDRT.org).

#### **About MDRT and Boomertirement**

MDRT is The Premier Association of Financial Professionals. Founded in 1927, MDRT is an international, independent association of more than 31,000, or less than 1 percent, of the world's best life insurance and financial services professionals. With membership from 84 nations and territories, MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of sales excellence in the life insurance and financial services industry.

Through Boomertirement, MDRT is providing leadership that helps the financial services industry provide solutions that encourage the biggest generation in history – Baby Boomers – to take action in navigating the financial challenges they confront.

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