



## **Dr. James Yohanan's Testimonial**

“The definition of insanity is doing the same thing over again expecting different results.” This applies to the discipline of financial planning. In the last few years, the flaws of standard techniques have brought to people’s attention. Can you say that you are pleased with where you are at financially? I feel that I can.

I wish to introduce you to a friend and colleague, Mitchell B. Yellen of Personal Equity Institute. Mitchell assists his clients in implementation of the powerful financial technique he calls “Be the Bank”™, a process focused on strategic wealth building involving Personal Financial Engineering. In essence, one creates their own personal bank as a strong and safe foundation for their personal wealth. Through this technique, one “owns” and controls their plan (“The Bank”) as a mechanism of savings to create a pool of capital for countless self-tailored financial purposes. This process has proven to be a tremendously powerful tool for wealth accumulation for us, just as he predicted. Although I am fortunate to have Mitchell and his business based here in Colorado Springs, his clients are nationwide and include current and retired players from the NFL and NBA, along with coaches, celebrities and entertainers. He has a 25-year history of implementing and refining these techniques for not only his clients, but for his own family.

Created in the proper format, the banking concept has several key advantages for wealth accumulation. It allows for tax deferred growth via dividends and guaranteed interest payments. It is an ideal format for self-financing of major personal purchases (i.e. automobile, mortgage, etc), and even more suited for business and personal investment financing. It becomes a source of tax-free withdrawals for retirement. From the start, it provides a tremendous benefit to your heirs far beyond what you have put in, which, over time, becomes an almost exponential means of wealth accumulation and eventual transfer to them. It even has provisions that provide for guaranteed ongoing funding of the plan in the event of disability.

I recognize that personal finances are by definition, “personal”. This letter has been more than 6 years in the making before I would even feel comfortable in providing an unsolicited endorsement to others on this personal of a topic. I certainly could keep my experiences to myself and benefit quietly, but I feel strongly now after seeing the power of the technique in action for my family, that I am excited to assist Mitchell in introducing it to others in my circle.

My wife, Mary and I spent many hours with Mitchell, having him explain this system to us. We read countless books and did independent research to investigate this system and analyze if it was the right choice for us. It still seemed like a small leap of faith to implement the methods proposed by Mitchell, as they were quite different from the standard personal financial planning formula being purported most everywhere else. However, after more than 6 years of diligent implementation of the plan, combined with current market and financial situations starkly highlighting the flaws and failures of standard financial planning techniques, I am seeing the success of the model first hand.

Reassuringly, the so-called “experts” are now rediscovering the methods Mitchell teaches. I can now tell you that the “Be the Bank”™ process works in practice and works tremendously well.

As far as risk, you will see that the concept actually uses one of the oldest and safest financial vehicles available. For generations, the tax advantages of these plans enjoyed reaffirmation and protection by the government. These plans survived the Great Depression and are surviving in the current global economic downturn. In fact, the major banks themselves place upwards of 35% of their capital (representing in part *your* deposits in *their* banks), in these vehicles. So, just deposit your money in your own bank. Why not utilize the same vehicle major banks use to safely invest the deposit money that you currently entrust to them?

Even if you only used *your* bank as a savings method alone, given the guaranteed rates of return it offers, you are likely to prosper. If you truly use it as your own bank, self-financing your major purchases, you can recapture and actually profit from the 20-24% of income on average that we all spend on financing major purchases. Therefore, without paying any more than what you are paying now for these purposes, you and *your* bank will profit from your finance charges, rather than someone else’s bank. You can in essence turn these finance charges, which normally represent a continual head wind against your financial gain, into a tail wind for your financial future. Even more powerful however, if you also use your bank for funding personal investments or for financing business purchases, you will see Mitchell’s “velocity of money” concept take off for you!

This is not a get-rich-quick concept however. The process uses rather dull, conservative, proven techniques in an innovative way. Therein lays the beauty of the process! However, the process does require discipline to “capitalize” your plan before you can reap the rewards, just like what is required of a bank. Again, you control and own this asset, your bank, and can use the funds as you see fit. It then represents truly the foundation of your financial plan. Where you take it from there is your decision (and Mitchell can assist you with this).

I cannot do justice to the concepts this briefly, so I would urge you to contact Mitchell for more information. In our experience, he was willing to spend literally hours meeting with Mary and I, without cost or obligation, explaining the concepts until we felt comfortable. Six years later, we are now funding our second bank! – James Yohanan MD, The Colorado Center for Otolaryngology, LLC