

Happy 59 1/2 Birthday™

The **ONLY WEBSITE** dedicated to helping you help your clients celebrate turning age 59 1/2

THE PROBLEM

When I wished my dad “Happy 59 1/2 Birthday!”™, he had no idea what I was talking about.

And I had no idea that 60 million other boomers like him do not have their most financially rewarding birthday marked on their calendar.

Who better to remind them than their financial advisor?

THE OPPORTUNITY

At age 59 and 6 months, the 10% IRS early withdrawal penalty disappears. Gone. Vamoosh. A \$500,000 retirement account is suddenly a net \$50,000 ahead. Not to mention possibly eligible for an in-service rollover from their 401k plan.

Who better to deliver this good news than their financial advisor?



THE SOLUTION

59andahalf.com exists to help you get the message out at the right time. When you send out a birthday card to a client, you, the advisor, compete for attention with your clients' dentist, insurance agent, local Denny's restaurant, and everyone else. When you send your client a gift to say “Happy 59 1/2 Birthday!”™, you will stand out from the crowd. And you'll likely start a valuable conversation.

Be the right advisor at the right time, and go to www.59andahalf.com!

Get marketing assistance and strategies for targeting in-service rollovers from those turning 59 1/2

Purchase cards and gifts for prospects and clients turning 59 1/2

Connect to a variety of other services for financial advisors, CPAs, and investment professionals

www.59ANDAHALF.com

**Toby Meisenheimer,
Founder**

To order: 877-809-1659

toby@59andahalf.com



EMAIL US

to purchase 15 or more of the same item

and we'll give you 15% off your order.