

Many Americans will take stock of their investment portfolio this year and discover that they own one or more highly appreciated assets that produce little or no income, year-in and year-out.

Many will consider simply selling the asset and reinvesting the proceeds in a way that will generate greater income. Unfortunately, those who actually choose to follow this selling strategy will watch the value of their asset shrink due to capital gain tax.

But, if you own highly appreciated assets and would like to turn these assets into cash without paying tax on the appreciation, we will show you how!

Eliminate 100% Of Capital Gain Tax!

John and Mary may decide to eliminate all stock sales tax with a larger gift. The Gift and Sale plan can be structured so that a charitable income tax deduction produces savings that completely offset tax due on the stock sale.

In fact, with careful planning John and Mary are able to make a charitable contribution of more than \$13,000 – something they never dreamed they'd be in a position to do – and net more than \$36,600 in cash for reinvestment.

If you'd like to learn how the double-tax benefit of the Gift and Sale plan can help you realize your philanthropic goals and diversify your assets, we invite you to complete the information form in this brochure or contact our office.

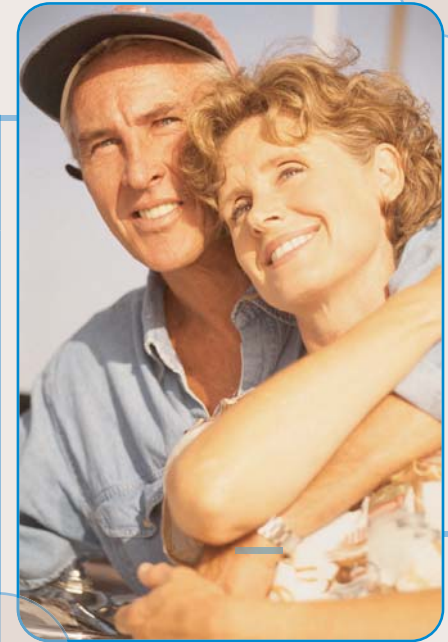


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*(This information is provided as an educational service.
Personal advisors should always be consulted.)*

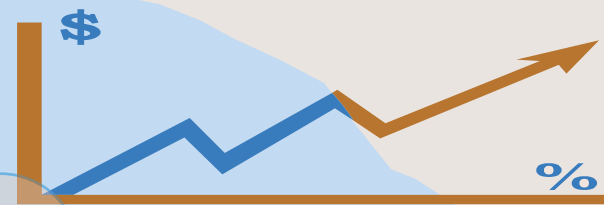
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A Plan For A Low Yielding Investment That Will



Maximize Value & Increase Return

Unleash The Value Of A " Double Benefit "



The phrase "highly appreciated, low-yield asset" is familiar to many who have invested wisely over the past two or three decades. Now the most frequently asked question is whether to sell and enjoy the fruits of wise investing.

The question centers on the long-term capital gain tax due on the difference between original cost and the amount received when the asset is sold. This tax instantly reduces the cash proceeds from a sale.

But another phrase – double the tax benefits – is at the heart of a plan that can minimize shrinkage due to capital gain tax. Plus, it's good news for those whose objectives include philanthropy.

Anatomy Of The Gift and Sale Strategy

Several years ago, John and Mary Sample invested \$10,000 in a stock they believed was destined to grow. They were right. The current value of their stock is five times its original cost! However, it produces very little income.

The couple has two objectives prompting them to consider selling the stock. They would like to:

- make a charitable contribution
- reinvest in a way to generate more income

The illustration shows the double tax benefit of the Gift and Sale plan. Prior to selling the stock, the Samples give 10% (\$5,000 in value) of the stock to charity. This gift results in a charitable income tax deduction that will save John and Mary Sample \$1,650 on this year's tax return.

Also the capital gain tax due on the \$5,000 of stock given to charity is completely bypassed – saving another \$600! Finally, the \$1,650 of income tax savings partly offsets \$5,400 of capital gain tax due on the \$45,000 of stock sold by the couple.

So, by giving a portion of the stock prior to any sale, John and Mary reduce taxes by \$2,250, make a \$5,000 charitable gift, and net \$41,250 to reinvest. All considered, the Gift and Sale strategy actually delivers three amazing benefits!

For More Information...

I have reviewed your brochure on the Maximize Value and Increase Return and:

- I would like to speak with someone who can provide additional information.
- I would like to receive information on other charitable tax planning options.

Name _____

Street _____

City _____

State / Zip _____

Home Phone _____

Work Phone _____

E-mail _____

(Please complete and return to the address indicated on the back panel. All inquiries are treated with complete confidence.)

Gift and Sale

