



ALINK

Captive Insurance Services

A Multi-Million Dollar Difference!



Typically, successful, profitable business owners have an endless line of people seeking, pleading, marketing, for their attention. These owners learn to shield themselves from the majority of these people including a never ending line of vendors, solicitors, and significant investment opportunities. There isn't enough time in the day for an owner to visit with the constant line of people seeking their ear, or specifically their pocket book.

Successful business owners learn how to filter through the line by appropriately placing barriers between themselves and the never ending line. Owners appropriately learn to say no, trust in

their trusted team, and quietly pick and choose from the line when someone catches their attention.

Every profitable business, when they reach a certain size and mass allows, or should allow, one of those people in line to share a significant, impactful, simple & complex opportunity of Captive Insurance.

There are three typical scenarios when this happens:

1. The business owner is properly educated and embraces, implements, and successfully utilizes the powerful strategy to protect his operating company, create a new profit center, and most efficiently complete his or her risk management program of their company. The owner has **control** over the claims, assets, liquidity and eventual distribution of assets all the while with the **flexibility** to adjust to changing economic environments of his company.
2. The business owner is introduced to a model such as a group Captive where the owner does NOT have control or flexibility over the operation, finances, risk and pays for other company's lapses in these areas. Consequently, the owner dismisses the strategy all together, not realizing there is A Better Way!
3. Unfortunately there are business owners who decline to explore the opportunity altogether. Maybe the line was too long. The opportunity seemingly too complex, or they trusted their trusted people close to them who themselves were ignorant of the opportunity or because they don't feel the burdens of ownership fail to recognize the impact the strategy may have on the owner.

Because the line is long and burdensome, you can make a difference today.

If you are a business owner, today you can make a multi-million difference for you personally. The current window of opportunity is open, but getting smaller as it is now the end of the year. Implementing YOUR own insurance company in 2021 is a multi-million dollar opportunity which requires action today.

If you work for a business owner, sharing the Captive Insurance opportunity with your owner is a multi-million dollar value add they should be made aware of. Never assume they have been presented with the Captive opportunity as most owners are unfamiliar with this nearly 100 year old strategy. As an employee, you don't need to know everything about Captive insurance to make an impact on your business and specifically the owner you work for.



If you know a business owner, insurance probably isn't the most exciting thing to talk about. However, Captive insurance is! In reality, the Captive insurance industry is all around us, unbeknown to the masses. Your car dealer owns a Captive, the construction company who built your home owns a Captive, All-State originally was a Captive insurance company of Sears and Roebuck. The successful owner down the street owns his or her own Captive insurance company, successfully mitigating risk, retaining capital, and building wealth in the process.

You can make a multi-million dollar difference today, and create

Your Link to Security!

Rich Ericson, President

ALINK Captive Insurance Services

- Direct: 720-213-0583 • Email: Rich@ALINKcis.com
www.ALINKcis.com