

# Variable Annuity Management Platform



Client Focused



Investment Solutions



Research Driven



Risk Monitored



Investing Made Simple



Professional Investment Management  
for all your investment needs and goals.



BM012016

# Creative Financial Designs, Inc.



## Get To Know Us Before Investing With Us

Like your family's history, our history should be important to you as well. Creative Financial Designs, Inc. is a Registered Investment Adviser, as defined under the Investment Adviser Act of 1940, and governed under the rules of the Securities and Exchange Commission. Creative Financial Designs, Inc., a family owned company,

was founded in 1982 in Kokomo, Indiana and has been servicing tens of thousands of clients in the development of comprehensive financial plans and the management of their investment portfolios ever since. Check us out at [www.creativefinancialdesigns.com](http://www.creativefinancialdesigns.com) or look us up on the SEC website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Is Professional Money Management Right For You?

What are your financial goals and how will you reach these goals? Do you have a personal investment plan? These are serious questions that often bring to light shortcomings in planning for your future. You need to determine which plan you are going to implement and utilize to accomplish your financial goals. If you enjoy spending hours of time researching, reading prospectuses, looking

over financial ratios, determining overall market conditions and economic trends, you may not need us. If you would rather spend your spare time pursuing your passions, then our program may give you that freedom. You may rest assured that your investments are strategically allocated based on your goals and objectives and are monitored daily by our professional investment management team.

## Why Investment Management Services?

- Do you know that you should be investing for your future needs & goals?
- Have you ever wondered how you should be investing for you situation?
- Do you ever wonder if you're investing in the best options available?
- Are you ever confused about the choices inside your investment plan?
- Do you want to know that your investments are based on your needs and goals?
- Do you want to know that your investments support your values?
- Do you ever fear opening your account statement?
- Do you want peace of mind in knowing that a team is monitoring your portfolio daily?
- Do you want an adviser that is on the "same side of the table" as you?
- Do you wonder how your portfolio risk and correlation matches you needs?

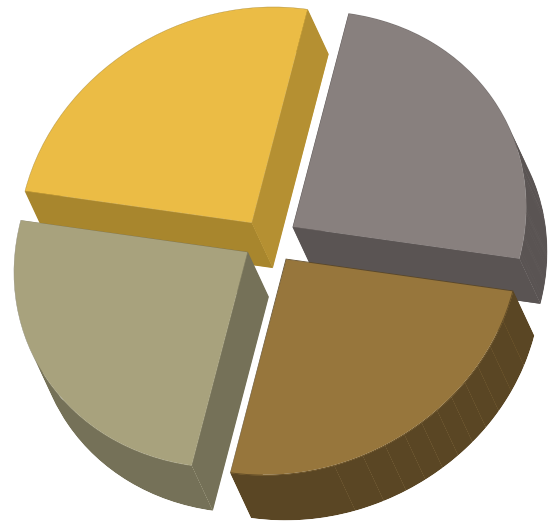
**Take Control of Your Financial Success.**



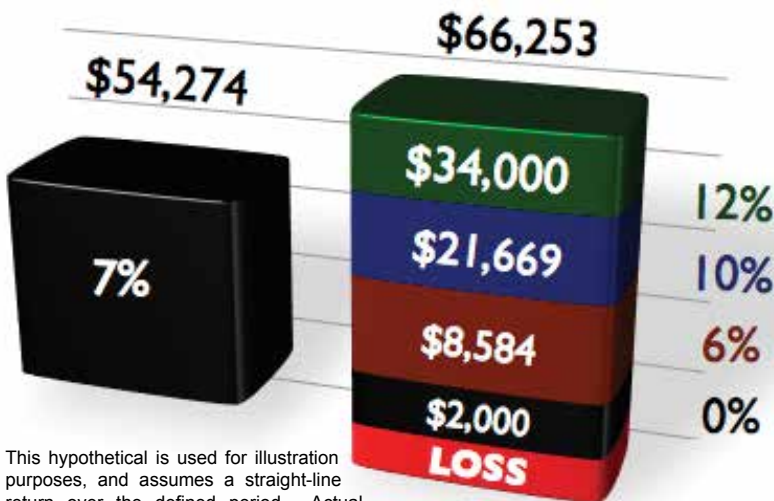
# The Portfolio Basics

## Diversification...

is the process of investing in different types of investments such as cash, bonds, equities, and alternatives. You have heard the motto: “Don’t put all your eggs in one basket.” The proper mix and investments in your portfolio depends on your risk tolerance, investment goals, and time horizon for each objective. Again, everybody is different! Your portfolio and investments should be treated differently also!



For illustration purposes only - does not represent the allocation of any particular model.



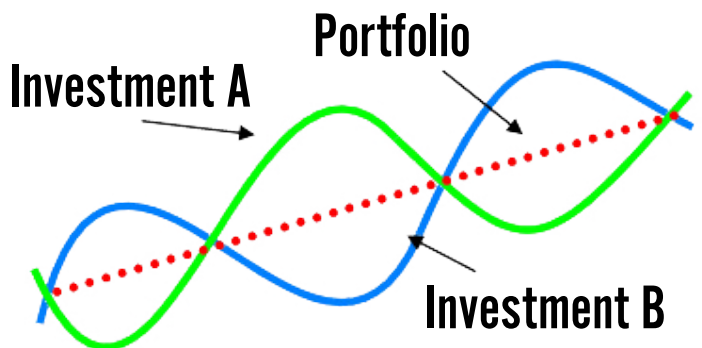
This hypothetical is used for illustration purposes, and assumes a straight-line return over the defined period. Actual results would vary. Results are not guaranteed and an investor could lose a portion or all of their money.

## The Power of Diversification...

can be explained by the chart to the side. If a person would have invested \$10,000 in a fixed investment over 25 years returning 7% annually, they would have accumulated \$54,274. If a 2nd person would have invested \$2,000 in each of 5 investments that annually returned 12%, 10%, 6%, 0% and one investment that lost all \$2,000, who would be better off at the end of 25 years? The diversified account would have accumulated \$66,254. That is nearly \$12,000 more in the diversified portfolio.

## Taking it to the Next Level

Enhanced diversification comes with using investments that are non-correlated or less correlated to one another. In other words, using investments that work differently in different types of market conditions. This may give you a better chance to make money in rising or declining markets and potentially protect assets during market declines.



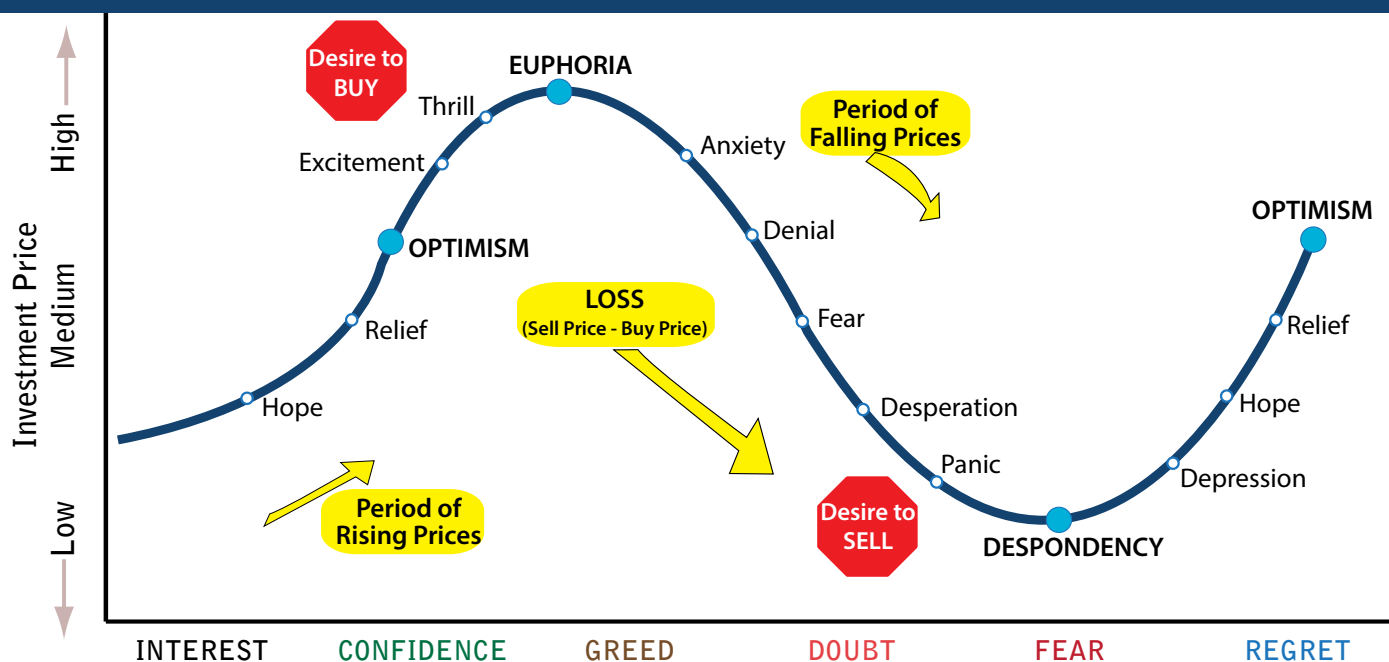
# Disciplined Investing

## It is Time in the Market, Not Market Timing

Human emotions have the ability to affect clients investing. It is common for investors confidence to grow as your investments grow. Conversely, as markets lose value, confidence decreases. Clients tend to go to the sidelines at the wrong time.

Disciplined investing does not adhere to the emotions of investing such as greed, fear, or chasing returns. Along with keeping your account diversified, using a disciplined long-term investment approach is key to obtaining consistent and sound results.

## Emotions of Active Investing



## Investor's Emotions Over Time

Wall Street Journal, "Control Yourself", June 8, 2009  
RBC Correspondent Services, "The Cycle of Market Emotions", 6/09

Do Not Let Your Emotions Affect Your Investment Success!

# Approach

## Understanding Your Needs



- You meet with your trusted adviser to discuss your current and desired financial picture.
- Your adviser helps you determine what products and services are needed to help you meet your long-term financial goals.
- Your adviser helps you access your goals, needs, and investment objective and behavior.
- CFD believes no matter how big your portfolio is, it needs to be continuously monitored based on your goals and the economic conditions.

## Services for All Your Needs



- CFD offers three different management platforms to help fit your needs:
  - Brokerage Investment Management
  - Variable Annuity Investment Management
  - Self-Directed Company Retirement Investment Management
- Within the three management platforms, CFD offers several strategies and five distinct portfolios for each of your investment goals, needs, and investment objectives.

## Building Your Portfolio



- Our dedicated team believes in thorough research when building your investment portfolio.
  - Diversification
  - Strategic Allocation
  - Long-Term Growth
  - Market Correlation
  - Quality Management
  - Quality Research
  - Risk Assessment
  - Investment Selection
  - Cost Consideration
  - Management Style
  - Fundamental Analysis
  - Technical Analysis

# Principles

## Your



ed team  
he following  
ng your  
portfolio:  
cation  
c Investing  
rm Investing  
Conditions  
Investments  
Independent  
essment  
ent Philosophy  
mparison  
Tenure  
ental Analysis  
al Analysis

## Monitoring Your Portfolio



- The Investment Committee of CFD meets to discuss overall market and economic conditions and determines proper diversification models based on a determined risk level.
- The CFD team runs programs daily to check for any portfolio abnormalities.
- The CFD team monitors and researches your investments inside your respective portfolio and makes changes as necessary.
- The CFD team rebalances your portfolio as necessary and based on the market conditions.

## Reviewing Your Progress



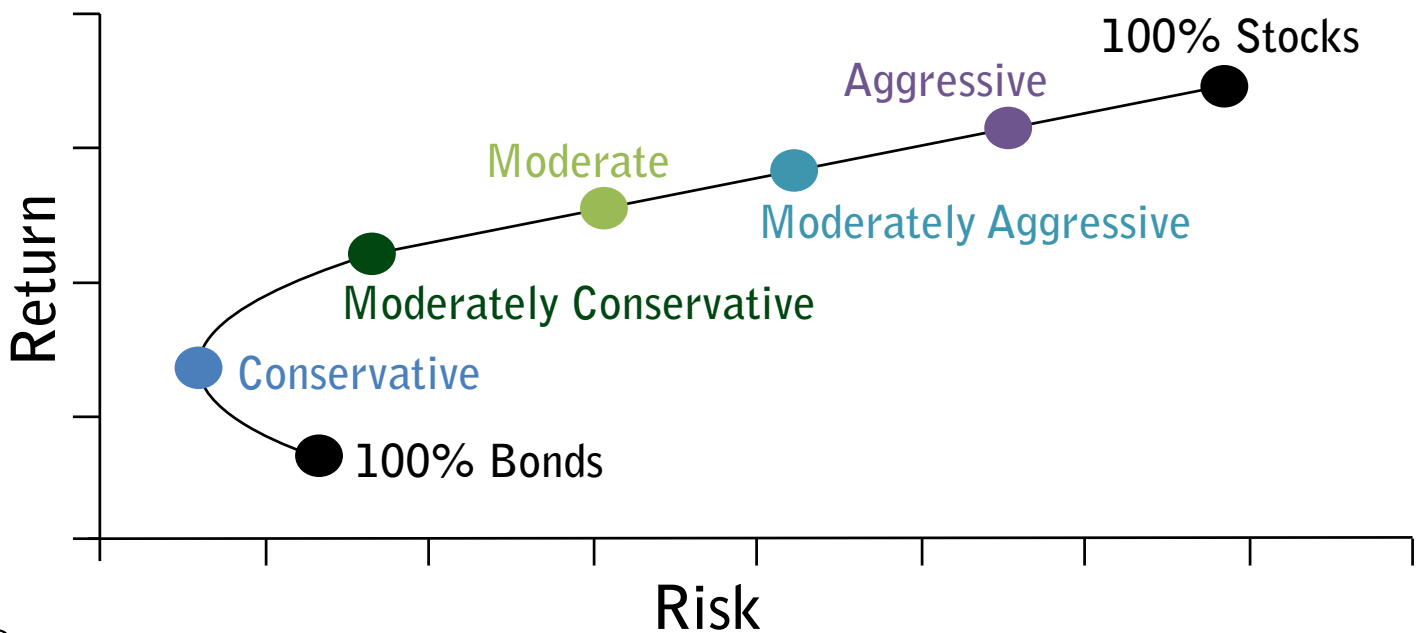
- You and your trusted adviser meet as needed to discuss your current financial situation, needs, goals, risk, and progress.
- You and your trusted adviser meet to determine if any changes are needed to your products and services to make sure your long-term needs are served.
- Your trusted adviser can discuss with you the CFD management teams thoughts on portfolio risk levels and market conditions.
- Your trusted adviser has access to the investment management team at all times.

# Options

We recognize every client's investment comfort or risk level may be different, that is why we offer so many options within our Variable Annuity Management platform. Do not be overwhelmed, your trusted adviser will help lead the way.

## Investment Objective Options

- **Conservative** - Relatively stable portfolio while attempting to keep pace with inflation.
- **Moderately Conservative** - Attempting to build assets with below average risk.
- **Moderate** - Opportunity for long-term portfolio growth with average risk.
- **Moderately Aggressive** - Long-term growth potential with above average risk.
- **Aggressive** - Aggressive long-term investor with tolerance for larger portfolio movements.





# VA Choices

## Participating Companies

Each of the below listed companies participate in the Variable Annuity Management Platform. Changes periodically do occur with this list, please confirm with your adviser and the Creative Financial Designs team for availability. Management fees can come directly from these contracts, however, Creative Financial Designs offers multiple ways for fees to be paid in the case of adverse effects on the contract. Participating companies are:

**AXA Equitable**

**Guardian**

**Hartford**

**Jackson Nation Life**

**Jefferson National**

**Nationwide**

**Pacific Life**

**Prudential** (Premier Product Only)

**Sammons (SRS)**

**Security Benefit Life**

**Transamerica**

**US Allianz**

**Voya**

**Western Reserve Life**

## Diversified Portfolio Strategies

- Secular - Available in all above products
- Biblical Faith Values - Available within:
  - Jefferson National Monument Advisor

## Non-Diversified Strategies

- Medallion Strategy - Available within:
  - Nationwide Market Flex Edge
  - Nationwide Advisor
  - Jefferson National Life Monument Advisor
- Alternative Investments Allocations - Available within:
  - Nationwide Market Flex
  - JNL Elite



# Structure

## Operations & Fees

Investors should always carefully consider the investment objectives, risks, and charges of any investment or investment program. An annual management fee of up to 2.00% applies to your managed account. Your adviser will let you know the specific management fee. This fee is billed quarterly and in advance to the place you desire. Additional fees within the individual investments may also exist depending on the type of investment. For a complete description of management fees, please check out the SEC filed Investment Management Brochure available through your adviser or found online at [www.creativefinancialdesign.com](http://www.creativefinancialdesign.com). Trades are placed through cfd Investments, Inc. a registered broker/dealer unless otherwise authorized.

# Our Commitment



## Portfolio Building & Maintenance

We will build your personal investment portfolio based on your risk tolerance and available investment choices with you selected investment strategy. We will then continue to monitor it making sure it is appropriately allocated.

## Investment Monitoring

Daily monitoring of your investments through our research and associated companies' research will ensure your portfolio continues to work for you.

## Monitoring Investment Choices

We continue to monitor any new investment choices as they arise, making sure your portfolio is invested within the best investments available.

## Statements and Communications

Portfolio reports and quarterly statements are available via internet and mailed annually to clients. Your adviser has access to the management team and the appropriate materials 24/7. Access to your account via the internet is also available 24/7.

## Adviser and Client Reviews

Your adviser will schedule appointments with you as necessary to answer any questions and to discuss your investment account and your complete financial picture.

# OUR MISSION

Our Mission is to provide unique and valuable investment services to all clients while honoring our Kingdom Values in guiding our work and lives.

## Disclosures for Creative Financial Designs, Inc.

### Investment Risk

All investments entail risk, and these risks could result in the loss of principal in your investment. There is no guarantee of returns. If there are historic or hypothetical returns identified in this piece, these are provided as informational only, and should not be read as an indication about the returns that you should expect to receive as a result of this investment. Past performance is not an indication of future results.

### Model Portfolios

Portfolios are allocated pursuant to models determined by Creative Financial Designs, Inc., (Designs) which is solely responsible for the content of each model, and the selection of specific investments within the confines of each asset class and model. Designs has discretion to change the model at any time, and will make changes to the model based on current or anticipated market conditions, as deemed appropriate. Any references to percentages of assets in a model portfolio are subject to the discretion of the management team, and are subject to change at any time, without notice.

### Variances Among Accounts

Each Designs investment model is merely a guideline, and there may be variance between investment holdings, and therefore returns, in any particular account versus the model allocation. In some instances, these differences may be material. Additionally, there may be some differing holdings among customers investing in the same investment model portfolio. Some of these differing holdings are the result of limited investment options, such as would be the case in self-directed retirement accounts, and/or managed variable annuity accounts. Additional variances could arise due to such things as, without limitation:

- programmed reallocations by an issuer, pursuant to particular product terms and conditions
- special reallocation requests by the client
- timing issues, e.g. investors purchase a fund that subsequently is no longer available for new purchasers, so later investors invest in a comparable (though not identical) investment

- size of an investment account
- additional strategic options selected by a client, e.g. a client uses the invest over time option or an alternative investment rider option
- additional contributions to an account, or one-time or systematic withdrawals from an account
- the fact that transactional charges may make a reallocation disadvantageous to a particular client, or due to the investment strategy which the client has selected
- tax implications applicable to an individual investment or account
- opening of new investments
- closing of investments to new investors
- minimum investment amounts applicable to investments

### Client Choices Influencing Returns in the Account

Please note that your choices as a client may influence the returns in your account, and may not mirror returns of holdings of other investors in the same model portfolio. Some of your choices that may affect the account include:

- Making additional contributions to your account
- Making withdrawals from your account
- Putting special restrictions on your account, either to hold a particular security, to avoid a particular security, to hold additional cash, etc.
- Selecting an add-on strategy such as the Invest Over Time option or selecting an Alternative Investment Rider

### Affiliation with CFD Investments

Designs is owned and controlled by several persons who also have financial interests in cfd Investments, Inc. (CFD), a registered broker/dealer, member FINRA and SIPC. Designs is also co-located with CFD, and several persons associated with CFD are also associated with Designs. When appropriate, assets of clients managed by Designs will be maintained in accounts established at CFD.

Advisory Services are Provided through Creative Financial Designs, Inc., a Registered Investment Adviser.  
2704 South Goyer, Kokomo, IN 46902 765.453.9600

**Toll Free: 800.745.7776 • Phone: 765.453.9600 • Fax: 765.864.4080**

2704 South Goyer Road • Kokomo, Indiana 46902  
Located in the Creative Financial Centre®