

Your Personal Bank

Famous Examples



Walt Disney used \$1 million of cash in his policy in 1953 to build Disneyland after being turned down for loans by over 300 banks.

Ray Kroc had constant money problems during the early years and accessed cash thru policy loans to help cover salaries of key employees and to create the initial Ronald McDonald advertising campaign.



Bob Hope used the cash in his policies to become one-third owner of a series of movies he filmed with Fred Astaire in the 1940's. The films were the foundation to help him become a multi-millionaire.



Franklin Roosevelt's net worth when he died was about \$15 million, nearly entirely cash in his policies.



Sam Walton used cash value life for decades to grow wealth and pass it on to future generations on a tax-free basis.



J. C. Penney used the cash in his life insurance policies to help meet company payroll after the 1929 stock market crash. Banks were not lending and many were closing. Had he not had access to his cash value, the company probably would have closed its doors.

John McCain used the \$3M of cash in his policy as collateral to secure initial campaign financing for his presidential campaign in 2008.



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