

Championing Guaranteed Lifetime Income, Financial Literacy and Smart Retirement

By Enzo Giovanni

Shirley Luu & Her Team of Associates | Shirley Luu Finance

Does your current retirement plan include products capable of providing guaranteed income for life until the day you die?

"That's a critical question one needs to ask," warns Shirley Luu, gesturing toward the window from her Tysons Corner office in Northern Virginia. "The issue is longevity. Americans are living longer and longer these days, which is great on one hand, but clearly extends the financial burdens on the other. That's why having a savings plan which matures into a lifetime income benefit is so crucial in today's society."

But lifetime income isn't the only reason Shirley Luu travels the country meeting clients and educating people at various live events and private seminars. "Tax-free retirement, protection from market losses while participating in the upside gains, and living benefits you can tap into today if a crisis occurs, are some of the key features of a smart retirement plan," Luu says passionately.

Financial Literacy for Women and Wealth Empowerment

Rooted in empathy, Luu also champions the call for various financial literacy outreach programs and platforms, especially for women.

"Years ago my husband died, leaving me with three children to take care of including a 1-year-old, and I did not receive the financial support I should have, making the experience that much more traumatic," Luu recalls. "Women need to be more proactively aware when it comes to their family money affairs, especially regarding their retirement benefits and life insurance."

Shirley Luu is proud to be a part of LiSA Initiative, founded and chaired by Debbie Gerlicher, who is also



Shirley Luu

Co-CEO of First Financial Security Inc. LiSA Initiative focuses on the financial concerns that women and their families experience every day in America.

Shirley is a Certified Financial Education Instructor with the NFEC, a provider of nationally recognized curriculums for teaching schools, churches and other organizations about finance.

She is also a syndicated columnist, a.k.a. "the wealth guru," for the online magazine iKnowMyMoney, a platform that promotes expert opinions on money, wealth and financial literacy.

Shirley Luu was recently the winner of the prestigious Executive Brava Award from SmartCEO Magazine, honoring the top female CEOs in the Washington, D.C., area.

Shirley Luu
FINANCE
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An Opportunity and Career in Financial Services

Ms. Luu is not just an educator and evangelist for smart retirement and financial literacy. She's also a businesswoman and leader of a growing team of associates who not only share her vision for wealth empowerment, but also see the business opportunity that exists in the financial services industry.

"Most people are simply unaware of the powerful financial products that exist today and which we offer that will secure your wealth for tomorrow and beyond," Luu explains. "This gap in awareness leaves an ocean of opportunity available for those who want to learn the business and champion the cause."

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Different from the Rest

Why would you come to Shirley Luu or someone on her team to review or start a retirement plan? "We have partnered with some great, highly reputable companies, Barron's top-listed carriers," she notes, "and as a valued broker, we are able to provide proprietary products truly unique to the industry."

But perhaps the best reason to consult with Shirley Luu was conveyed during a recent phone call from one of her clients, one of about two dozen she'd taken that day. "Shirley Luu, I have not known you very long, but I love you," said an elderly man as he said goodbye. "You really have a special heart."

"That's why I do this," Luu says with a giddy smile. "That feels good."

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Shirley Luu Accolades & Notes: Executive Brava Award Winner 2016 from SmartCEO Magazine. Recipient of 2016 John C. Maxwell Leadership Awards Top 100. Columnist at iKnowMyMoney.com. Winner of First Financial Security Inc.'s 2015 MVP Award. For more information on LiSA Initiative, go to: lisainitiative.com. For more information on our financial services, go to ShirleyLuuFinance.com.