

Stop Playing A Rigged Financial Game And Take Back Control Of Your Money - Anthony Faso and Cameron Christiansen - Ep #562

Guests: Anthony Faso and Cameron Christiansen



Anthony Faso:

What I really realized the traditional advice I was given and I was given my clients just did not work. Let's defer all of our money into we're a trap that we can't touch it till we're in our 60s. But I realized that wasn't getting people to live the lifestyle that they wanted to. Unless I'm doing something different, why would I expect a different result? That's when I open up my eyes to something different.

Dr. David Phelps:

Decades ago, I hustled to grow my dental practice and real estate empire. Society patted me on the back and every new deal and patient reinforced the success they said I had. Then my daughter Jenna was diagnosed with leukemia. Nine years, several intense chemo treatments and years of epileptic seizures, my daughter was given one more miracle, a life-saving liver transplant.

In that hospital, I realized I wasn't successful. I had money, I had real estate assets and a business, but the only thing that mattered was time with my daughter. In that hospital room, I decided to sell my business, leave active income and sustain my lifestyle with my real estate assets. Now, Jenna is healthy and all grown up and me, I am teaching others to do what I did. And I continue to uncover the principles, strategies and lessons we can apply in business and investing to create ultimate freedom for what matters most to each of us. Welcome to the Freedom Founders podcast. If you're still parking your hard earned dollars in 401ks and praying that Wall Street doesn't take a nosedive, you're playing a rigged game. Today's guests are here to blow that game wide open.

Joining me are Anthony Faso, a former Army veteran and CPA who left behind traditional financial dogma after the 2008 crash wrecked his safe and smart plan, along with Cameron Christensen, a self-made entrepreneur who learned early in life. But the only way to win with money is to stop outsourcing your future. Together, they're the founders of Infinite Wealth Consultants and hosts of the Infinite Wealth podcast, where they teach professionals, entrepreneurs, and real estate investors how to take back control of their capital using the infinite banking concept. We're talking tax-free growth, asset protection, real case studies, and yes, why most financial advisors are giving you advice that will keep you broke and dependent for a lifetime.

This isn't your grandma's insurance conversation. This is a blueprint for becoming your own banker, building generational wealth, and playing offense with your money for the first time ever. Please welcome Anthony Faso and Cameron Christensen. Anthony and Cameron, it's great to have you back again.

We had such a great conversation a few weeks ago as we've looked at the, really, the similarity in philosophy that we've come about in our respective career, our path, our advancement into what I believe today is really what people that are entrepreneurs, in business or they're just starting employees in a great company. We have to be able to be reliant on ourselves. And I think rolling out our own orchestration, our own personal fiduciary of the assets that we have in our life that we accumulate, we aggregate, we build, and then to navigate those forward in a world today that is changing very, very quickly. think anybody listening to this today will say, yeah, mean, pick anything out in the sector, but... economically, geopolitically, socially, technology wise. It's a time that if you're on top of it and you're willing to continue to invest in yourself and learn whatever it is you feel like you need to learn and surround yourself by other people that are also on the same path where we're all collaborating and bringing things together. I think this, the dynamism that's available to us today doesn't have to be scary. ■ It can be really an opportunity.

And that's what I love about how we came together because Same way, we're around other people that are on the same path. We got to know each other through somebody else that's a mutual friend. And I'm really pleased to bring you gentlemen on today because I think this conversation can be enlightening both from a tactical standpoint, but also from a more macro standpoint. So, Anthony, Cameron, thanks for being here.

So let's start. Background's always helpful. And Anthony, I'm gonna start with you first because similar to me, we went into what I call a state. a state profession that is meant to provide for stability, a level of safety and ability to do the work and provide for our families. The things that most everybody wants to have like security, right? If we work hard and we have this license degree, whatever it is, we can go do it. for you, after serving in the army, by

the way, and thank you for your service, sir, I always appreciate that. You graduated from UNLV with a degree in accounting and went on to have a accounting CPA practice. Why don't you start there and I want to leave Cameron in as well because you guys are a team today. let's start with where things started for you and how you migrated to what you do today.

Anthony Faso:

You know, David, it's a very interesting question because believe me, if you would talk to me like when I was in college and say, you know what, you're going to become a certified public accountant and you're going to sell life insurance. I would probably say, you know what, kill me now. Like my life is going to be boring, but it just shows that things turn out very different than what we would expect. so.

I did went through the traditional route, worked for PricewaterhouseCoopers, started my own practice. But then what I really realized the traditional advice I was given and I was given my clients just did not work. You know, it was let's defer all of our money into we're a trap that we can't touch it till we're in our sixties. ■ Let's let's let's pay down our debt.

I mean, you pay down our mortgage and pay cash for everything. But I realized that wasn't getting people to live the lifestyle that they wanted to. We were, and even David, as with a lot of these medical professionals, they're grinding it out in their practices. I mean, working long, long days and they're, for the most part, they're exchanging their time for money.

Right. And we only have so much time. And what really opened my eyes was when the crash happened in 08, when my 401k became a 201k. And a lot of the assets were not really ■ there for me in that time of need.

And I realized if we have these crashes or these adjustments ever so often, Cameron and even went down, there's been a recession in every decade since the 1900s. And I figured, if unless I'm doing something different, why would I expect a different result? And then that's when I opened up my eyes to something different. And that's when I read Rich Dad Poor Dad and actually I didn't just read it.

I actually started implementing it. And I started talking to my clients. There was few that did that excelled during the last crash. And I asked what they were doing.

How were they profiting when everybody else was getting these, ■ getting punched in the guts. And that's when I got exposed to the infinite banking concept. And I just, I just. What I did, I just followed my successful clients and then I started incorporating it myself.

Then my clients would say, Hey, I don't trust Wall Street. I want something different. What should I do? I'm like, well, here's what I'm doing.

And then I just kind of shared with them what I was doing and ended up growing into a practice. And then I had my CPA firm. I had more infinite banking and somewhere way back here, I had my family. And I would say I really started my own business to spend more time with the family.

And I actually found out I was actually spending less because I was working so much. So I sold my firm, CPA firm, and it's just been helping people for the most part, incorporate rich dad, poor dad principles and amplifying those results by layering the infinite banking concept.

Dr. David Phelps:

I want to come back to some of the things you brought up because you're, think everybody's story about how any one of us, you know, iterated from what we first tracked, we first went down, which nothing bad about it. don't, know, education in general, all good, check the boxes. But when we find out that a lot of the, let's call it, maybe not wisdom, maybe a better term is knowledge. The knowledge that we get in the formal academic institutions many times is is not what we need because, well, let's face it, gentlemen, we can be real here. The education system is built to make workers. And look, we need those people. I appreciate the people that are on my team, my staff. I think we can have great people that provide support and they can have great lives as well. But there also has to be visionaries who want to step beyond the trade time for dollars. And I think that's where we are today. So Cameron, based on this conversation so far, Give me some of your insights and what brought you into this arena as well. We talked about Rich Dad Poor Dad, the book that I think most of us have read at some point. What was it for you?

Cameron Christiansen:

Yeah, as Anthony was talking about his story and your introduction, David, I actually wrote down a couple of words here and I wrote down self-reliant. Right. And I started thinking about the way that I was first introduced to money. And I thought of a story. had a great childhood, but money was never extra. Right. We never had anything extra. And honestly, thinking back, the only time I can ever really think of me having extra money as a kid growing up was when my grandpa gave me money. \$250 to go buy letterman's jacket. And I didn't buy the letterman's jacket because I wanted the money more so. So that was the only time that there was ever extra money there. And I think that's probably the seeds to kind of my idea of self-reliance. And the reason that I've kind of adopted infinite banking and the strategy is very similar. I grew up, I graduated high school and I started making a little bit of money and I started looking around to family and friends. And that's where I got most of my advice. And pretty quickly, David, I realized that the advice that they were giving me was also what they were practicing. And I don't want to say this and sound rude in any way, but I did not want to end up in the situation that they were in. Right. And so I knew that that advice was not a road that I wanted to go down. And so I was always looking for additional or alternative strategies. I started a business in Vegas. I started making some good money. And to be honest, David, I didn't do anything with it. I just started stacking up cash is because There was so much information on alternative strategies that I didn't do anything. And it wasn't until I came across Nelson Nash's book, Become Your Own Banker by Pure Happenstance, a story my wife and I were buying our house. And I asked this gentleman if he had a good book for a young couple. And he gave me an interesting look and he reached back on his desk and he grabbed that book and he goes, if I would have read this at your age, it would have been the difference of millions of dollars. I read that book and not only does it talk about a strategy, but one of the central themes is self-reliance is, hey, no one's going to come in and save you. You can do this on your own. And for whatever reason, that hit home for me. And so from that day forward, about 17, 18 years ago, man, I've been running down this road, trying to get as much information about this strategy as I can. And then similar to Anthony, once you learn it,

you almost feel obligated to share it with other people because nobody else knows it. Right. When I first learned about this idea is I got mad at my parents because they didn't tell it to me. And a few years later, I realized that they didn't know it either. And so that's what I've really been on a mission to do is I'm just sharing my story, the ways that I've incorporated it, some of the mistakes that I've made that way people don't have to do the same thing.

Anthony Faso:

I'm tell you, David, I've known Cameron going on 16 years where I've been mentoring him and I learned something today. I didn't know they gave out Letterman jackets for mathletes. Man, it's cool. I'm even learning stuff on this, David. So thanks for this interview.

Cameron Christiansen:

Hey

Dr. David Phelps:

You never know where things will pop up that you didn't know before. yeah, really good. So let's talk about some of the myths and misconceptions. I will say that I've been aware of infinite banking, Nelson Nash, for probably a better part of a decade.

So maybe around 2050, I'm just going to say that's when I was first introduced. Now, some of the misconceptions are, and there's a lot of people out there that we know and they're well-meaning people, will say, by term, invest the rest, right? I'll just be honest, I've always been a term life insurance guy way back when I started buying insurance as a young adult 40 some years ago. But term insurance, I've known about whole life insurance and most things that I would read or hear from again, I'm not going to name any names because these are well-meaning people that try to teach financial acumen to the masses would always, well, whole life insurance, that's just high commission and really that's only for people that have... You know, massive wealth and you know, need some asset protection another vehicle because they've run out of everything else. And then the third one, which I even mentioned you guys is and I'm not going to divulge my age. I'm a little bit older than you guys. Just just a hair.

Yeah, you. At least I have some. Right. Is is is you know, I've been thinking that at a certain age because as we age, whether you buy term or whole life of some kind. the premiums are gonna be much more than they would be when you started when you're younger. So I would, in my mind, think, okay, well, maybe that's a good thing. And we're gonna talk about the concepts of infinite banking here because I do know a lot people that are using it and using it well, but that's another misnomer maybe you can talk about. is there an age where you shouldn't do it, but maybe you do it for one of your descendants, your heirs or something.

When we're talking about infinite banking and the use, the proper use of tax value, whole life insurance, ■ you're able to help your clients with the ability to then utilize that as a vehicle to invest in the other kinds of alternative investments that we all like. Because it's not tied up into a tax deferred wait till 59 and a half to get it. So that's one thing we both love. It's like, don't tie it up, don't put it in a block box that you can't get to because when you need it or there's an

opportunity, you can't get it.

There's the other advantages you're talking about, the tax advantages, of course, the arbitrage ability, which we wanna explain a little bit. But the fact that you can use that use your infinite banking as a source for investing in the other asset classes that you want to diversify across. So I want to kind of paint that big picture just from my viewpoint, but you guys are the experts. So why you just kind of dig in and let's let's break down some of these these concepts that people probably are like me aware of but not really certain about how it works.

Cameron Christiansen:

Great. David, I'm going to repeat what I heard you say there, right? As I got kind of three big questions there. One is by term invest the difference.

First big misconception. The second one is high commissions. And then the third one was being too old. So I'll tell you what is if you want to take that by term, invest the difference.

Cause you've got a great case study on that. If you want to take that, I'll take old or being too old. And then we can both beat up on the high commissions. How's that sound?

Anthony Faso:

Okay, perfect. I would say that is a common misconception. would say for, I think the key thing here is when people talk about whole life, the way that we're designing a policy for the infinite banking is very different. Those policies are designed to solve for death benefit.

Somebody may say, I need a million dollars of death benefit. What's my premium? Right. And in whole life, it's going to be much higher than term.

That's not, we're not solving for death benefit. What we're trying to do is solve for cash value.

So the client determines what they feel comfortable putting in their policy. And it could be like on a monthly annual basis, or it could be a large lump sum in the first year to kickstart it.

Or we also have a design where it's one deposit and that's it. but this design is extremely different. The client determines the premium and we design it. How much cash value can we get and this still be tax free and whatever death benefit the IRS requires will be the amount that we need.

So you're going to have cash value literally from day one. And many of our clients are accessing that cash value 25 days later once policy is set up. So we're not, we're using this for a very different idea. It is life insurance and there's reasons why we use life insurance and it's mainly because it grows tax free, a better return than a bank.

Every state has some level of asset protection. Many states is completely asset protected. So if anything, this is more like a high yield savings account that's asset protected with a death benefit. So our goal isn't just to let the money sit there like an IRA or 401k.

We want to use to deploy that. we need to one thing or many, one of the key thing Nelson Nash talked about is book coming to a banker is you finance everything you buy. You either use cash and give up interest or you use credit and pay interest. So that same thing goes if we're buying a stock.

Dr. David Phelps:

Mm-hmm.

Anthony Faso:

And a prime example is I had a client, he said the same thing. He's like, Anthony, I'm doing well in the stock market. Why would I continue making these premiums when I'm making 10 % in the policy? A couple of notes here.

We're big on people. We encourage them to invest in things you know. If you know the stock market, then you should invest in it. If you don't, you should not.

Now this guy, give him the credit. He knew it. He did. He did his research.

He was doing the right stuff. Right. And so one thing here was say is that we will do the math. So what I did is I just compared, all right, if you put that money in and earn the stock market and earn 10%, I don't remember the exact numbers, but I know, I know what the differences are, but he had a key amount because he's thinking I earn 10 % every year.

But so we did that. And then we also had to account for taxes and also the term costs. And then at age 70, that I want to say was was \$2 million. Then what we did, and he's comparing that to the policy, and it was much less than \$2 million.

The key thing here with infinite banking, this is not an either or. We're not saying put your money in life insurance or the stock market or real estate or your business that this is an and asset that we store the money in the policy. Then we leverage against it and buy assets. So what we did is we just did the math in this example.

I think he was putting in 20 grand a year. So we just said, well, what if we took a loan every year, a max loan, and then put it in his investment of choice, earning 10%. See, he was comparing you know, his investment account to his policy, which the investment account should win every time because we're taking on huge amounts of risk. We need to look at the big picture.

We got to look at what we did is we bar, we use the cash value and invested in the market and what had happened the first two years, he's investing more. He's investing \$20 every year.

One of the downsides of infinite banking in this first couple years, you put in a dollar, you can't, you don't have access to that full dollar. So the first couple of years he was ahead.

But here's the interesting thing. By year 10, he's putting in 20 grand. The policy is growing because of compound interest, 30 grand. So that year he bought 30 grand in stocks and he could only buy 20 the way he was doing.

And at year 20, Now we could buy 40,000 invest that year when he was only capped at 20.

And so when we combine the whole thing, he ended up having \$1.5 million more, basically 75 % of what he thought he had. He'd have 75 % more by buying whole life and investing the cash value. Plus.

All this time he had millions of dollars that were asset protected, growing tax free. His term insurance expired. He wouldn't have it anymore. mean, but now I don't remember his, but I think he had a death benefit of about \$4 million.

So he had a lot of these other benefits, but the thing he was looking at, he ended up having more cash value by running things through a policy. So that's, and we. We not only did a podcast on it, we did a detailed YouTube video that walked through it line by line. So David, it's okay, I have our team send you that video.

We encourage people, find out for yourself if this is a scam, like some people say, or is this a valuable tool that can help you achieve your goals faster?

Dr. David Phelps:

Well, yeah, definitely send those because we'll put those in the show notes, the links. But let's go ahead and mention right now, know, your podcast just verbally where people find you because right now people are thinking, yeah, I want to dig deeper. So go ahead and give those now what we'll put in the show notes as well. Yeah.

Cameron Christiansen:

We are Infinite Wealth Podcast and we're on every major platform that's out there. So you can go to our website, infinitewealthconsultants.com and there'll be a link to all the resources and all the landing pages there. That's the best place to go.

Dr. David Phelps:

Imagine waking up one day and not having a practice to run. No patients, no charts, no 6 a.m. staff texts. Just space to think, to breathe, to live the life you've put off for years.

But here's the truth. You don't stumble into that kind of an exit. You build it intentionally. That's why we created the Exit Strategy Playbook, a free, brutally practical guide for practice owners who want more than just a payout.

You want peace, purpose, financial security, and a path that honors your values. Inside the Playbook, you'll find how to align with your spouse, what your numbers really need to look like, deal terms that protect you, and how not to lose your identity when you hang up the coat. This is your literal blueprint for exiting on your timeline with no regrets. Download it free at freedombounders.com slash Playbook.

That's freedombounders.com slash Playbook. Real freedom doesn't just show up with a check, it shows up with a plan. Download it now for free at freedomfounders.com slash playbook. You definitely made the distinction between focusing on cash value versus death benefit.

Most people think about the death benefit because we do need insurance, right? So my question, and I'm sure there's specifics that you look at for each person that you're helping. But can I focus on a cash value formulation for my policy if that's what I want to focus? Am I going to have enough death benefit in such a policy or will it grow the death benefit still grow?

over time to a point where I feel comfortable or do I have to augment early on in my life if I'm just getting started? I really want to focus on cash value, but I've got a young family and I really got to have some real insurance too. So just give me a little context there. You don't have to do a deep dive, but whatever.

Anthony Faso:

No, very common. People will tell us how much they want to put into their system. And we're going to do the whole life policy, high cash value, minimal death benefit. And oftentimes we're still going to need more death benefit to properly protect the family.

So term insurance is a great avenue for that. It's cost effective. It is temporary. But hopefully by then our assets have grown.

and our permanent death benefit will continue to grow every year.

Dr. David Phelps:

That's what I was looking for. Great. Thank you.

Cameron Christiansen:

David, I'll jump in there. I'm going to address the kind too old misconception that you brought up earlier. We get this question asked often. Again, we've done a podcast on this. I'll share the show notes with you. I'll share the link so you can put in the show notes. But one of the things that we've done, David, to address that is that we've actually run three different scenarios and we've looked at a 20-year-old, a 40-year-old, and a 60-year-old funding. the exact same policy with the exact same premium dollars going in. And the metrics that we looked at was the cash value in year one, the cash value in year 10, and the cash value in year 20. Believe it or not, David, if I asked you, who do you think had the most cash value in year one out of the 20, the 40, or the 60 year old?

Dr. David Phelps:

Well, that's a tough one for me to answer because I honestly just don't understand the dynamics of how it works. So you better just give me the answer, or I'll just make some guess that won't make any sense.

Cameron Christiansen:

That sounds exactly like Anthony's answer. just makes it up. David, when we looked at those increments, as far as judging the policies and the ages is in year one, the cash value was nearly identical. The difference was within a few dollars of each other. so whether you're 20, 40 or 60, that year one, the cash value was the same. Year 10, if you jump down and you look at the ledgers and you compare those. You found the exact same result is that the cash values were almost identical, right? Within a few dollars.

Dr. David Phelps:

So is the death benefit that, yeah.

Cameron Christiansen:

You got it, right? So I'll give you one more. You run it all the way down the 20 years and you've got the exact same cash values, whether it's 20, 40 or 60 year old, the variable that changes because the way we're approaching it is not the cash value, but it's actually the death benefit. The 20 year old obviously had the higher cash value 40 and then the six year old had the lowest. And so whether you're 20, 40 or 60, the next 20 years on your policy are gonna be exactly the same.

Dr. David Phelps:

Interesting. Okay. Perfect. That's great. Yeah, I learned something for sure.

Cameron Christiansen:

In regards to high commissions, Faso touched on it a minute ago, but what I would add to that is that... ■ Most everyone when they're approaching a whole life insurance, again, they're approaching it from that death benefit side. And there's a lot of people out there that will tell you that they know or understand how to design an infinite banking policy. And unfortunately they're incorrect.

And so what they're doing is they're actually favoring kind of the insurance side and not the cash value side. And so the design feature out there that we want for infinite banking is solely focused on the cash value. We're trying to get as much cash value in there as we can. And by doing that, David, is we're actually lowering the commissions that are associated with that policy.

And so I would say on average, we're probably apples to apples comparison. We're receiving about 30 % of a typical commission that somebody else would receive when they design a similar policy.

Dr. David Phelps:

So the way insurance works, I'm just asking the question, is the greatest amount of commission is paid on a death benefit focus? Is that what you're saying? Am I getting that right? ■

Cameron Christiansen:

I'll give you little bit more detail on that if you don't mind is if you look at a policy, a whole life policy, there's two parts to it. There's the base premium, which is there to support the death benefit. And then we've got the cash value or the PUA portion of the policy, which is there to support the cash value. And so what we're designing is we're minimizing the base premium, which is going to minimize the death benefit and minimize the commissions that are paid. We're maximizing the cash value on the client's behalf.

Dr. David Phelps:

Got it. Okay. All right. A lot of people, a lot of financial advisors and trying to help their clients with their retirement planning and overall financials.

When I look at what they quote sell, it's very product based. There's an annuity here. There's, know, here's a mutual fund and, and many times insurance is also put into a bucket of it's a product and nothing wrong with a product if it serves a purpose. But what you're doing, the way I look at it, it's, it's not a product.

This is a design. process that you're engaged with your client because because beyond Beyond setting up correctly with cash value and the component death benefit, which is part of your structure There's and we're going to get into it in minute here is like now How do I use it strategically to continue to build my wealth and have the other benefits that are part of the policy?

Anthony Faso:

That's a very key point because we're not trying to change what people are investing in. We're just saying that they could do it a little more efficient way and they can increase their returns and actually save money in taxes. I would tell you one little analogy that we, that I like to use.

David, do you use a reward as a credit card?
Why don't you just pay cash?

Dr. David Phelps:

Yes. Ease of use today. Just ease of use.

Anthony Faso:

Easy use, right? And you probably get some benefits. You get some miles cash back. Okay. If you can understand that, I feel you can understand infinite banking. I tell you what we view is we view our infinite banking policies as our rewards credit card for investing. Right? We're going to buy whatever the house is a great example.

We're going to buy this house anyways, whether we do a down payment or pay the whole thing in cash. That money has to come from somewhere. I wish we could put it on the credit card, right? But instead of putting it on a credit card, we use a policy.

And then instead of getting miles of cash back, we're getting uninterrupted compound interest. So we're still going to buy that asset of choice, but there's advantages of running it through the policy.

Dr. David Phelps:

Okay, let's go to some real examples of how people are able to use their policy value to invest in other income producing assets. Because that's what, again, people like me are like, okay, I'm hearing the concept, it's making sense, but what are the mechanics of doing that? So give some examples if you would.

Anthony Faso:

I would say a prime example of something that, ■ that a lot of our clients are doing where they, lot of them are investing in, again, in ways that create passive income. ■ so real estate is key. They're buying, ■ some syndications, whatever their asset choice is, but this works really well with real estate. If you're going to buy that house, again, you, ■ Maybe here's a good example.

With a lot of clients and Davey let me know if this hits home or not. They typically have an account that they're saving up money and then when they have enough, they're going to buy an asset and then they drain their account and buy the asset. That asset produces cashflow or profits that goes back into that account and then they build it up to buy asset two and then they drain the account and buy asset two. The problem is every time we withdraw that money from the account, we're breaking the compound interest curve.

Right now, David, at what point do you want your money to stop compounding? What would you say? Never is a good answer. The problem is the system people are using is designed to break that every single time.

How we get around it is instead of putting it in a bank account, typically because it's safe and liquid.

Dr. David Phelps:

No.

Anthony Faso:

We could just replace that account with one of these types of policies that are not only safe and liquid, are gonna grow at a higher rate of return, tax-free and asset protection. And so what we do instead of draining the account, we leverage against it. What we do is we take a policy loan and we use that to buy the house. Now, or that asset is gonna produce cashflow, we use that.

to repay the loan. And now things got a great tenant, it might go faster or not so good tenant, it might take longer. But eventually we will have put all that money back. And if we look at growth in our policy, we never withdrew the money, we just leverage against it.

So this entire time, your cash value is increasing. And so it's gonna be at the same point in the future, whether you borrowed against it or not, right? Because we never touched it. We just leverage against it.

So say in 10 years, let's just say that that's going to be, you know, a hundred thousand dollars. Your policy grew to a hundred thousand dollars, but because you leverage against it and bought an asset, now we also have a cash flowing asset. And then you know what we do? Cameron's favorite slogan, rinse and repeat.

Right? then we take another cash value loan and buy asset two. And now we have the cash flow from asset one and the cash flow from asset two, which means we could repay that in half the time. And then we rinse and repeat and do that over and over again.

So what this will allow you to do is continue to buy those assets you want. But because we are continuing to compound, you're going to end up having more money and you can end up buying more houses. So this ability to never break that compound interest curve will provide more capital for you to buy more assets.

Dr. David Phelps:

Got it. How do you gentlemen integrate what you do, the concept of infinite banking into a person's generalized portfolio where they do have other advisors, which could be could be some kind of financial advisor that helps them with certain aspects of their game plan. Could be their CPA, could be they've got, you know, an attorney, their business attorney. Maybe it's a tax attorney.

What I'm saying is we know that we know that advisors in different arenas are important. What I'm an advocate for, and I know you are, is people have got to be the orchestrator. I look at the different advisors as really like instruments in the orchestra, but you've got to get to a point in life where you understand enough about the big picture than to integrate. How do you, I guess when you're onboarding a potential client or having these discussions and then typically someone's want to go back to their person, whoever their person has been and ask them, well, hey, I want to do this in...

If their person's not really knowledgeable, you know, haven't been, I'm not against anything. I'm always open, but if their person's not knowledgeable about it, usually the easiest thing for another advisor to say, if they don't understand it, say, no, I wouldn't do that because they've heard something about XYZ that ■ it's a scam or that doesn't work. How do you approach that? It's got to be a little bit of finesse in there and you probably can't work with everybody, I'm guessing.

Cameron Christiansen:

Yeah, I'll jump in there. that oftentimes we'll get that right is somebody's got some established network that they're working with and then they kind of start to think about transitioning, get out of that and they'll reach out to us and they'll bring us in. One of the things that I always start with, whether it's this situation that you're describing now where we're maybe stepping into additional advisors in there, or even if it's just someone that's just first hearing about this and they start to ask family and friends about this idea. is what I tell everybody David is you got to be able to separate the facts from opinions.

Right. And so what you're going to get when you start to ask everybody or you start to inquire is you're going to get a whole lot of opinions and you've got to be able to identify those, sift through them and set them aside. And if you stick just with the facts, you're going to be just fine. Anthony mentioned this a minute ago is that we do the math.

almost everything that we've touched on here, we've done a podcast on and we've discussed it and gone through the math. And we can show you how mathematically implementing these strategies are gonna financially benefit you and that you'll come out in a better spot down the road. And so again, I always start facts versus opinions and then be ready for someone to say no or say it's a bad idea. And you hit the nail on the head.

Most of the time it's just ignorance. not a. aware of it as an opportunity and so they tend to shy away from it.

Dr. David Phelps:

Yeah, I think a lot of people are just fearful of what they don't know, right? And if you don't know about something, then the tendency is just to push back and find reasons why you don't want to investigate it. I'm of the other side. Even if I've heard some opinions that slant a certain direction, oftentimes it makes me more interested to go find out what are the facts.

I want to hear more about it. Then I can make a decision on something. But if I just base it on opinions and what's floating out there in the social media space or whatever it might be, I may be missing out. ■ I just want to bring that to the forefront because I mean, that's the way I know we roll and the different groups we're a part of.

But a lot of people don't see it that way. And I just want to make sure that they feel have the opportunity, whether looking at infinite banking or anything else to dig into the facts, do your homework, find people that have gone down a certain path that you can actually authentically find out for them. Hey, how has it worked for you? Right.

You we all have mentors and people. you said, think, Cameron, you said there was people that you looked at early in life and and they had some principles, but of the way that they were shepherding their life and working, and maybe hard workers, but you saw things in their real life that you thought, that doesn't really appeal to me. So you made some decisions to maybe take the best of what they had to give you, but say, hey, I'm gonna take things a little bit different way. And I think that's where we're in this world today that's so dynamic, so fast changing that I tell people that whatever the old playbook you used, that maybe got you to where you are, which is maybe okay.

probably not gonna be a playbook that's gonna take you to where you really wanna go. And that's beyond, I think, our own lives. And you guys are a lot about legacy and certainly what you're offering is a legacy piece. So why don't we talk, let's kind of lay on theirs, is the bigger picture of what you're helping your clients do.

It's not a one-time transaction. know, not just selling that getting back to that product. Here's a product, hey, it's great. It's gonna give you this, see you later. Come back when you need some more. I mean, it's not the way it works. So let's talk about the long game, the legacy piece. that you're doing for yourselves, but also the bigger play for all of your clients and what that's going to mean for them in their heirs.

Cameron Christiansen:

Yeah, I'll jump in there. I'll go first, Fass, if you don't mind, is that the legacy, the intro, the segue you just teed up there for me, David, is perfect because I'm going to piggyback on what we just talked about and how it parlayes into the legacy ideas. If I'm being real and honest with you is that most of the time when people go and they learn about infinite banking and they go approach their traditional advisor, their traditional advisor does not like the idea because what that client is starting to realize is that I can actually take control of my own dollars. And up until that point, they've outsourced that function in their life. They've said, hey,

Dr. David Phelps:

They've abdicated

Cameron Christiansen:

The traditional financial advice is you're not smart enough to do this on your own. Give us the money and we'll manage it for you. We'll tell you how it's doing every six months, right? So the financial advisor is not, the traditional one is not incentivized to say, yeah, go learn about this and then start transferring funds over to them.

And so that is the same idea about legacy, right? Is that what we're trying to do is we're trying to teach clients that you are smart enough that you can do this on your own. Somebody like Anthony is already doing it. So why can't you?

Right? That's what we're teaching people is that you can take control of your personal finances moving forward. And then the second part of that is once you figure this game out is because again, all it is is a game is now you can teach your kids because that's going to be the missing link that happens from a successful parent that has done well in life is typically that education on how they achieved it and how to keep those dollars is missing. from that next generation are their kids.

And so this is a perfect transition to come in here and now the client's taking control over it. They're having those conversations and now you can pass that education down to the children.

Dr. David Phelps:

Yeah, beautifully said.

Anthony Faso:

I would say that legacy, oftentimes we just assume that that's dollars, but more importantly, it's sense, more like financial sense. So what a lot of our clients are doing, and this is what I did with my kids, this is how we save for their education. We didn't do a 529 plan. We set up

policies for them and they use that to pay for their education, whether it's college or a trade school or a course on real estate, whatever it is.

But now when our kids graduated, I gave them the policy and said, now you start paying the premiums, you start repaying the loans. So instead of putting money in your IRA or 401k, put your money in this policy. And the big difference is that money is cash value that you can turn around and use immediately. And this has really given our kids a head start of doing some investing.

And I'd say my son has used his policy to flip a house and he started a vending machine route where he's almost up to 10 grand a month in passive income. And my daughter's using it to buy real estate. She's actually closing on her first property today and she's only 26. You know, but the thing is, and we instill it with our clients, you're going to have more death benefit than you ever imagined.

Dr. David Phelps:

right

Anthony Faso:

For one, it doesn't all need to go to the kids. There's a lot of places that you could give that death benefit to, but we need to teach the kids now how to work with a little bit. So when they get a lot, that they're gonna be a good steward. So it's forcing our clients to get the kids involved at a younger age.

Dr. David Phelps:

It's such an important concept, as you said, it's not about giving our kids wealth that we worked hard for, it's giving them the resources back to self-reliance, Cameron, and teaching them the concepts and putting it in their hands once they understand the concepts, doing the math, you know, and you don't have to be a calculus graduate, you know, to understand this, just doing the math and understanding the basic financial concepts and having kids see that, what a seed that... we're planting for them to grow that. And then we don't have to worry about our kids. mean, I think as parents, we worry about our kids, but if we worry too much or do too much for them, we haven't helped them.

This is a way that you're putting something in their hands that is very understandable and is way beyond whatever financial literacy they're getting or typically not getting in the education system. I mean, it's up to us. It's up to us as parents to bring that to the forefront. And it's a big piece of what you're doing.

So much here today, gentlemen. I know you've got a wealth of information ■ on YouTube and on the podcast. And as you said, we'll put the links there in the show notes so people can do a deeper dive. It's been an intriguing conversation for me.

I appreciate you answering the questions that I had because I learn more every time we get to have conversations like this with people like you who are bringing something that's very fruitful and a great resource to all the people who are listening today and want to do better in their life and for their families.

Anthony Faso:

If you know, can end on a comment. This concept is different and it's not for everybody. But for the people that incorporate it, they're seeing real results that are changing the trajectory of their lives and their kids lives. And anybody listening, particularly if you listen this long, you know what?

■ you owe it to yourself to evaluate it. Maybe you can say, you know, this ain't for me. Then at least you came to that own decision yourself. this is, again, we're not gonna change what you're doing.

We're just gonna change how you're doing it. And you can see massive improvement.

Dr. David Phelps:

I thought you were going to say if you've hung in here this long, there's a special prize for you or something. Special giveaway. He made it this long. Well, I hope a lot of people did make it this long and I hope that they will take advantage of the opportunity to learn more.

So again, Anthony Cameron, it's been a pleasure. Thanks for being here today.

Cameron Christiansen:

David, thank you. Take care.

Anthony Faso:

Go make it fantastic.

Dr. David Phelps:

This entire conversation was about not advocating one's financial future. And yet that's what we're told in life. We're told in life that we need to find our skillset, our career, our professional degrees and focus on those talents and develop those fully and let somebody else, whoever that might be, take care of our money, our retirement plans for us. I think that's the biggest mistake that anybody can make.

The financial acumen, the basic skillsets that one can learn no matter where you are in life, no matter what your propensity is for numbers, math, calculus, you can learn enough to at least be involved in the conversations that are gonna most affect you, your family, generational wealth for the future. Advocating this doesn't mean that people out there that are advisors or licensed professionals in different areas doesn't mean that they aren't needed. I think they are, but you have got to be the orchestrator of your financial future. Think of you as being the conductor of the orchestra.

And they are the advisors, the various advisors you might need on your team are the instruments. You can learn enough to be able to ask the right questions and design by intention what's important for you in your life and not just leave it to somebody else. Look, somebody else is going to do the best they can, but they don't know your life. And typically they're not in a position to really take in the information that they need to develop a broad plan.

Each person in a advisory role has very specialized talents and gifts, but they're not usually the best orchestrator. How to do this is, I believe you've got to start with curiosity. You've got to say, hey, I want to learn something about some area of finance that I don't know anything about. Depends on where you are.

Maybe you are at a very basic standpoint and you've just made a lot of money in your life because you're a hard worker and you've done well, but now is the time to say, well, what do I do with the money to be a good steward of it? How do I protect it? How do I grow it? How do I remain resilient in an economy, a new economy that is very, very volatile, much different than we've had in.

in previous decades. This is a time to be financially in front of what you're looking at for the future. This is what will give you peace of mind and decrease your stress. Nobody's got to imagine crystal ball, but you've got to take the reins to make sure that you're staying in front of your future and your financial freedom.

It's all up to you. Generational legacy or generational wealth to me means a lot more than transferring monetary assets. That certainly can be a piece of it. And I think it needs to be part of your overall estate plan.

That's where a good attorney, a good estate planner, a financial advisor can definitely come into play and help design because there are certainly tax strategies in terms of how you manage and you pass on taxable accounts and also retirement accounts. But that's not my point. That can all be done. What you really want to look at is how do you take the principles and the values and the culture that you believe is important for your family?

Maybe that's already been passed down to you from your parents and grandparents, and you want to instill that in your kids and grandkids. Well, this is where you've got to have conversations. This is where you have to bring to the forefront for the younger generation appropriate financial acumen that they're not getting anywhere else. You've got to have what I would call family board meetings, not boring as in B-O-R-E-D, but board, B-O-A-R-D, board meetings.

Now again, depends upon what age they are. certain conversations are appropriate for certain ages, of course, but these board meetings can be started even when your children are relatively young, showing them that they have a responsibility in terms of making decisions that are appropriate for them at their age, whether you give them an allowance or they earn money by doing certain chores or they're of an age where they can actually have outside part-time jobs like most of us did growing up, whether it's mowing lawns or throwing newspapers. Well, not so much throwing newspapers anymore, but. What do they do with that money?

How do they become good stewards? Showing them how they can start a ■ fund in maybe an index fund or mutual funds, just something where they can show how money can grow. Start them at the right place and give them some responsibility, work with them on that. And as they grow older, then the conversations will develop to a greater degree.

These family board meetings can be the piece of the puzzle that's missing from most legacy generational transfers. The money's one thing, but if you leave it all in the money, good chance that the generational transfers of the most important things may be lost. If you're ready to stop outsourcing your financial future and start building a life of intention and legacy, I want to personally invite you to explore what we're doing inside of Freedom Founders. More than a community, it's a movement of high-performing professionals taking back control of their capital, creating sustainable wealth and building legacies rooted in financial stewardship, not just net worth.

and we don't stop at the first generation. We have an entire next-gen group where we pour what we've learned into our children and heirs. So the torch of financial wisdom is just passed

down, but it's deeply understood. If you're for transformation, not just in your finances, but in your time, relationships, purpose, and freedom, we'd love to guide you there. Schedule a discovery call with my team at freedomfounders.com forward slash discover. That's Freedom Founders. and don't forget to hit that subscribe, follow and like button wherever you're watching or listening. Until next time, this has been David.

Freedom Founders Podcast Ep #562 with Anthony Faso and Cameron Christiansen