

June
2007



**Doing all
the things
other
advisors
forget to
do.™**



“The
average
human
heart beats
100,000
times a day.
Make those
beats
count.”



Donald O'Connor,
MA, and Ph.D.

THE ASSET PROTECTION FINANCIAL GROUP LLC

2306 Berlin Turnpike, 1st Floor

Newington, CT. 06111

Phone 860-667-8444 Fax 860-667-3888

Toll-free: 1-866-311-3563

Email: don@assetprollc.com Website: www.assetprollc.com

“We do all the things other advisors forget to do”™

Go ahead and junk your shredder! See why...

My kids and I always get a huge kick out of the ID theft commercials where they do a “voice over” on a little old lady with the biker that used her credit card to buy motorcycle stuff, or the huge body builder that has the voice of the girl that used his credit card to go on a lingerie shopping trip. Do you know the commercials I’m talking about?

We all have become much wiser about identity theft, but as sometimes occurs, we put a lot of emphasis on one aspect while ignoring another. Now days, when I talk with people about identity theft, their reaction is usually to blurt out, “I have a shredder and shred everything!”

That is a terrific first step but it pertains to only about 3% of all stolen identities. On a daily basis I see people going about their lives completely ignoring the need to protect their identities in the ways it is most likely to be stolen...let me explain. According to a recent study by Javelin Strategy & Research and the Better Business Bureau, the following are the main methods criminals use to carry out identity fraud:

1. 28.8% - Lost/stolen wallet, purse, check book or credit card
2. 12.9% - Accessed as part of a transaction (waitress or clerk takes info while processing purchase)
3. 11.4% - Accessed by friend, acquaintance or relative
4. 11.1% - Criminal refused to answer
5. 8.7% - Information accessed by corrupt employee
6. 8.0% - Stolen paper mail or fraudulent change of address
7. 7.4% - Obtained some other way
8. 5.2% - Computer spyware (software hidden on websites to snoop your info)
9. 2.6% - Information stolen from garbage (here’s where shredding helps)
10. 2.2% - Computer viruses or hackers
11. 1.7% - Emails sent by criminals posing as legitimate businesses

Holy Cow! We are all shredding away yet I see purses left in shopping carts regularly. I rarely see customers watching what the waitress is doing with their card at restaurants. Who would ever suspect a friend or relative of stealing our information? Yet, it accounts for 4 times more stolen identities than people stealing our garbage.

There is no way I’m going to follow my waitperson at a restaurant to see what he/she is doing with my credit card...that is way too uncomfortable for me. And heck, nobody means to lose their wallet...but it happens. You simply can’t plan for or prevent all or even most of the things on the list of ways identity is stolen.

(continued)

A Note from Donald O’Connor, MA, and Ph.D

Don't react once your identity has been stolen, be proactive. Hiring credit monitoring services is costly and doesn't prevent identity theft, it just tells you that you have just become its latest victim. I guess that is some help but isn't there a way to prevent it completely?

Yes there is.

You can "lock up" your identity. You can inform all the credit agencies that all of your credit is locked and that they are not to let anyone (even you) open an account without your expressed and protected approval.

I have known about this for years but have never followed through contacting all the agencies (I'd rather have all my teeth pulled without Novocain...almost!) It's a hassle to contact them to get them to do this and even more complicated to get them to make an exception when I do want to buy a piece of furniture with a store's "no-interest, no-payment for 6 months" offer or want to open a new account at the bank.

However, there is now a service that does it easily and conveniently called LifeLock. Here's their guarantee:

"In the unlikely event your lock is picked and you find yourself fighting to regain your good name, we're going to do the fighting for you. We're going to pay for the fight. And we're going to make sure that you get every dollar back, lost wages, attorney's fees, costs, actual losses, every dollar up to \$1 million. Period. No fine print. If your Identity is stolen while you are our client, and your claim is legitimate, we're going to do whatever it takes, for however long it takes, however much it costs to fix it and you won't lose a nickel, again, up to \$1 million." - LifeLock

For more information on LifeLock and the services they provide visit: www.lifelock.com

You may have heard about this company in the news when its president announced his full Social Security Number live on CNN! Can you imagine? He has that much faith in his service. So I thought I would just give you another idea on how to protect what you have worked so hard to grow. I hope you find it useful.

My Valuable Clients: I have arranged a 40% discount for all of my clients on this service! That is a savings of over \$40! Please call me right away if you want to get this discount. I'm only able to offer it for a limited time.

Sincerely,



Donald O'Connor, MA, ^{abd} Ph.D