

Using SmartStation® Custom Query Reports to Data Mine for Insurance Strategies

Custom Queries in *SmartStation* lets you create a targeted list of client contacts based on client and account information (i.e., contacts who hold a specific security or who own a specific product, like municipal bonds or insurance). In *SmartStation* navigate to **Advisor > My Book > Custom Queries**.

Generating a Custom Query Report

Select search criteria under **Global, Balance, Account, Performance & Profile** tabs

1. Global tab

- a) Input **Branch Code** & select **Branch Name**
- b) **Filter Rep Code By** - Select Financial Advisor
- c) **Rep Code Status** - **“Include Inactive Rep Codes”**
- d) **Rep Code** – **“Select All.”**
***Please Note** this data will only pull accounts within your branch. Cross branch accounts will not be included.
- e) **Account Status** - **“Active”**

The screenshot shows the 'Custom Queries' interface with the 'Global' tab selected. The interface includes several input fields and dropdown menus for filtering data. A callout box labeled '1. a-e' highlights the 'Sub Firm', 'Branch Code', 'Branch Name', 'Filter Rep Code By', 'Rep Code Status', and 'Rep Code' fields. Another callout box labeled '1. f' highlights the 'Display Options' section, which includes checkboxes for 'Rep Code', 'Account Status', 'Account Number', 'Account Name', 'Household Name', 'Household ID', 'Home Phone Number', 'Business Phone Number', and 'Email Address'. The 'Household Name' checkbox is checked. At the bottom, there is a 'Report Display Elements' section with an 'Update' button and a 'Space used = 10.00%' indicator. 'Submit' and 'Reset' buttons are also visible at the bottom right.

- f) **Display Options** - Select **“Household Name”** or **“Household ID”** at a minimum. **Please note** households may include multiple accounts so including household identifiers like **“Household Name”** and **“Household ID”** will help consolidate data.

Supplemental Retirement Income Custom Query Report

Life insurance is best known for how it can help meet a client’s death protection needs. However, due to its unique tax treatment, life insurance can also provide an additional way to save for retirement through tax-deferred growth of its cash value. This cash value can be accessed through loans and/or withdrawals to create income tax-free distributions for a client at any time, often in retirement.

Typical Client Profile: Age 35 – 55, high-income earner (above Roth phase-out), who have a death benefit need and more than 10 years until retirement.

Supplemental Retirement Income continued on next page >

Investment and Insurance Products:

▶ NOT FDIC Insured ▶ NO Bank Guarantee ▶ MAY Lose Value

2. **Profile** tab:

a) Check "Annual HH Income" - Select **D- \$200,000-\$499,000** through **I- \$10,000,000 or more**. (Hold down "CTRL" to click more than one income range option.)

b) Check "Client Age" - Enter **From 35 to 55**.

3. Click **Update**

4. Click **Submit**

5. **Choose Sort Option** and **click "Go"** - Recommend sorting by **"Household Name"** or **"Household ID."**

6. **Export Custom Query Report to Excel**

Display Options

Display	Value	Display	Value
<input type="checkbox"/> Stated Net Worth	No Stated Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Investment Objective	No Investment Objective A - CONSERVATIVE INCOME B - CONSERVATIVE GROWTH & INCOM C - MODERATE GROWTH
<input checked="" type="checkbox"/> Annual HH Income	No Annual HH Income A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Online Service	No Online Service O - PC ACCESS P - OL TRADING V - PC INQUIRY
<input type="checkbox"/> Liquid Net Worth	No Liquid Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Option Level	0 - No Options 1 - Covered Calls 2 - Purchase Married Puts / Sell Cash Co 3 - Purchase Calls and Puts
<input checked="" type="checkbox"/> Client Age	from <input type="text" value="35"/> to <input type="text" value="55"/>	<input type="checkbox"/> Tax Bracket	from <input type="text" value=""/> % to <input type="text" value=""/> %
<input type="checkbox"/> Marital Status	No Marital Status A - Married B - Single C - Divorced	<input type="checkbox"/> State	AA - Armed Forces the Americas AE - Armed Forces Europe AK - Alaska AL - Alabama

Report Display Elements Space used = 10.00%

Below is a list of elements that will be displayed within your report. Click on the "Update" button to retrieve the latest data.

Type	Display Items
Global	Account Number

Update **Submit** **Reset**

Choose Sort Option ...

Please choose sort field below:

GO

Custom Query as of 06/04/2020

Household Name	Account Name	Annual HH Income	Client Age
...
...
...
...
...
...

Extended Care/Long-Term Care Planning Custom Query Report

An extended care event can take an overwhelming toll on a client’s family and finances. Clients turning 65 have a 70% chance of needing some type of long-term care services and support in their remaining years¹. Since estimated costs can exceed \$90,000 annually², one event can have devastating impact on your client’s retirement or legacy goals. Clients can best prepare for this likelihood by creating and funding a long-term care plan.

Typical Client Profile: Ages 50 – 70, with \$500,000 or more in liquid assets, looking to transfer risk through leverage.

1. See step “1. **Global** tab” on page 1.
2. **Profile** tab:
 - a) Check “Liquid Net Worth” - select **E- \$500,000-\$999,000, G, H & I-\$10,000,000 or more.** (Hold down “CTRL” to click more than one income range option.)
 - b) Check “Client Age” - Enter **From 50 to 70.**
3. Click **Update**
4. Click **Submit**
5. **Choose Sort Option** and click “Go” - Recommend sorting by “**Household Name**” or “**Household ID.**”
6. **Export Custom Query Report to Excel**

The screenshot shows the 'WS Custom Queries' application interface. The 'Profile' tab is active, displaying a 'Display Options' section with various filters. Callout 1 points to the 'Global' tab. Callout 2 points to the 'Liquid Net Worth' and 'Client Age' filters. Callout 3 points to the 'Update' button. Callout 4 points to the 'Submit' button. Callout 5 points to the 'Choose Sort Option' dialog box. Callout 6 points to the 'Export to Excel' button.

Display Options

Display	Value	Display	Value
<input type="checkbox"/> Stated Net Worth	No Stated Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Investment Objective	No Investment Objective A - CONSERVATIVE INCOME B - CONSERVATIVE GROWTH & INCOM C - MODERATE GROWTH
<input type="checkbox"/> Annual HH Income	No Annual HH Income A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Online Service	No Online Service O - PC ACCESS P - OL TRADING V - PC INQUIRY
<input type="checkbox"/> Liquid Net Worth	No Liquid Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Option Level	0 - No Options 1 - Covered Calls 2 - Purchase Married Puts / Sell Cash Co 3 - Purchase Calls and Puts
<input type="checkbox"/> Client Age	from [] to []	<input type="checkbox"/> Tax Bracket	from [] % to [] %
<input type="checkbox"/> Marital Status	No Marital Status A - Married B - Single C - Divorced	<input type="checkbox"/> State	AA - Armed Forces the Americas AE - Armed Forces Europe AK - Alaska AL - Alabama

Report Display Elements

Below is a list of elements that will be displayed within your report. Click on the "Update" button to retrieve the latest data. **Space used = 10.00%**

Type	Display Items
Global	Account Number

Choose Sort Option ...

Please choose sort field below:

Household Name

GO

WS Custom Queries

First Prev Next Last Go To Page 1 of 16 100% Help

Back to Main

Wells Fargo Advisors

Custom Query as of 06/04/2020

1. U.S. Department of Health and Human Services, National Clearinghouse for Long-Term Care Information
2. Genworth Cost of Care Survey 2019, conducted by CareScout®, June 2019, National Median Cost for Semi-Private Room, Nursing Home Care

Asset-Based Long-Term Care Custom Query Report

Same as “Extended Care/Long-Term Care Planning Custom Query Report” above with the addition of **Balance** tab to search for clients with large cash or money market balances available to potentially reposition into an asset-based long-term care product.

1. See step “1. **Global** tab” on page 1.
2. **Profile** tab (same as “Extended Care/Long-Term Care Planning Custom Query Report” on prior page).
3. **Balance** tab:
 - a) Check “Cash Available” and/or “Money Market” and input balance amounts. *Asset-Based Long-Term Care products generally have minimum premium amounts of \$25k-\$55k depending on product, state, client age and carrier minimum face amounts.*

The screenshot shows the 'WS Custom Queries' interface with the 'Balance' tab selected. Under the 'Display Options' section, there are two columns of checkboxes and value ranges. A brown box highlights the 'Cash Available' and 'Money Market' options, with a '3' in a brown box to the left of the 'Cash Available' row.

Display	Value	Display	Value
<input type="checkbox"/> AUM	from \$ [] to \$ []	<input type="checkbox"/> Margin Debit	from \$ [] to \$ []
<input type="checkbox"/> Funds Available	from \$ [] to \$ []	<input type="checkbox"/> Long Market Value	from \$ [] to \$ []
<input type="checkbox"/> Cash Available	from \$ [] to \$ []	<input type="checkbox"/> Free Credit	from \$ [] to \$ []
<input type="checkbox"/> Money Market	from \$ [] to \$ []	<input type="checkbox"/> Miscellaneous Debit	from \$ [] to \$ []
<input type="checkbox"/> Buying Power	from \$ [] to \$ []	<input type="checkbox"/> T12 Revenue	from \$ [] to \$ []
<input type="checkbox"/> % Equity	from [] % to [] %		

***Continue with Steps “3. Update, 4. Submit, 5. Choose Sort Option, 6. Export...” from page 3.**

Legacy Maximization Custom Query Reports

When it comes to legacy planning, most think of estate taxes as the planning opportunity. Many overlook the impact income taxes can have to significantly reduce the amount of a client’s financial legacy. Life insurance may offer an ability to minimize or even completely eliminate the impact of these taxes, increasing the net amount received by their beneficiaries. Help ensure your clients aren’t underestimating the impact that income and estate taxes will have on their legacy through proper planning.

Typical Client Profile: Clients who are ages 60-80, and have sufficient assets for retirement and won’t need these tax-deferred assets for income, but would like to efficiently transfer their wealth. Examples include those who are taking RMD’s without a need for the income, have non-qualified annuity assets not needed for retirement income or are subject to state or federal estate taxes.

Legacy Maximization – IRA Maximization continued on following page >

IRA Maximization Custom Query Report

1. See step “1. **Global** tab” on page 1.
2. **Account** tab:
 - a) Check “Account Category” select **IRA**

Custom Queries

Global | **Account** | Performance | Profile

Account

Display Options

Display	Value	Display	Value
<input type="checkbox"/> Account Category	5 - Brkg529 9 - FrnNon-Pft A - Individual B - Broker/Dlr	<input type="checkbox"/> Power of Attorney/Trading Auth	1035 - TRADING AUTHORIZATION - LIN 1040 - TRADING AUTHORIZATION - FU 1050 - POWER OF ATTY-LIMITED 1051 - POWER OF ATTY-FULL
<input type="checkbox"/> Account Open Date	from [] to []	<input type="checkbox"/> IPO Certified	YES NO

2. a

3. **Profile** tab:
 - a) Check “Liquid Net Worth” - select **E- \$500,000- \$999,000, G, H & I- \$10,000,000 or more**. (Hold down “CTRL” to click more than one income range option).
 - b) Check “Client Age” - Enter **From 60 to 80**.

WS Custom Queries

Global | Balance | **Account** | Performance | Profile

Profile

Display Options

Display	Value	Display	Value
<input type="checkbox"/> Stated Net Worth	A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999 D - \$200,000 - \$499,999	<input type="checkbox"/> Investment Objective	A - CONSERVATIVE INCOME B - CONSERVATIVE GROWTH & INCOM C - MODERATE GROWTH D - MODERATE GROWTH & INCOME
<input type="checkbox"/> Annual HH Income	A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999 D - \$200,000 - \$499,999	<input type="checkbox"/> Online Service	No Online Service O - PC ACCESS P - OL TRADING V - PC INQUIRY
<input type="checkbox"/> Liquid Net Worth	A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999 D - \$200,000 - \$499,999	<input type="checkbox"/> Option Level	0 - No Options 1 - Covered Calls 2 - Purchase Married Puts / Sell Cash Co 3 - Purchase Calls and Puts
<input type="checkbox"/> Client Age	from [] to []	<input type="checkbox"/> Tax Bracket	from [] % to [] %
<input type="checkbox"/> Marital Status	A - Married B - Single C - Divorced D - Widowed	<input type="checkbox"/> State	AA - Armed Forces the Americas AE - Armed Forces Europe AK - Alaska AL - Alabama

3. a

3. b

***Continue with Steps “3. Update, 4. Submit, 5. Choose Sort Option, 6. Export...” from page 3.**

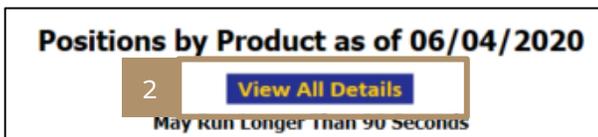
Annuity Maximization Positions by Product Report

In *SmartStation* navigate to **Advisor > Analysis Workbook Rpts > Business Dev**

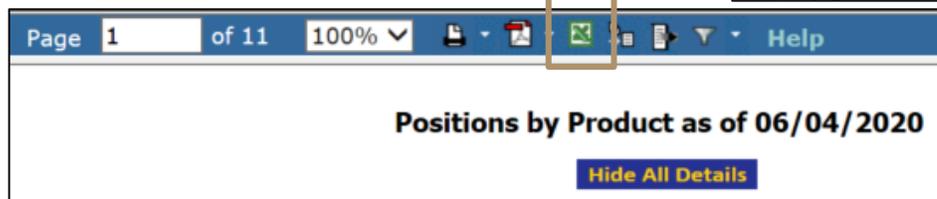
1. Select **Positions by Product**
2. Input Branch Code & select Branch Name
3. Filter Rep Code By - Select Financial Advisor
4. Rep Code Status - “**Include Inactive Rep Codes**”
5. Rep Code – “**Select All.**”
*Please Note this data will only pull accounts within your branch. Cross branch accounts will not be included.
6. Security Type – select **Annuity**
7. Click **Submit**

There are 2 ways to view the clients in your book that have an annuity

1. View a list of clients that own a specific product click on the blue drill down arrow 
2. Another way to get a list of all clients and all annuities in your book is to click **View All Details**



3. Export this report into Excel.



Security Description	Security Symbol
JACKSON PRSPCTV II V ANN	
LINCOLN CP SIG B SH VAR	
NATIONWD DST NAV2.0V ANN	
PRUCO PRUD PREM RT VAR B	
LINCOLN NATL LIFE INS	
JCKSN NTNL LFEII V ANN	
LINCOLN CP SIG B 14L V	
GREAT AMERN FREEDOM 6 ANN	
RVRSRCE LF FLEX SLCT ANN	
AMERN LEGACY III VAR ANN	
ANCHOR PLRS II PRN V ANN	
AMERICAN GEN LIFE FX ANN	
PHEONIX DIMENSIONS V ANN	
DELAWARE LIFE VAR ANN	
NATIONWIDE LIFE DESTIN C	

Single Premium Life

Almost all clients have some legacy plans, dollars they plan to leave to people or organizations that are important to them. Helping clients to secure this legacy can be of great benefit to them. Life insurance may offer an ability to increase this legacy or simplify its accomplishment.

Single Premium Life (SPL) is a life insurance policy where a one-time premium payment purchases a guaranteed death benefit that is higher than the original payment. SPL policies also feature return of premium guarantees and access to benefits for an extended care event.

Typical Client Profile: Clients who are ages 50-85, have sufficient assets for retirement. Often they have set aside cash or cash equivalents for their legacy. For example clients holding CDs, cash or money market accounts that they don't anticipate needing for retirement income or daily living expenses and are earmarked for their children or grandchildren. Sometimes clients will hold multiple accounts, one for each grandchild – for example 6 CDs of equal amounts - and/or set up “payable on death” (POD) accounts for bank accounts or “transfer on death” (TOD) accounts for brokerage accounts.

1. See step “1. **Global** tab” on page 1.
2. **Balance** tab:
 - a) Check “Cash Available” and/or “Money Market” and input balance amounts.

WS Custom Queries

Custom Queries

Global Balance Account Performance Profile

Balance

Display Options

Display	Value	Display	Value
<input type="checkbox"/> AUM	from \$ [] to \$ []	<input type="checkbox"/> Margin Debit	from \$ [] to \$ []
<input type="checkbox"/> Funds Available	from \$ [] to \$ []	<input type="checkbox"/> Long Market Value	from \$ [] to \$ []
<input type="checkbox"/> Cash Available	from \$ [] to \$ []	<input type="checkbox"/> Free Credit	from \$ [] to \$ []

3. **Profile** tab:
 - a) Check "Client Age" - Enter From **50 to 85**.
4. Click **Update**
5. Click **Submit**
6. **Choose Sort Option** and **click “Go”**
7. **Export Custom Query Report to Excel**

WS Custom Queries

Global Balance Account Performance Profile

Profile

Display Options

Display	Value	Display	Value
<input type="checkbox"/> Stated Net Worth	No Stated Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Investment Objective	No Investment Objective A - CONSERVATIVE INCOME B - CONSERVATIVE GROWTH & INCOM C - MODERATE GROWTH
<input type="checkbox"/> Annual HH Income	No Annual HH Income A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Online Service	No Online Service O - PC ACCESS P - OL TRADING V - PC INQUIRY
<input type="checkbox"/> Liquid Net Worth	No Liquid Net Worth A - \$0 - \$49,999 B - \$50,000 - \$99,999 C - \$100,000 - \$199,999	<input type="checkbox"/> Option Level	0 - No Options 1 - Covered Calls 2 - Purchase Married Puts / Sell Cash Co 3 - Purchase Calls and Puts
<input type="checkbox"/> Client Age	from [] to []	<input type="checkbox"/> Tax Bracket	from [] % to [] %
<input type="checkbox"/> Marital Status	No Marital Status A - Married B - Single C - Divorced	<input type="checkbox"/> State	AA - Armed Forces the Americas AE - Armed Forces Europe AK - Alaska AL - Alabama

Report Display Elements

Below is a list of elements that will be displayed within your report. Click on the "Update" button to retrieve the latest data. Space used = 10.00%

Type	Display Items
Global	Account Number

Choose Sort Option ...

Please choose sort field below:

Household Name

GO

Submit Reset

Additional resources for cash balance searches can be found on InfoMAX® Story Name: **IDENTIFYING CASH BALANCES**.

Bring in a Specialist

At Wells Fargo Advisors, you have access to a variety of high quality sales support options when presenting protection strategies to your clients. It is important that the sales support you choose is a good fit for your clients and your practice. Whether you prefer to have someone local, a virtual team, and/or leverage the Insurance Solutions Portal, you have access to a national network of insurance specialists ready to support you in meeting your clients' insurance needs. Please see Story Name: INSURANCE SUPPORT for more information.

This is not, in any way, intended as an invitation to replace your existing coverage. Such an exchange is often not suitable due to such factors as surrender charges on your existing policy, the surrender charge period on the new policy, transaction costs associated with the exchange, the values of the new policy versus the old policy, and the various fees and expenses associated with the new product. Therefore, replacing an existing policy should only be considered after a careful evaluation of these factors as well as a thorough review of your existing coverage.

Distributions from life insurance policies prior to the death of the insured may be subject to income taxation depending on the type of distribution, the life insurance policy duration at the time of distribution and effective tax law at that time. These distributions may also reduce policy cash values and death benefits. Life insurance policy loans are not taxable for a non-MEC policy provided that it remains in force until the death(s) of the insured(s).

Withdrawals, policy loans and other distributions from a MEC policy are subject to other rules and are generally taxable as "income first." If prior to the death(s) of the insured(s) the policy (MEC or non-MEC) is surrendered or lapses with an outstanding policy loan balance, the policy owner will be subject to income taxes to the extent the cash surrender value plus the amount of the outstanding loans exceeds the policy cost basis. Withdrawals, policy loans, and other distributions will reduce policy values and may reduce death benefit.

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