



Become a Registered
Social Security Analyst.®
Help maximize
people's benefits.

***A Winning Opportunity
for Everyone***

RSSA®
Registered Social Security Analysts



"Becoming a Registered Social Security Analyst is one of the best decisions I ever made."



**Martha Shedden,
RSSA**

Do Well & Do Good

Run your business as a Registered Social Security Analyst part-time or full-time. You'll help people optimize their Social Security benefits so they can receive tens or hundreds of thousands of dollars more over their lifetime. And you'll have a flexible business that's tailored to your needs. You can build your own practice or partner with accountants or other financial professionals to work with their clients.

We provide a turnkey business, and our RSSA Business Success Program guides you to launch a fully functioning business — for an affordable, low-risk investment.

A Great Business Awaits



Launch a New Business

Your new career as a Registered Social Security Analyst can begin within months.



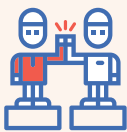
Become Your Own Boss

As a RSSA, you will do meaningful work, on your terms, and set your own fees.



Work Part-Time or Full-Time

You will set your own hours and invest the amount of time that best suits you.



Help Baby Boomers & Others

75 million Boomers will ultimately retire. They can all benefit from a RSSA's expertise.



Partner With Pros

After you gain some experience, we'll introduce you to select financial and tax professionals.

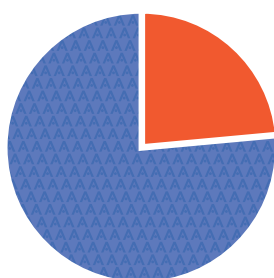


Do Good & Do Well

Earn your living by enabling others to optimize their Social Security income and gain peace of mind.



Baby Boomers are retiring by the thousands every day – and they need help with their Social Security. There's a substantial market to fill.



U.S. Population:
331 million

Baby Boomers:
75 million

There's a Tremendous Need

There are 75 million Baby Boomers in America, and 10,000 of them are retiring every day. Virtually all of them will benefit from sound Social Security advice. In fact, by using optimal Social Security claiming strategies, many Americans will be able to receive tens of thousands — or even hundreds of thousands — more in Social Security income. Unfortunately, however, too few people fully understand the 2,700+ rules governing Social Security. Therefore, there is a huge opportunity for individuals with Social Security expertise to help people across the country optimize their income and live more securely in their retirement years.

A Terrific Business Opportunity

Because of the unusually large number of people retiring each day, Registered Social Security Analysts (RSSA) are needed now.

RSSA's can use the Business Success Program to plan and launch their own businesses. RSSA's can work part-time or full-time. They make their own hours.

The training they receive from the National Association of Registered Social Security Analysts is comprehensive yet can be completed in 3-4 weeks. The cost to become a Registered Social Security Analyst is surprisingly affordable. And everything you need to start your own business is provided in our Business Success Program.

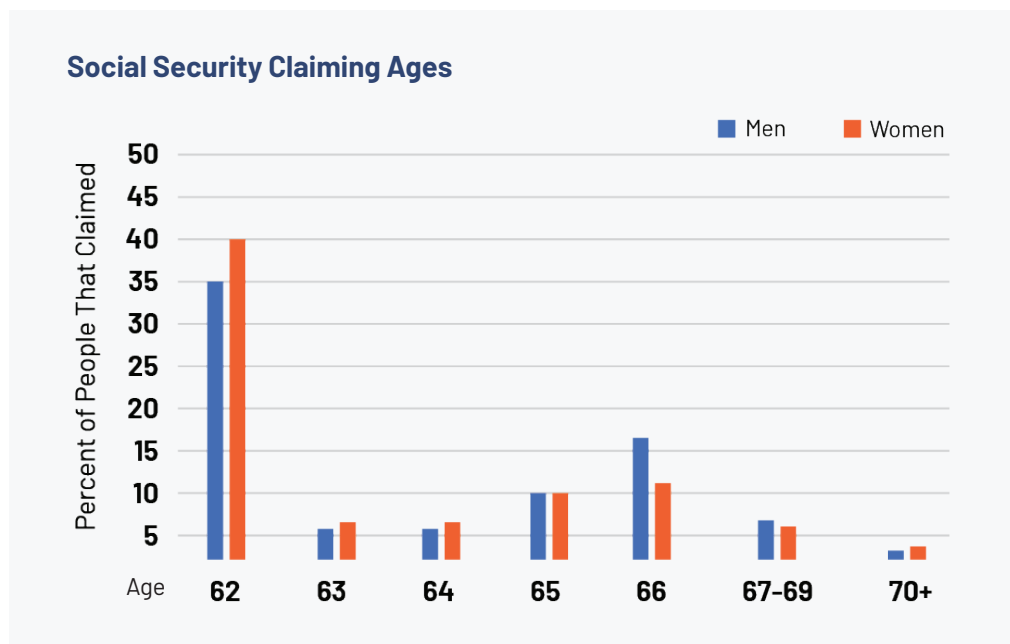


People do not have a reliable source for Social Security advice. RSSAs fill that gap.



Social Security Confusion Has Enormous Consequences

Failing to take Social Security at the right time, and failing to understand all the factors that are involved in claiming — or accruing — Social Security — can have major financial consequences. In fact, 96% of Americans don't claim at the optimal time, losing an average of \$111,000 per household. In total, Americans are losing \$3.4 trillion annually in Social Security benefits. There is a clear need for better advice. That's where Registered Social Security Analysts can help.



“Americans are woefully under-educated about Social Security.”
—AARP

While most people would like to wait until age 70 to maximize their benefits, only 2% of men and 3% of women actually do.

How to Become a RSSA

Earn the new RSSA credential designating expertise in Social Security and capitalize on the tremendous demand for advice. Plan and launch a rewarding business.



Registered Social Security Analysts have passed a training curriculum that meets QAS requirements and is accepted for self-study in all states for CPAs by the National Association of State Boards of Accountancy, for Enrolled Agents and PTIN holders by the Internal Revenue Service, and for CFPs by the Certified Financial Planner Board.



Learn How to Maximize Social Security Benefits

The RSSA online course is comprised of a series of five modules that explain everything from the basics — the history of Social Security and how benefits are calculated — to complex claiming strategies for people who are divorced, self-employed, have pensions, or have a disability. You'll learn how to use a Social Security optimization software tool to run different scenarios so your clients can see how much more their benefit amounts can be by using different retirement ages and other factors. The course also covers how to market your practice, so you'll have a running start with yours.

All five modules can be completed in about 30-40 hours. To become a Registered Social Security Analyst, you must pass an online proctored exam, which is scheduled monthly. The entire process can be completed in 6-8 weeks.

Our team is available throughout the education process to ensure you succeed. Once you pass the exam, you will be a Registered Social Security Analyst and will be able to use the RSSA designation after your name.

As Registered Social Security Analyst, people will turn to you for advice. It's gratifying to be able to help others increase their benefits and achieve peace of mind in their retirement.



What You'll Do as a RSSA

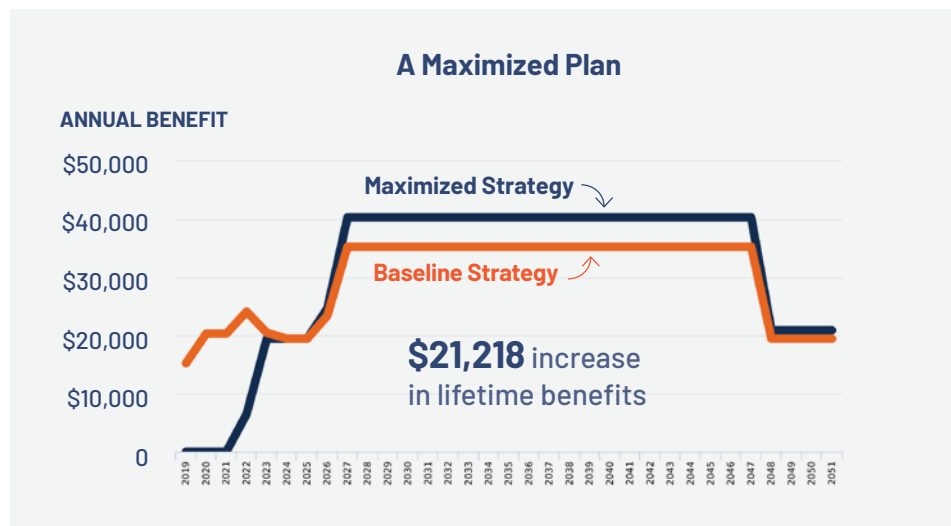
As a RSSA, you will help clients with their Social Security claiming options, provide them with peace of mind, and you may help some individuals and couples significantly increase the amount they will receive from Social Security.

Consulting with Clients

After an initial call with a prospect, you'll provide them with a link to an online intake form. The form gathers basic financial information and expectations for retirement. You'll meet with your clients in-person or by phone to better understand their personal and financial circumstances and get access to their Social Security earnings.

Armed with this data, you will access the Social Security optimization software and enter in different retirement ages and other variables. The software will generate a customized report for your client showing baseline and maximized claiming strategies. This document will enable you to effectively advise your client as to their Social Security claiming options. You can then run additional claiming strategies, if needed.

The entire process usually takes about 2-6 hours to complete. Analysts set their own rates, charging between \$200 and \$2,500 per analysis depending upon the complexity of the report and what local markets will bear.



Reports show the increase in lifetime benefits using optimized claiming strategies.



JOANNE

Increased benefits by **\$1,100** every year.



PAUL & KARIN

Now receiving **\$9,000** more every year.



SUZANNE & CHRIS

Estimated to receive **\$1.5-\$1.7 million** in lifetime Social Security benefits.

RSSA Business Success Program

You are not alone. We provide a range of support to help you achieve success. As a Registered Social Security Analyst, you have access to the NARSSA Registered Member portal – the hub for all your marketing, business, and client interactions.



Coaching: Step-by-step group training as well as one-on-one coaching to get you up and running.

Business Support: Our support team will complete key organizational tasks for your new business, including email setup, legal registration, identity materials, and client tracking software.

Professional Referrals: As soon as you complete five analysis or after three months as a RSSA, you will be provided a list of business professionals, who may partner with you.

Ongoing Education: To stay current about the latest Social Security rule changes.

Expert Access: get advice on your marketing activities and answer questions about a client's Social Security analysis.

Find a RSSA Login

NATIONAL ASSOCIATION OF REGISTERED SOCIAL SECURITY ANALYSTS

BECOME AN EXPERT PROGRAM SUMMARY FAQ GLOSSARY BLOG SIGN UP

Welcome, Michael!

Basics

- My RSSA.COM Professional Profile Page
- My RSSA.com Email
- Software Login
- MyClients & Prospects Database
- Digital Business Cards & Letterhead
- My RSSA Certificate & Membership

Support & Training

- Coaching
- Monthly Group RSSA Virtual Meetings
- Continuing Education Self Study Courses
- Articles, Books, and More SSA Info

Organizing My Business

- Entity Setup/Domain Registration
- Bookkeeping & Taxes
- Banking

Working with Clients

- New Client Interview & Setup
- Engagement Letter Manager
- Invoicing & Collection
- Pitchdeck Presentations
- Digital Client Newsletters

Marketing Resources

- Social Media Marketing
- Postal Mail Marketing
- Email Marketing
- Targeted Strategies
- Digital Marketing Materials
- Store

Personalized service to optimize your Social Security benefits.

Use the portal to order your business cards and other personalized marketing materials.

The Business Success Platform is your main hub to connect you with coaching and services, including:

- Expert coaching through 12 planning modules.
- Accessing the Social Security optimization software for your analyses.
- Getting your business set up and running.
- Conducting business with your clients.
- Adding your contacts and send emails.
- Ordering customizable marketing materials through the RSSA store.
 - Post card mailings for your events
 - Client handout brochures
 - Customized geo-demographic targeted mailings

Customized Marketing Materials

We've created an array of marketing materials to help you get business. You can customize these with your contact information and print on demand, so you can be up and running in no time.

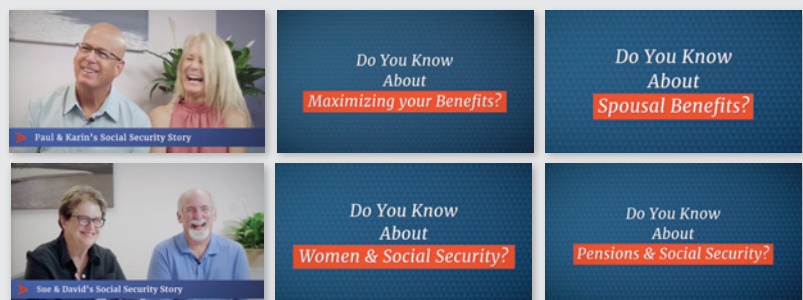
Webpage with customizable section for your info, and Contact form that delivers leads to you. Your website will live on the Find a RSSA website so people who are searching for a RSSA in your area can find you.



Consumer Brochures to attract clients



PowerPoint to present at business and community events

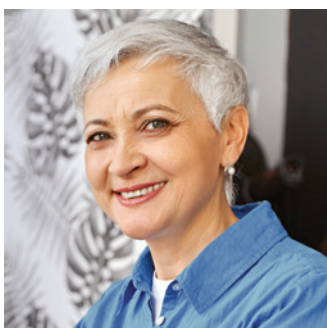


Videos: Client testimonials and Did You Know Series

Who Becomes a Registered Social Security Analyst?

Talented, motivated, individuals can be highly successful as RSSAs.

Being good at math and a desire to help people are useful traits.



Those Seeking an “Encore” Career

Many Baby Boomers appreciate the chance to launch an “Encore Career” as a RSSA and help their fellow Baby Boomers with invaluable advice. It’s a chance to make a meaningful difference in someone’s life while staying social and bringing in revenue. Whether working part-time or full-time, it’s an opportunity to craft a practice around your lifestyle.



Tax Professionals: Create Year-Round Revenue

Adding Social Security advisory services transforms a seasonal tax practice with a year round client opportunity. As a Registered Social Security Analyst, you can provide a Social Security analysis at any time during the year. The analytical report that you’ll provide — and the financial value you’ll create for them — enhances your relationship with your clients.

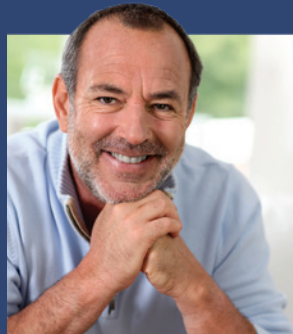


Financial Advisors: Attract New Assets

Retiring seniors represent the wealthiest segment of the population. As a Registered Social Security Analyst, you’ll differentiate yourself from other advisors. Provide seniors with the answers and strategies they need to maximize their retirement income. Being a RSSA is a great gateway to gain new clients, bring assets under management, and advise your clients on retirement planning.

A Low-Risk Business Investment

Buying into a franchise or obtaining a professional credential can cost tens of thousands of dollars or more. Not with RSSA. The RSSA Business Success Program combines step-by-step business planning modules with live coaching and startup services to successfully plan and launch your RSSA business, all at a very affordable price.



You Got This!

This is the start of an exciting new journey. You'll be helping many people change the course of their retirement. We are here to help you succeed.

Visit [RSSA.com](https://www.rssa.com)

FIND OUT MORE:
[RSSA.com](https://www.rssa.com)

