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# PACIFIC

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**LOU MANCUSI**  
SERVICING HIGH-NET-WORTH CLIENTS

*A Resource Exclusively for Financial Professionals*



# They Can Hear Him Now

by Teresa Minke

**A**lthough he's soft spoken, Luigi (Lou) Mancusi's message is loud and clear among his high-net-worth clients who live along Chicago's North Shore. They like what Lou has to say regarding their financial future.

As senior vice president at Wayne Hummer Investments, a regional boutique in Lake Forest, Illinois, Lou manages more than \$85 million in assets for close to 200 households. His firm offers retail brokerage, 401(k) plans, major trust endowment plans and pension plans for different client markets.

"Of all the products we sell on the variable annuity side, the best response I get is from Pacific Life products," says Lou. "More people come back and add money to these products than any other product line we offer.

"With Pacific Life products, I use Portfolio Optimization exclusively. Asset allocation, rebalancing and diversification — it's just a great investment strategy. That doesn't mean all of my clients are in Pacific Life products, but if asset allocation and potential for growth are right for them, this can be a great solution."

## Mutual Funds

Since Lou likes the features of Pacific Life's variable annuity products so well, selling Pacific Life Funds Portfolio Optimization Funds came relatively easy to him.

Lou consistently ranks among the top 10 sellers of Portfolio Optimization Funds. He has been a member of Pacific Life's Rep Recognition Program (for million-dollar-plus producers) for three consecutive years. In 2006, Lou sold close to \$1.9 million in Portfolio Optimization Funds.

"When Pacific Life launched Portfolio Optimization Funds, it was an easy fit for me," says Lou. "I went back to my clients who had Pacific Life variable annuity contracts with Portfolio Optimization and told them about the mutual funds because I thought they'd be a great addition to their investment portfolios."

One feature Lou really likes to convey to his clients is that top money managers available through Portfolio Optimization Funds are held accountable for performance — that a fund's performance and style must compare well with the benchmarks determined by Ibbotson Associates to be included in the Portfolio Optimization Funds. If these money managers don't produce as expected, they may be replaced.

Each of the Portfolio Optimization Funds are diversified among up to 12 money managers, 16 individual mutual funds and 11 different asset class styles. The five funds indirectly each hold between 800 to 1,100 distinct securities. Within a single fund, shareholders have access to a whole new level of diversification.

## High-Net-Worth Clients

Even though he does not have a threshold for new accounts, Lou manages to capture and retain high-net-worth clients because of the extra effort he puts into his practice.



*In a meeting at Wayne Hummer Investments' Lake Forest office (left to right) are: Patricia Scherer, Lou Mancusi and Lauren Greene.*

“Our clients are very smart regarding the financial world,” says Lou. “When they come to us, this is not the first time they are buying an investment. That’s why we have a proactive practice. Clients look for someone who’s not just going to put together a portfolio model, open an account and forget about them.”

Therefore, Lou conducts quarterly reviews. Every 90 days, he uses his firm’s proprietary program that breaks down each client’s assets by market cap, style and investment class — similar to Pacific Life Portfolio Optimization’s asset allocation models.

“I’ll tell a client, you’re overweighted or underweighted in certain sectors,” says Lou. “If they’re concentrated in a fund or a position, whatever the security may be, they need to be more diversified. It’s been extraordinary how many clients come into the fold of understanding the benefits of diversification and asset allocation once it’s been explained to them.”

Besides the quarterly reviews, when clients call Lou they don’t hear a recorded message. Instead, Lou’s assistant Lauren Greene is always there to answer the phone. She never transfers clients into voicemail.

If Lou is unavailable, Lauren takes a message and he calls them back promptly. Lou likes to talk with his clients regularly. It’s not unusual for him to be on the phone with a client for 20 to 30 minutes.

Lou credits his business partner, Patricia Scherer, who also has more than 10 years of industry experience, as being instrumental in building their business. Patricia oversees Wayne Hummer’s Barrington, Illinois, office. Lou and Patricia back each other up so there is always client coverage in the West Lake Forest area.

### **Referral Business**

It’s a practice that’s flourishing. Ninety percent of Lou and Patricia’s new business is referrals from their existing book of business. “Folks don’t want to be sold,” says Lou. “They want to know their needs are being tailored to. Patricia and I are selling a relationship

to service our clients. I think we’ve been successful because we’ve built a rapport with our clients who have become our friends.”

Instead of holding seminars, one way Lou and Patricia stay in touch with their customers is when the firm holds client events. These gatherings include an annual wine tasting, a Christmas party held at a local country club, a private sky box at Chicago Arlington racetrack and a private evening at a museum.

### **A Family Man**

Lou resides in Long Grove, Illinois, with his wife Dalia and their three daughters: six-year-old Analisa and twins Olivia and Elizabeth, two years old. Born in Naples, Italy, Lou was just a year older than Analisa when his family immigrated to the United States, settling in Chicago.

After receiving a Bachelor of Arts degree from Loyola University of Chicago, School of Business, where he majored in finance with a minor in economics, Lou had planned to go into mortgage lending. He became licensed to sell securities in 1990 and has enjoyed working in investments ever since.

“I’m very, very happy,” says Lou. “This is the most rewarding business. I have a great deal of passion for what I do. I’m very fortunate because I have a beautiful family and I enjoy what I do so much — I can’t wait to get to work in the morning.” **PQ**

***You should carefully consider an investment's risks, charges, limitations and expenses. This and other information about Pacific Life and Pacific Life Funds are in prospectuses available from Lou Mancusi or by calling Pacific Life at (800) 722-4888. Read them carefully before investing.***

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Asset allocation matches risk to a portfolio. It does not guarantee future results, assure a profit or protect against loss. Investment in an individual fund or funds in a single asset class may outperform or underperform an asset allocation fund. Share values will fluctuate and, when redeemed, may be worth more or less than the original cost.

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