



STEVE ZADEH, FSCP

Steve has over 35 years of experience in the insurance and financial services industry. Steve recently retired from Kansas City Life Insurance Company where he worked in the company's Sales and Marketing Department. For over 21 years Steve provided support to Kansas City Life's field force members with case design, training, client seminars, and competitive analysis. Steve also authored a quarterly publication which included articles highlighting sales concepts, product positioning, and insight into the unique features found within many of the company's insurance products. Steve was heavily involved in assisting Kansas City Life's development and distribution of their first indexed universal life product, which was launched in February 2013.

During the COVID-19 pandemic, Steve took advantage of remote communication technology to conduct joint sales presentations with financial professionals to provide assistance in securing large life insurance cases. The remote presentations proved so popular Steve continued the practice until he retired, and still makes himself available when called upon.

Since retiring, Steve's main focus is working with advisors to promote cash value life insurance as a viable financial strategy for clients seeking relief from the looming tax bomb and its potential devastating effect on their retirement assets.

The recent changes made to Section 7702, combined with individual income tax increases slated for the year 2026, provides advisors with an excellent opportunity to begin discussions with their clients about the importance of integrating cash value life insurance into their overall retirement plan.

When Steve is not standing on his soapbox extolling the virtues of cash value life insurance in retirement planning, he and his wife, Denise, can be found in Leawood, Kan., spoiling their seven grandkids.