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Ex-Navy captain finds new career helping seniors

By Lee James

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It wasn't that long ago Peter Murphy was fully immersed in a career with the U.S. Navy.

But two years ago Murphy and his wife, Lisa, decided they needed a change.

The former Navy captain and aviator found a fit with American Prosperity Group, a company involving retirement and estate planning specialists.

"My last duty station was in the Budgeting and Acquisition Department at the Pentagon, so I have a lot of experience with money," said the Massachusetts native.

But more than that, he found a role in which he teaches people of all income levels how to invest in the future, whether it is to manage their estate, plan for long-term health care or provide themselves with guaranteed income after retirement.

"I love people and I love to teach," Murphy said.

APG was started in 2003 by Mark E. Charnet, a 27-year veteran of the insurance and financial services industry. APG sells franchises to prospective retirement and estate planning specialists for about \$85,000 and each franchise operation is independently owned and operated, with the counsel of the home office in Wayne, N.J.

Murphy is the only franchisee in New Mexico. He started his business



LEE JAMES/The Free Press

Peter Murphy poses in his office in front of the American Prosperity Group credo. Murphy specializes in helping people establish financial planning for the rest of their lives.

in Maryland, but moved to Santa Fe after a year.

"I was the fourth franchise," Murphy said. "Now we have 14."

Charnet said the parent company has franchisees in seven states and has ambitions to expand to all 50.

Charnet said APG wants to ensure every retiree income for life, safety of their principal, growth of capital, liquidity and tax advantages.

He acknowledged that many people are wary because of Wall Street woes and investment scandals, but APG has the

programs that assure potential clients.

"We have had no trouble, only good things show up," he said. "We're proud of our own history."

Franchisees are carefully screened. APG looks for prospects who genuinely like people, especially seniors. They also have to have an affinity for numbers, be coachable and open to new ideas and not be afraid of public speaking.

APG franchisees must pass a number of exams before being accepted.

Murphy conducts a number of free seminars to small groups. There is no

obligation to buy anything.

"We hold three sessions of about two hours each," Murphy said. "It's free and very comprehensive."

Murphy is not paid by his clients — he is paid by the companies that he links them to in their portfolios.

Clients "have to have a goal, and I can put a plan together," Murphy said.

He said some of his clients have very little money to invest, but he tries to put together a plan to "make sure they can have income for life."

Each prospect receives a comprehensive retirement and estate planning resource workbook. If interested, the prospective client then meets one-on-one with Murphy to plan a portfolio. That portfolio is reviewed at no charge four times a year.

Murphy said he is the only APG representative in New Mexico, but the company would like to expand to other areas.

Anyone who is interested in being a franchisee can visit www.APGFranchise.com.

Murphy said he is delighted with his change of career. It came at a time when he and Lisa decided they wanted to spend more time together. A Navy captain is away a lot.

Lisa works with him at the office at 524 Don Gaspar Ave. in Santa Fe.

"We're a team," he said.

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