



NH•Retire

RETIREMENT INCOME STYLE
BY BAY POINT FINANCIAL



NH RETIRE • WHITE PAPER

Understanding Your Retirement Income Style (RISA®)

Why the plan that fits how you think about money is the plan you'll stay with.

By Scott Sullivan

Managing Partner, Bay Point Financial • Laconia, New Hampshire

2

core dimensions that shape your strategy

4

retirement income styles to discover

1

plan that fits **you**

THE BIG IDEA

Why Retirement Income Style Matters

Retirement planning often feels overwhelming because it touches nearly every part of life—**money, security, flexibility, and peace of mind**. One-size-fits-all rules, like the “4% rule,” assume everyone thinks and feels about retirement the same way. That simply isn’t true.

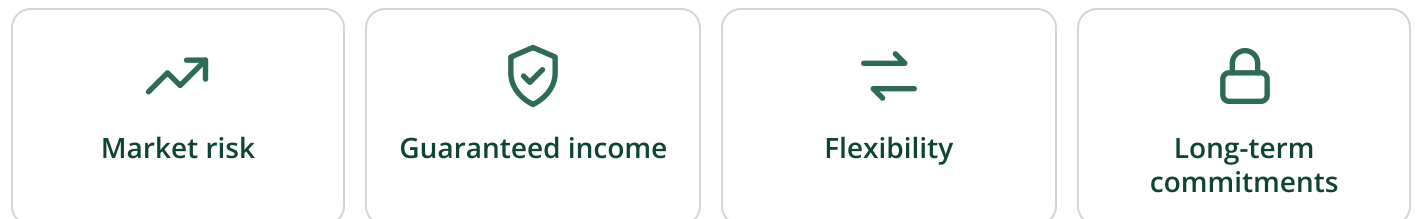
The way you approach risk, flexibility, and security is unique to you. And those preferences should guide how your retirement income plan is built.

This is where the **Retirement Income Style Awareness (RISA®)** framework comes in. RISA helps match your unique financial personality to the retirement strategies most likely to give you confidence and peace of mind.

Instead of forcing you into a generic plan, RISA maps out your financial comfort zone.



RISA maps your financial comfort zone—how you feel about:



The result? A plan that isn’t just financially sound—it’s **aligned with who you are** and how you want to live.

Same savings, different people: the right plan for you may look nothing like the right plan for your neighbor.

THE FRAMEWORK

The Two Core Dimensions

RISA focuses on two key decision areas. Where you land on both shapes your **retirement income style**.

1 Probability-Based vs. Safety-First

Safety-First

Safety-First: Prefer contractual guarantees (like pensions or annuities) to secure essential expenses and avoid emotional stress from market swings.

Probability-Based

Probability-Based: Comfortable relying on investments for growth and income, even with market ups and downs.

2 Optionality vs. Commitment

Commitment

Commitment: Comfortable locking into a lifetime strategy that prioritizes long-term security.

Optionality

Optionality: Want flexibility—keeping control of your money and options open.

The Four Retirement Income Styles

Combine the two dimensions and four distinct styles emerge.

OPTIONALITY

COMMITMENT

PROBABILITY-BASED

PROBABILITY-BASED + OPTIONALITY

Total Return

Focuses on market growth, using a diversified portfolio to fund spending and preserve flexibility.

PROBABILITY-BASED + COMMITMENT

Risk Wrap

Blends market participation with lifetime income guarantees, often using specialized annuities that offer growth potential alongside protected withdrawals.

SAFETY-FIRST

SAFETY-FIRST + OPTIONALITY

Time Segmentation

Uses a “bucket” approach—short-term needs are covered by safe, reliable funds, while long-term goals rely on growth-oriented investments for flexibility.

SAFETY-FIRST + COMMITMENT

Income Protection

Seeks contractual guarantees for essential expenses—using solutions like annuities or pensions to reduce risk and provide lifetime income security.

Each style is valid, but one will feel like the right **“fit”** for you.

STYLE BY STYLE

Meet the Four Styles



Total Return

PROBABILITY-BASED + OPTIONALITY

- Prefers flexibility and market growth.
- Uses diversified portfolios with systematic withdrawals (like the “4% rule”) for income.
- Attractive for those confident in long-term investment performance and comfortable with market risk.



Income Protection

SAFETY-FIRST + COMMITMENT

- Prioritizes safety and predictability.
- Uses contractual guarantees (Social Security, pensions, annuities) to create a lifetime income floor.
- Reduces anxiety about market volatility and helps ensure essential expenses are always covered.



Risk Wrap

PROBABILITY-BASED + COMMITMENT

- Combines growth potential with guarantees.
- Often uses variable or fixed index annuities with lifetime income riders.
- Appeals to those seeking market exposure but with protected income guardrails.



Time Segmentation

SAFETY-FIRST + OPTIONALITY

- Uses “buckets” for different spending time horizons.
- Immediate needs: safe, contractually protected funds.
- Future needs: longer-term investments for growth.
- Offers peace of mind while maintaining flexibility to adjust plans as life changes.

How the “bucket” approach thinks about time

Now

Immediate needs
Safe, contractually protected
funds

Next

Bridging the years
Adjust as life changes

Later

Future needs
Longer-term growth
investments

Illustration of the concept only. It is not a recommendation or an allocation.

WHY IT MATTERS

Why Your Style Matters

Your financial plan is only as strong as your ability to stick with it. **Many investors abandon good plans** because the strategies don't match their risk comfort level or personal style.

A naturally
Safety-First
thinker

+

A purely
Total Return
strategy

WHAT CAN HAPPEN

Market volatility may cause anxiety and potentially rash decisions.

Someone who
loves
flexibility

+

A highly
committed
strategy

WHAT CAN HAPPEN

You may regret being locked in.

The right starting point is one aligned with your personality. When your financial plan feels like a natural extension of who you are, you're **more likely to stick with it through all market conditions.**

Creating Your RISA® Profile

Discovering your RISA profile gives clarity about your natural financial preferences. It answers three key questions:

1

How do I feel about risk?

2

How much flexibility do I need?

3

Do I value guarantees over growth, or vice versa?

This insight helps build a plan you can stick with, even when markets are unpredictable.

PUTTING IT TO WORK

Confidence Through Personalization

Working with a qualified financial advisor can help integrate your RISA® profile into a holistic plan that addresses:



Social Security timing



Pensions and annuities



Investments and tax strategies



Risk management tools like insurance or home equity

A plan aligned with your natural style:

Reduces stress and second-guessing

Increases confidence and stability

Provides a roadmap tailored to you

Your retirement income strategy should do more than hit financial targets—it should **feel right**. That's the power of RISA®.

NEXT STEP

Discover your RISA® Profile with Bay Point Financial

Together, we'll build a plan designed to fit **you**—your goals, your comfort zone, and your vision for retirement.

TAKE THE 3-MINUTE RETIREMENT FIT QUIZ

NHRETIRE.COM

ABOUT THE AUTHOR

Meet Scott Sullivan



Scott Sullivan, CLU®

Managing Partner
Bay Point Financial

Scott Sullivan has worked in financial services for **more than 30 years**. Since 2011, he has served as a partner at Bay Point Financial, providing advice rooted in long-term relationships and practical guidance.

He holds the Chartered Life Underwriter® (CLU®) designation and focuses on retirement income strategies that help clients move from accumulation to confident distribution.

Scott helps individuals and couples create personalized retirement income plans using the RISA® framework—a process that begins with **you**: your preferences, your personality, and your peace of mind. Not your portfolio. Not your “number.”

He lives in Laconia, NH with his wife, Alison, and is the proud father of two adult children. Outside of work, you’ll find him walking the dog and spending time by the lake.

Bay Point Financial

144 Pleasant Street, Laconia, NH 03246
603-581-2629 · scott@bayptfin.com

IMPORTANT DISCLOSURES

Check the background of your financial professional on FINRA’s [BrokerCheck](#). · [Osaic Wealth Form CRS](#) · [Do not sell my personal information](#)

Securities offered through Osaic Wealth, Inc., Member FINRA/SIPC. Advisory Services offered through Bay Point Financial, LLC. Osaic Wealth is separately owned and other entities and/or marketing names, products or services referenced here are independent of Osaic Wealth.

This material is published for residents of the United States and is for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any security or product that may be referenced herein. Persons mentioned may only offer services and transact business and/or respond to inquiries in states or jurisdictions in which they have been properly registered or are exempt from registration. Not all products and services referenced are available in every state, jurisdiction or from every person listed. When you link to any of the websites referenced here, you are leaving this website and assume total responsibility and risk for your use of the website you are linking to. We make no representation as to the completeness or accuracy of any information provided at these websites.

This white paper is for educational and informational purposes only. It is not financial, tax, legal, or investment advice, and it is not an offer or solicitation to buy or sell any security or insurance product. It does not take into account the specific objectives, financial situation, or needs of any particular person. All investing involves risk, including the possible loss of principal. Strategies described may not be suitable for everyone, and no strategy can guarantee a result.

Guarantees are subject to the claims-paying ability of the issuing insurance company. Annuities and insurance products may involve fees, surrender charges, and holding-period restrictions, and are not FDIC insured. Product features, costs, and terms vary; ask how any product works before you commit. Please consult your tax or legal professional about your situation.

RISA® (Retirement Income Style Awareness®) is a registered trademark of RISA, LLC, and is referenced here for educational purposes. [†]Source: Murguía, A. and Pfau, W. D. (Nov. 2022), “How Retirement Income Preferences Inform Retirement Income Styles,” Retirement Income Institute Original Research #018B-2022 (protectedincome.org); online survey of 2,863 Americans ages 50 to 80 (Total Return 33%, Income Protection 35%, Time Segmentation 17%, Risk Wrap 15%; the 67% is the other three styles combined). The authors co-founded RISA, LLC; questionnaire distribution was funded by the Alliance for Lifetime Income’s Retirement Income Institute. Results describe stated preferences, not a prediction of any outcome. The “bucket” illustration shows a concept only. CLU® is a registered designation of The American College of Financial Services.

Draft pending Osaic Advertising Supervision approval. Remove this line once approved.

© 2026 Bay Point Financial, LLC. All rights reserved. Laconia, NH · Bedford, NH
No part of this white paper may be reproduced or distributed without written permission.

