

## New Club Offers Support for The Boomer Generation

By CHASE WRIGHT

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STAMFORD — Baby boomers will become the first generation ever to live more than half of their adult lives after age 50, and most of them are unprepared to face the challenges that await them.

That's Richard Roll's reasoning behind creating the most comprehensive retirement club available to date.

The Baby Boomers Retirement Club (BBRC), based in Stamford, is an extension of Roll's desire to help the generation, which he too is a member of, get on the right path to planning and living a successful and satisfying future.

"Not only are we unprepared," said Roll. "But the circumstances we are currently facing have become much more of a crisis."

Roll, 56, sites a \$2 trillion decline in housing values, a looming economic recession and an unpredictable stock market as the main reasons why boomers, defined as anyone born between 1946 and 1964, should be worrying.

"We are right smack in the middle of a perfect storm the likes of which no generation, and certainly no American generation of 75 million people, has ever had to face," he said.

Roll's new club offers the baby boomer generation the opportunity to address these challenges and plan for a positive future, for a fee.

The BBRC Platinum membership, priced at \$29.95 a month, includes cash back rewards every time a purchase is made through the site, 401K advisory services, a pharmacy discount card, travel services, a member online social network and discussion forum and overseas retirement services. A Gold membership is free after user registration and includes all the necessary tools to begin the retirement planning process, said Roll.

The journey begins with a visit to the BBRC website, [www.mybbrc.com](http://www.mybbrc.com), where visitors are invited to take a free 10-minute retirement quiz, which maps out an intelligent plan and lists your top lifestyle priorities based on the answers given in the quiz.

The exam lists your confidence level in each area questioned on a scale of one to five; one meaning low confidence and five meaning high.

It addresses topics such as having enough money in retirement, making good investments, finding the best income opportunities, caring for aging parents, preserving personal health and spending time traveling, which Roll says this age group loves to do. From there, members are welcome to browse the website where they can gain insight from other baby boomers as well as experts in an endless list of areas.

"This club wasn't just put together by me," said Roll. "I spearheaded it, but it was put together with the input of a lot of experts."

With the aid of thousands of baby boomer interviews and testimony from psychologists, fitness trainers, ministers, doctors, motivational therapists, home-based business owners and teachers, the club and all its amenities were organized in an easy-to-use and understand way, said Roll.

Probably the biggest promise the club offers, is retiring rich, which Roll explains “means having enough money to do what you want to do.”

He predicts the BBRC will eventually become a billion-dollar business.

“This generation has no roadmap right now,” he said. “We’re the largest generation in America, we’re facing longer life expectancies and higher costs. This is a service that’s really needed.”

Roll says the worst things people over the age of 50 will face are worrying about running out of money, decaying health and being a burden on their kids.

“We want to have enough income, security, freedom from worry and want and the ability to enjoy life and do the things we want to do in the rest of our lives,” he said.

Roll is an expert on home ownership issues and consumer financial services. He founded the American Homeowners Association and is a former executive at Citibank. He’s authored two best-selling finance books, “The Best Years Book” and “Getting Yours.” More information can be found at the BBRC website, [www.mybbrc.com](http://www.mybbrc.com).