

# Bruce Lazarus

## The Lazarus Agency

### Wealth Strategies

### Indexed Annuity & IUL Specialist

### Pension & Retirement Solutions

### Independent Agent

### Invidia Financial Network LLC



Mr. Lazarus is an Independent Agent and Agency Owner with InVida Financial Network, LLC. Bruce's practice focuses on proven wealth strategies to help people at all income levels get their financial house in order by showing them how they can protect themselves, their family, their money, and their retirement. He applies a fundamental approach to protecting clients through four overriding principles:

1. A family must be financially secure with insurance.
2. Money for retirement must grow effectively.
3. Your money must be protected from losses.
4. Retirement income must be guaranteed for life.

Bruce applies these principles to help clients achieve their goals by utilizing proven strategies to grow and protect money while creating guaranteed lifetime cash flow at retirement that is either tax free or tax advantaged, while also providing generational wealth legacy solutions.

Mr. Lazarus is an InVida top producer and member of the InVida President's Council. He is a member of the National Ethics Association, and the National Association of Insurance and Financial Advisors. Bruce holds licenses in eight states.

#### Diverse Career

Mr. Lazarus enjoyed a diverse career before making the decision to become a licensed professional specializing in wealth strategies and retirement income solutions.

Bruce has been an entrepreneur, business owner, C-suite executive, and consultant with over 42 years of experience.

- The Lazarus Agency, an independent agency of InVida Financial Network, specializing in wealth strategies.
- Managing Partner for The KLE Group, offering business growth, operational, and exit strategy consulting.
- President of Argus Holdings, a business incubation company specializing in technology projects and funding.
- CEO and co-founder of Network Environmental Systems, a national consultancy providing specialized services to the U. S. DEA, law enforcement and other entities.

#### Why Wealth Strategies and Life Insurance?

Wanting to do more to protect his own retirement, Bruce began an educational journey to understand and avoid the many mistakes people make regarding retirement planning.

*"I found that I had made many of these same mistakes and it became obvious how different my situation would be if I had known these lessons when I was younger. This started me on the path of wanting to help others..."*

#### Family

Bruce maintains offices in California and Texas, where he lives with his wife Leigh. They have three grandchildren.

#### Community

Bruce supports a number of community and charitable organizations including local Food Banks, St Jude Hospital, Children Incorporated, and Friends of the Inyo.

#### Education

He holds a master's in applied science and has been peer-reviewed published. He has served as an adjunct faculty for California State University, Northridge, and the University of California, Davis Extension.



The Lazarus Agency  
Bruce Lazarus, Independent Agent  
InVida Financial Network  
Life and Health Insurance  
CA #OM44531, AZ #18845762,  
OR #18845762, TX #2673597

[thelazarusagency.com](http://thelazarusagency.com)  
[lazarusagency@gmail.com](mailto:lazarusagency@gmail.com)

Main: 650.296.3606  
Mobile: 916.800.0363  
Offices: Newhall, CA and Seguin, TX