

The Income Standard

Boilerplate & Founder Bio — Press Kit

COMPANY BOILERPLATE

The Income Standard is an educational platform for retirement income planning, founded by Tod Long, a retirement income specialist with over two decades of experience in the insurance and financial services industry, licensed in 30+ states. The platform includes a podcast, educational webinars, a seminar series, and a complimentary Income Standard Review for pre-retirees and retirees. Learn more at theincomestandard.com.

FOUNDER BIO — SHORT

For brief mentions, bylines, or speaker introductions.

Tod Long is the founder of The Income Standard, a retirement income specialist with over two decades of experience in the insurance and financial services industry, licensed in 30+ states as a Fixed Insurance Agent and Financial Advisor.

FOUNDER BIO — LONG

For feature articles, guest appearances, or full editorial use.

Tod Long is the founder of The Income Standard, an educational platform for retirement income planning. With over two decades of experience in the insurance and financial services industry, Tod is licensed in 30+ states as a Fixed Insurance Agent and Financial Advisor, specializing in Fixed Indexed Annuities (FIA) and Fixed Annuities (FA) for retirement income architecture.

His approach centers on income flooring — building a layer of guaranteed income that covers essential retirement expenses before layering in growth and legacy planning. Tod hosts The Income Standard podcast and leads a complimentary Income Standard Review for pre-retirees and retirees, helping them measure their income architecture against their non-negotiable expenses.

Tod is based in Frisco, Texas.

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