.....15 Years and still rolling.....

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 2554567

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LATEST NEWS

Open MIC

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Our brand can be your brand"

Spring in Napa Valley: I walk by this place daily, really illustrates the "old" California farm settings, notice the old fuel pump? The family that owns this (friends of mine) have farmed here since the 1920s, a real homestead.

Thank you for joining us on Open MIC

9:00: AM Pacific Thursday 800 504-8071 Code is 2554567#.

If you received anything confusing about or from American Equity this week let me clear it up now.

It is business as usual with American Equity, they are certainly receiving 401(k) rollovers to an IRA.

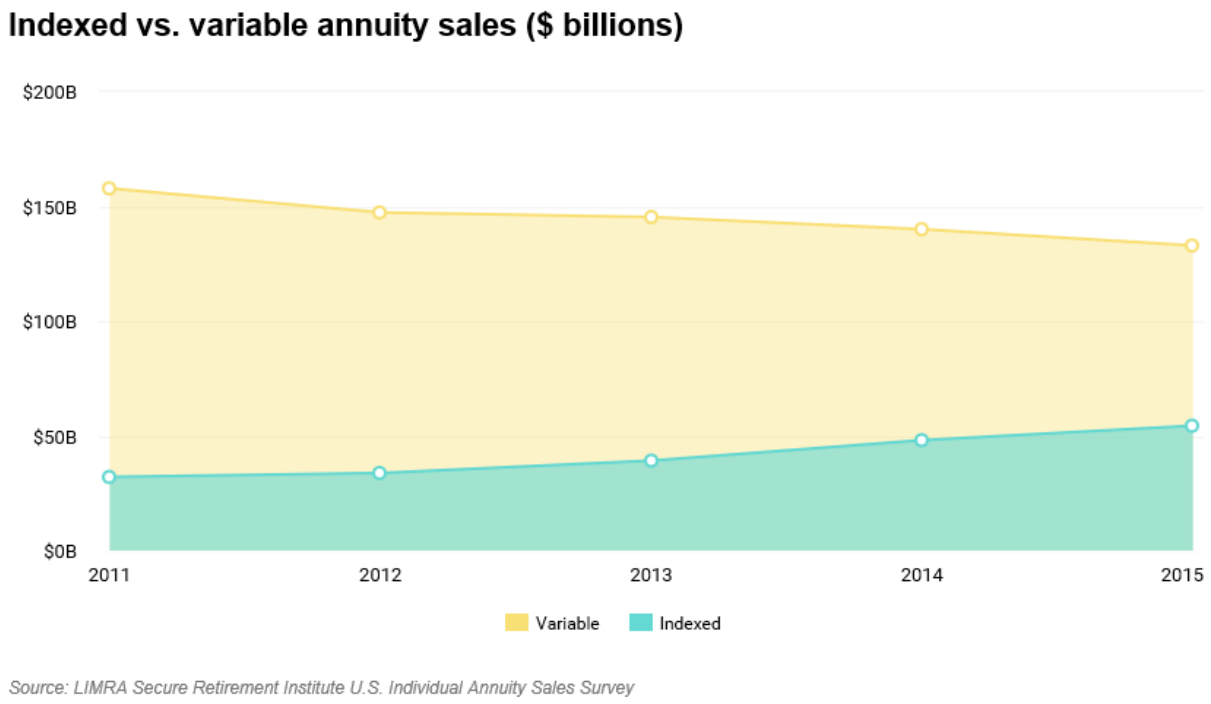
American Equity

Editorial

Fixed Indexed Annuities are growing

Variable Annuities are slowing.

The chart below illustrates better than anything how important our product is becomong. I am sure your clienst and agents would be very interested in this move to our side of the annuity ledger.



Fixed indexed annuities inked their best-ever sales year in 2015, closing the year with a record sales quarter and continuing a steady rise in popularity in the last several years that's occurred as variable annuity sales have floundered.

Indexed annuity sales totaled $54.5 billion in 2015, a **13%** increase from $48.2 billion in 2014, according to the LIMRA Secure Retirement Institute's fourth-quarter U.S. Individual Annuities Sales survey.

The record sales cap off the **eighth consecutive year** of growth for indexed annuities, which saw $25 billion in sales in 2007.

Sometimes a crystal ball appears in front of you and the future becomes clearer....BB

Death Knell for Variable Annuities?

Mass Mutual has made an industry move to acquire about 4000 advisers from MetLife. This is a positioning issue for MetLife to remove itself from the *too big to fail* rules being set forth from the Administration.

Why this is of interest to us is that MetLife is moving strongly to providing product for Mass Mutual (and others), the product is **Fixed Indexed Annuities.**

With a move to providing product it becomes clear of the industries massive move towards our product, Fixed Indexed Annuities.

http://www.investmentnews.com/article/20160229/FREE/160229936/massmutual-enters-long-term-distribution-deal-for-metlife-fixed

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Remember when broker/dealers considered our products substandard and would never merit their attention. I was involved with that fight for many years, now look what has happened…here is an article from Raymond James, the only change I would make is the word "could" I would replace it with a "guaranteed will". ….BB

Why indexed annuities eventually could outsell the variable variety

http://www.investmentnews.com/article/20160221/BLOG09/302219999/why-indexed-annuities-eventually-could-outsell-the-variable-variety

The factors influencing a shift toward indexed annuities and away from variable annuities

Feb 21, 2016 @ 12:01 am

By **Scott Stolz**

Toward the end of January, the Raymond James fixed and indexed annuity team met with one of our insurance partners to discuss possible future product designs and the **indexed annuity** market overall. I opined at the time that it would not surprise me if by the end of the year, Raymond James experienced a month when indexed annuity sales exceeded those of variable annuities.

For some years now, Raymond James has witnessed steadily increasing sales of indexed annuities while sales of **variable annuities have been relatively flat**. Back in December 2012, a small percentage of all annuity sales went to indexed products; by December 2015 it was significantly more, and in January the percentage jumped. Obviously, one month does not a trend make, but I think it's safe to say that the annuity industry is in the midst of a fundamental change.

So how did we get here? Historically, variable annuity sales tended to rise and fall with the fortunes of the stock market. In other words, when the market does well and equities are in vogue, variable annuity sales increase and vice versa. Clearly, the markets have been rocky at best since August, with volatility accelerating into the new year, and no doubt this contributed to the drop in variable annuity sales we saw in January. However, this relationship has weakened over the last several years, suggesting other factors are influencing the shift toward indexed annuities.

CONSUMER-FRIENDLY

Let's start with the indexed annuity market and look at why industry sales grew from an estimated $33.9 billion in 2012, according to LIMRA's Retirement Income Reference Book, to what will likely exceed $50 billion, and possibly $55 billion, when the final estimates are in for 2015. Much of this increase can be attributed to the fact that product designs have become much more consumer-friendly.

While 15-year-plus surrender charge periods and 10%-plus commission schedules can still be found, they are now the exception. The sweet spot in consumer pricing is with surrender charges of seven to eight years — a time period that likely would be reduced further if we saw a material increase in interest rates. At Raymond James, the average upfront commission on an indexed annuity is **4.1%.** The fact of the matter is any product with a significantly higher commission simply can't offer competitive rates.

(but how much overhead is being paid from the sales of FIA to RJ, money needed for the naming rights to Tampa Bay Stadium....BB)

Without a doubt, the entry into the marketplace of some of the more traditional annuity carriers has given the product line credibility and marketing support. In recent years, Nationwide Financial, American International Group, Lincoln Financial and Pacific Life have introduced indexed annuities. This, of course, has changed their wholesalers from product critics to product promoters. Given recent sales trends, it is just a matter of time until other leading annuity companies enter or re-enter the market.

FOSTERED BY DECISIONS

It's my opinion that indexed annuity sales have also been fostered by decisions made over the last five years by variable annuity companies, decisions that led to the disconnect between variable annuity sales and equity market performance seen since 2011. To begin with, variable annuity companies shifted their story away from positioning their products as tax-deferred alternatives to mutual funds and homed in on the lifetime income protection provided by the living benefits. I'm not criticizing the value of these benefits. However, when the entire story is focused on which product has the highest roll-up rate or the most frequent step-ups, the equity story tends to get lost.

In addition, to protect those benefits and limit the potential risk to the insurer, companies began to dilute investment options to the point that account appreciation after fees was difficult to achieve. Only Jackson National continued to allow investment flexibility. In short, by requiring a heavy fixed income allocation and/or overlaying a volatility-controlled investment discipline, the variable annuity companies effectively turned their products into an indexed annuity within a variable annuity chassis. If you essentially turn your product into an indexed annuity with the primary marketing message focusing on the amount of guaranteed income, you will lose the sale when the adviser compares your guaranteed income to that of an indexed annuity.

Unfortunately, many variable annuity companies changed more than just the available investment options. Many chose to further reduce their risk by placing limits on existing and new policies. Advisers found themselves in the uncomfortable position of having to explain to clients why they could no longer add to their existing policy or invest in a particular subaccount. In addition, a handful of carriers further exacerbated the situation by continually offering buyout options to their clients.

MARKET ENVIRONMENT

I completely understand why variable annuity companies made these decisions: The market environment no longer supported the original assumptions on which these products were based. Post-financial crisis, the low-interest-rate environment proved these assumptions to be unsound, and product changes were inevitable. Still, the industry would have been naïve to think these changes would not have an impact on future sales.

I think there is still more going on here. I believe we are in the midst of a demographic shift that is tilting in favor of indexed annuities versus variable annuities. Not surprisingly, as baby boomers age, they are choosing more conservative investment options. After experiencing both the bursting of the tech bubble and the great recession in the same decade, many boomers have concluded they cannot take the chance of another tail-risk event.

All of a sudden, indexed annuities that guarantee never to credit less than 0% (prior to any rider fees) and offer a likely 3% to 4% average annual return seem like a good option. And if the indexed annuity provides the highest possible level of guaranteed

future income without forfeiting the investor's desired liquidity, it will remain an attractive option for many investors given today's market environment.

VARIABLE ANNUITIES

Variable annuities still serve a purpose in this market and are appealing investments for those wanting a tax-deferred multi-asset class portfolio with a guarantee upon death. The fundamental story behind these products holds true, and variable annuities have found themselves right back in the place they were before the world ever heard of a living benefit.

Scott Stolz is senior vice president of Private Client Group Investment Products at Raymond James Financial Inc.

I am in no way criticizing **VOYA** in any manner, I am merely using them as an example of what we might expect from the life insurance industry. We need to face facts, interest rates are low, have been low and will remain low for the foreseeable future. Insurance companies are caught in the middle, there are few options for earning higher interest without risking assets and ratings.

One logical choice is to face liability and lower caps, adjust participation rates and reduce the cost of acquiring them. What **VOYA** is doing will be the path many companies will HAVE to follow in order to remain solvent and effective....BB

(article is edited...BB)

VOYA LOWERS CAPS, PARTICIPATION RATES ON INDEXED UNIVERSAL LIFE POLICIES

February 19, 2016 by Greg Iacurci

VOYA IS REACTING TO RISING MARKET VOLATILITY, AND POLICYHOLDERS COULD SEE LESS CONTRACT RETURNS AS A RESULT

Voya Financial is lowering the cap and participation rates on some of its indexed universal life insurance policies because of rising market volatility.

Security Life of Denver Insurance Co. and **ReliaStar Life** Insurance Co. of New York, which issue Voya's life insurance products, will lower the index cap or participation rates on contracts pegged to the S&P 500 index, the most popular index used in IUL products. The changes affect both **in-force** and newly issued IUL contracts.

Lower caps and participation rates mean policyholders will get a lower return on their contracts in the event of a rising stock market, all else being equal.

"Although all cash-value life insurance policies have the ability to change their non-guaranteed provisions on an annual basis, it's not something you hear about too frequently," according to Sheryl Moore, chief executive of Moore Market Intelligence.

Voya is making the changes because of elevated market volatility over the last several months, which in turn has **caused an increase in option prices** for S&P 500 indexed strategies, according to a Voya memo.

Spokeswoman Nicole Vasile declined to comment on how many policyholders will be affected by the changes or what the timing for the changes will be.

Voya joins the ranks of a handful of other IUL carriers that have altered in-force business due to the current market environment, and it wouldn't be shocking to see others do the same, according to Michael Fontanini, director of advanced sales at distribution firm Lion Street.

Voya's move to alter in-force business serves as a reminder to advisers and consumers that indexed universal life contracts are subject to change, and highlights that policyholders bear some of the investment risk through these contracts, which some investors may not realize, according to Scott Witt, a fee-only insurance adviser and owner of Witt Actuarial Services.

"The buyer has to beware when they purchase these products that they have these types of fluctuations, and that will impact performance," Mr. Olsen said.

Voya's alteration of in-force IUL contracts draws a parallel to the long-term-care industry, which has seen some insurers raise premiums on in-force policies, Mr. Olsen said.

Sellers of some annuity products, such as variable annuities, are also able to alter provisions such as payout rate, rider fees and roll-up rates under specific conditions on in-force business.

When a life insurer reduces the cap on a block of IUL business, it's typically between a range of 0.25 and 1 percentage point, Ms. Moore said. Insurers often won't reduce rates in consecutive years, and could even come back the year after a reduction and decide to increase rates.

"It would be very atypical for an insurance company to say, 'We reduced rates on this last year, let's do it again this year,'" Ms. Moore said.

More info here: http://www.looktowink.com/2016/02/voya-lowers-caps-participation-rates-on-indexed-universal-life-policies/

More:

http://www.lifehealth.com/negative-interest-rates-coming-us-community-banks/

Are Negative Interest Rates Coming to the US?

On the heels of a $2 trillion European market, once improbable strategy now on the Fed's radar

LOS ANGELES, Feb. 19, 2016 /PRNewswire/ — Negative interest rates are a confusing topic and they may be coming to the U.S. this year. If so, they may bring with them significant changes to everyday banking for Americans.

Douglas E. Johnston, Jr., Banking and Financial Expert Witness and Economic Analyst at Five Management, LLC, shares his unique perspective regarding the emergence of negative interest rates.

In 2014, leading European central banks initiated 'negative interest' terms for many new government bond issues to help stimulate the economy. Negative rates began where major buyers of low-risk government bonds agreed to accept a return less than their original investment at bond maturity.

As government bond issues led the way for corporate bond activity, these once-improbable **'negative interest' bonds quickly captured over $2 Trillion** of the European bond market, and they soon found homes within major bank bond portfolios. The Federal Reserve and U.S. banks are now looking at them.

- See more at: http://www.lifehealth.com/negative-interest-rates-coming-us-community-banks/#sthash.tJNgvaWG.dpuf

DOL Update

Chairman Johnson Releases Report On Flawed Department of Labor Process That Could Hurt Retirement Savers

Here is a "peek" into how things work with the process.

The ongoing drama of the new fiduciary rule clearly shows the lack of communication and cooperation between two large agencies, the **DOL** and the **SEC,** in the following notes you can see how closed minded the DOL is as they do everything possible to protect their "turf". This is government at it's worse, no

communication, no interaction that is not fake and silly protection of their own beauocracy....BB

WASHINGTON - Sen. Ron Johnson (R-Wis.), chairman of the Senate Homeland Security and Governmental Affairs Committee, released a report Wednesday, "The Labor Department's Fiduciary Rule: How a Flawed Process Could Hurt Retirement Savers," detailing the Labor Department's flawed process in handing down its fiduciary rule.

"**The Labor Department's rule threatens to harm low- and middle-income Americans by increasing the cost of investment advice,"** said Johnson. "Saving for retirement is important, and investing can be a complex process. Ensuring Americans' access to investment advice will help them plan for retirement. Americans saving their hard-earned money shouldn't face additional hurdles imposed by Washington."

Johnson's inquiry revealed that the **Labor Department disregarded concerns and recommendations** from career, nonpartisan, professional staff at the Securities and Exchange Commission (SEC), regulatory experts at the Office of Information and Regulatory Affairs (OIRA) within the Office of Management and Budget (OMB), and Treasury Department officials. The report shows how the Labor Department pushed to issue the regulation at the expense of thoughtful deliberation. The report presents signs that political appointees at the White House played a key role in driving the rulemaking process.

Details of the report:

- Despite public assurances that the Labor Department had collaborated with the SEC, emails reveal discord between the agencies about the rulemaking. A Labor Department employee wrote to his SEC counterpart: **"We have now gone far beyond the point where your input was helpful to me.** . . . If you have nothing new to bring up, please stop emailing me." The SEC staffer responded: **"I am now also utterly confused as to what the purpose of the proposed DOL rule is."**
- Career, nonpartisan SEC staff identified at least 26 items of concern related to the substantive content of the proposed rule, and the Labor Department declined to fully resolve all of the concerns.
- After the Labor Department sought to address the SEC's **stated items of concern**, a senior SEC official emphasized to the Labor Department that concerns remained:

- [W]e continue to believe that commentators are likely to raise concerns that the proposal may result in reduced pricing options, rising costs and limited access to retirement advice, particularly for retail investors. Commentators also may express concerns that broker-dealers, as a practical matter, may be unlikely to use the exemptions provided and may stop providing services because of the number of conditions imposed, likely compliance costs, and lack of clarity around several provisions.
- The Labor Department rejected the SEC's recommendation and **ignored requirements set in executive orders to quantify the costs and benefits of alternative approaches**. As a Labor Department employee explained, "**We think this would be extraordinarily difficult and would appreciably delay the project for very little return."**
- Treasury officials voiced concerns that the Labor Department's proposal, by attempting to regulate IRAs, "**fl[ies] in the face of logic**" and was contrary to congressional intent. The Labor Department promulgated the proposed rule less than two weeks after circulating this draft, undoubtedly limiting the extent to which the department considered the comments it received from the Treasury Department.
- **'The administration was predetermined to regulate the industry** and sought evidence to justify its action. In emails to senior White House advisors, a Labor Department official wrote of the need to find literature and data that "can be woven together to demonstrate that there is a market failure and to monetize the potential benefits of fixing it." In another email, a Labor Department official discussed "building the case for why the rule is necessary."

The report can be found here. Appendices can be found here: Appendix A, Appendix B, Appendix C.

Congress Should be in Charge on Any Fiduciary Rule

One of the rationales for the fiduciary rule is that ERISA is an old law that needs updating and a major argument for the need to update is the significant shift away from defined

benefit plans to defined contribution plans. But, if the need is so strong, shouldn't the department seek Congressional approval for any proposal?

Let your representatives know that it is the job of Congress to make sure that any federal agency rulemaking of this magnitude does not negatively impact Americans ability to choose an advisor and the retirement products that works best.

Contact your representative today by taking action at www.aapnow.com

Read more...

Americans for Annuity Protection

Americans for Annuity Protection advocates for consumers' rights to an effectively regulated annuity marketplace fostering financial independence through guaranteed income.

AMERICANS FOR ANNUITY PROTECTION

Advocacy in Action. Prosperity for All.

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Sales and Marketing

Last week, Ralph Hill spoke about our book, Safe Money. Here is the website for more information: Ralph's email is emailus@connectprintingshop.com

www.safemoneybookprinting.com

Us this as a hand out or for your off-week drip on Retire Village....Your database will appreciate it.....BB

Tax Scams

It is tax time and with it will come many offers to lower taxes and in some situations to avoid them altogether. These helpful hints can usually be grouped together under one heading:

Scams.

Tax scams are prevalent throughout the internet, here are a few that are so obvious that to follow them as advice will clearly endanger your physical freedom.

Many people have used the defense of "not in the constitution" to stop paying taxes. Schemes abound that offer help in reducing or stopping paying taxes. The biggest offender in years was in Washington State, their plan was to use the constitution to declare the IRS illegal and thus no taxes would need to be paid. Of course it didn't work and the results were 400 people nearly went to prison (3 did) and were faced with stiff fines and penalties. Promotors are everywhere, don't believe them.

Tax Shelters can be perfectly legal; congress does allow the existence of them IF it helps the overall populace. Offering tax incentives for Solar Energy was one that has worked well. Other than a few, the rest are pathetic and allow predators to make their move.

The truth about taxes is simple, taxes need to be paid. BUT only pay what you owe, congress and the tax code allow for many expenses (mortgages, charity, medical etc) to be deducted, if your tax bill seems to high, get a second opinion from a licensed tax professional.

When it comes to taxes the most important rule is this:

"*If it sounds too good to be true, it is*"

The IRS publishes their top 12 Dirty Dozen Tax Scams annually, here is the link.

https://www.irs.gov/uac/Newsroom/IRS-Completes-the-Dirty-Dozen-Tax-Scams-for-2015

Questions this week regarding leads. BTW…**Thanks for the questions**, they help all of us!

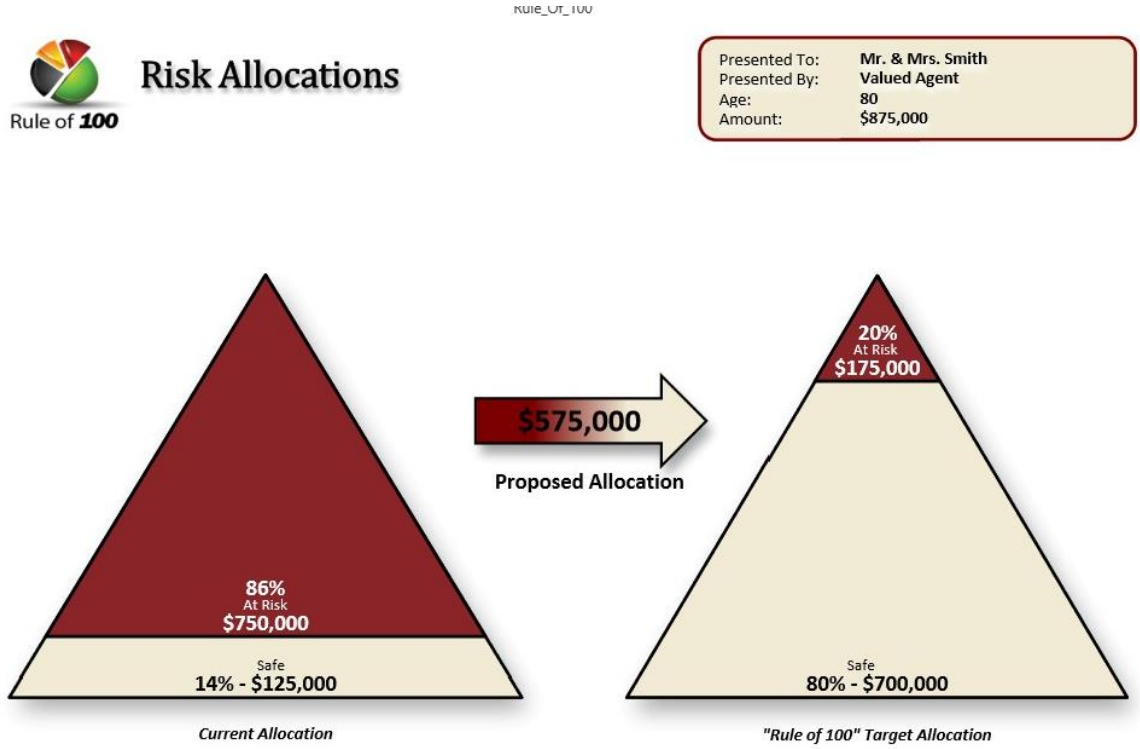
Q: How do I use the Rule of 100 to sell FIA?

A: Rule of 100 Secrets

Last week Carl Muehlemeyer spoke to us on Open MIC about using the Rule of 100 as a way to illustrate asset categories when speaking to a prospect. The concept involves the number 100 and the prospects age.

Use 100, subtract the prospects age (65) and the balance is what should be exposed to risk. (35).

This is a simple and yet affective way to make a strong sales point. Carla d Fist Annuity also have software that can help you make the point by illustrating the concept visually. You can call any of us for help. Here is just part of what is available to you.



The "Science" of this concept is simple, it is the "Art" that takes skill.

Using a FIA as the portion of "safe" money begins with an understanding of what the product is capable of. The definitive benefits of FIA are simple:

- No market risk
- Income
- Guarantees

Of course there are a myriad of other benefits, but to explain the "Art" I will stay in these areas.

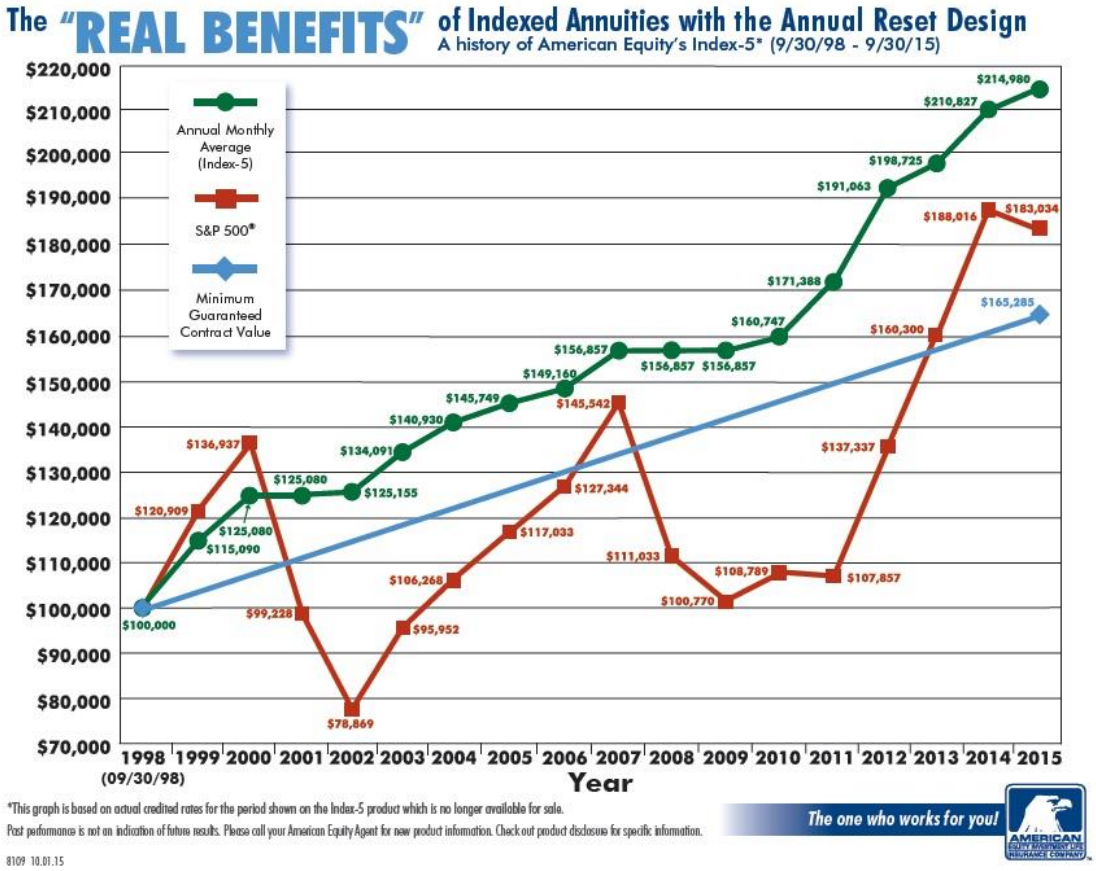
While each investor's financial situation is different, below are some general guidelines you can consider when discussing these products.

1. Never suggest that a FIA is an alternative to equity investments. **Always** suggest that the product is designed as a potential alternative to investments designed to protect capital, provide guarantees and escape market risk.

If your client maintains a 60/40 equity/fixed income portfolio, the index annuity fits into the **40% fixed** income portion. It does not belong in the

60% equity portion and should **NEVER** be described as if it gives the client the upside (or even most of the upside) of the equity markets without the downside. Ultimately, an index annuity is a fixed annuity with an uncertain rate of interest each year. In exchange for giving up a guaranteed return, the client should get, on average, 1%–2% more per year over the long run. While the ultimate interest rate, if any, may be determined by an equity index such as the S&P 500, that does not mean the annuity is designed to provide equity type returns.

2. Never ever compare historical (or hypothetical) index annuity returns to historical returns on the S&P 500, instead use the power of **No Market Exposure** to make the point. I use this chart as a way to explain the long term explanation of **No Market Risk.**



American Equity will provide you with clean, clear and in color marketing pieces.

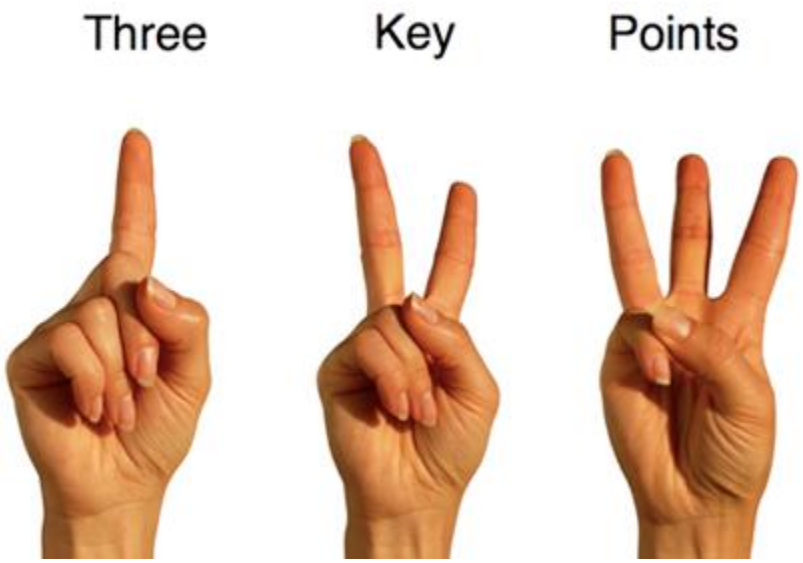
3. If you are recommending an index annuity with an income rider, **don't** overstate the potential income from that benefit. Tell it exactly as it is. Use the guarantees provided, the insurance company can help with projections.

Always make sure the client understands that the income guarantees on the date of issue are the most the client will receive. (Guggenheim can be higher than expected, call for more information)

That is power, guaranteed income is one of the attractive features of the product. If you are working with an income rider benefit design that calculates the income on the account value, rather than the income base, the income can be different.

4. **Don't** let the client believe that the income benefit base is real money. It is only a fund from which the income value is determined, the actual age of the annuitant(s) will set the determining factor.

Always make sure the client understands that the guaranteed growth in the income base is only used to calculate the amount of income and has nothing to do with the return on the policy itself.



FIA are one of the strongest assets a prospect can own simply from 3 base points, **Income, no market risk and contractual guarantees**. There is no need to oversell this wonderful product.

Your monthly newsletter for Retire Village can now be fully customized, you have two versions, the **pdf** and the **word** version

The Retire Village March 2016 Newsletter is Now Available

A stand alone PDF file is available through the following link - you can print and send this generic newsletter as part of a generalized information packet.

- Download the PDF File Now

If you would like to customize the newsletter, you can download the Word document below and include with your name and contact information. If you are emailing this newsletter to clients, we still recommend that you save the file as a PDF and then email it out.

- Download the Word Document Now

You can contact Infofuel through the Retire Village support contact forms, via phone at 1-800-910-2246 or by emailing retirevillage@infofuel.com

Product Information:

A video on the new language of estate planning, sales ideas and more in this week's newsletter.

View in Web Browser

ISSUE DATE:
February 29, 2016

Annuity.com

David Townsend

253-381-2328

Email Me

View Website

Video: The New Language of Estate Planning

With fewer estate holders subject to estate taxes, some people think estate planning is a thing of the past. But tax law changes have brought new opportunities for your clients. Watch this video to learn how you can help clients start earlier to maximize their estate plan in both life AND at death. Watch video.

Who Doesn't Enjoy Being Charitable, Especially if it Doesn't Cost Extra?

The Charitable Giving rider from Symetra is a free, no-cost rider clients appreciate. Available on GUL and SGUL, the rider provides an additional 1% of the death benefit to the client's qualified charity at no additional cost. Learn more.

Know Anyone Married to a Foreign National?

Then this sales idea might be just what they need. Read more.

Making Permanent Life Insurance Affordable

"Laddering" strategies can make permanent life insurance coverage more affordable for younger clients. Learn two such strategies that can help boost your sales while offering clients lifetime protection and cash value growth potential for supplemental retirement income. Learn more.

Planning for Retirement: The Growing Impact of Student Loan Debt on Retirement Security

On February 3, Prudential hosted a briefing on Capitol Hill to discuss the findings of a new paper, The Growing Impact of Student Loan Debt on Retirement Security, which examines the explosion of student debt and its affect on the retirement preparedness of both students and parents. Learn more and read the white paper here.

Bet You're on the Internet Right Now

How convenient! Since you’re here, go ahead and put up some posts or tweets to prospect generationally to Millennials… and don’t forget about those Xers! AIG has made it easy.

Annuity.com
David Townsend

WEEKLY Carrier Update

February 29, 2016

Every week, we send you an update with any recent, important carrier changes to help you prepare for your week ahead so you'll know exactly which carriers to be mindful of. Only those carriers that have changes are listed. Any interest rate adjustments, product changes and even new state product approvals are included with links to receive complete details.

NEW ANNUITY CARRIER UPDATES

Allianz

Effective March 1st 2016, Allianz Life will be changing rates on some of their top products. Please click here for additional details.

American Equity

American Equity makes changes to Qualified Plans. Effective immediately, American Equity will no longer accept new business applications for policies that are owned by an individual or multiple participant plan, including but not limited to, pension plans, defined benefit plans, profit sharing plans, money purchase

plans, cash balance plans, 401(k) plans, 403(b) plans, 412(e) plans and (i) plans, 457 plans, and Keogh plans.

They will still accept 401(k) rollovers and will issue as an IRA….business as usual.

They will continue to take IRAs ands and rollovers of IRAs.

ANICO

Effective March 1, American National Insurance Company's Strategy Indexed Annuity (ASIA) PLUS cap rates change and crediting strategy changes on 1 yr and 3 yr methods. Click here for all states excluding New York. Click here for New York's rates.

Athene

Effective February 26, 2016 Athene Annuity will be increasing caps and decreasing spreads on one of its top product series, the Target Horizon. These changes will affect the Target Horizon 5, 10, 10 Select and 15. Please click here for additional details.

EquiTrust

EquiTrust is changing rates effective Thursday, March 3rd, 2016. Current rates are applied to business received on or before Wednesday, March 2, 2016, subject to a 60-day rate hold.

Please note: EquiTrust will only accept FAXED applications on Wednesday, March 2nd until 5:00 PM (Central).

If faxed applications are received at EquiTrust by 5:00 PM (Central) on Wednesday, March 2nd AND ORIGINAL application packets are received no later than Thursday, March 3rd current rates will be applied, subject to a 60-day rate hold. Click here for more details.

F&G

F&G has increased their Guarantee Platinum 5 MYGA to 3.15%. This is for applications received February 26th through March 11th. Click here for more details.

Forethought

Adding the BlackRock Diversa crediting strategy, trail commission option, and extending issue ages to ForeFreedom Savers and ForeSpending Select. Both products do apply to the **Agent Elite Bonus Program**!

Guggenheim

Effective March 1st, 2016 Guggenheim Life and Annuity will be decreasing rates on the Preserve Multi-Year Guaranteed Annuity and ProOption Multi-Year Guaranteed Annuity series. The 45-day rate lock will begin at the time the application is received and is held for 45 calendar days. Please click here for additional details

North American

North American has announced that they have added a new increasing payout option to their popular Income Choice Product. Now you can offer your clients a choice between a level lifetime income payout and an increasing option for those who want a level of inflation protection.

Click here for additional information about the new feature.

ONGOING ANNUITY CARRIER NEWS

Allianz

Effective February 23rd, 2016 Allianz Life will increase the bonus percentage on the industry's top selling annuity from 15% to 20%!!! Please click here for additional details.

Athene

Effective immediately, Athene Annuity is running a commission special on the industry's #1 accumulation annuity, the Performance Elite Series. From now until April 8th, 2016 earn up to an additional 1% on all qualifying Athene Performance Elite production. Please see here for additional details.

Genworth

Genworth will halt all annuity sales including immediate, deferred-Fixed and Index. The last day to receive an application at Genworth is March 7th and the case must be funded by May 4th. Call our offices for more details.

Legacy Americo

Effective Monday, February 29, 2016 Legacy Americo LibertyMark and LibertyMark SE will be decreasing their rates a bit. Below are details for the upcoming deadlines and procedures. If you have additional questions feel free to give First Annuity a call.

National Western

National Western - NWL has a 1% commission incentive for all agents on cases received between February 15, 2016 and March 15, 2016. The policies need to be issued and paid by April 15, 2016. This incentive excludes Prevail Seven and all SPIAs.

North American

North American has announced the latest edition of the Elite Agent Bonus, and it has an awesome feature this year. It will be retro' d back to January 1st! Here is how it works:

There are two levels...

Level One: Write $1 Million of annuity premium and earn an extra .5% of commission bonus on business going forward and retro' d back to the beginning of the year. Plus, you automatically qualify for this bonus in 2017!

Level Two: When you hit $2.5 Million of annuity premium you get bumped up to a 1% commission bonus on business going forward and retro' d back to the beginning of the year. Plus, you automatically qualify for this bonus in 2017!

What a great way to get rewarded for writing an A+ rated carrier. Call your Advisor Consultant for more details.

LIFE NEWS

Genworth

All new business must be received at Genworth by end of day March 7th, 2016.

Business must be placed/paid by May 4th, 2016.

Please call Jenny, Brekelle, or Paige with any questions, 888-758-7305.

The Short List:

Adviser Twitter fight erupts when Dave Ramsey bashes DOL fiduciary rule

Founder of Ramsey Solutions and host of "The Dave Ramsey Show" said the Labor Department rule would "kill" middle class' ability to get advice One widely followed radio show host's opposition to the Labor Department's proposed rule to raise [...]

Will the real Dave Ramsey please step up? Why Dave should actually love annuities and permanent life insurance

Our past dictates our future. We say Dave Ramsey's past is why he is vehemently against debt. We say his opinions on this matter are valid, since he's gone through the experience firsthand. But at what point do yesterday's [...]

Fixed Index Annuities Gaining Traction with Broker/Dealers, Banks

But they use them in wholly different ways, say Saybrus' Mark Fitzgerald We caught up recently with Mark Fitzgerald, National Sales Manager at Saybrus Partners, who reported a 10% spike in FIA sales coming out of the B/D and Bank channels. [...]

For Annuity and Life Insurance Industry, a New Formula for Survival and Success

In a very challenging market, industry is poised to do well by doing good The following is an excerpt from the Ernst & Young 2015 Retail Life Insurance & Annuity Executive Survey, which delineates a clear path for the industry [...]

Exclusive: Google to Shut Down Online Insurance Site, Partners Say

It appears Google Compare's grand experiment in online comparison shopping for auto insurance is dead – for now at least. Insurance Journal has learned that two of Google Compare's major partners were told today that the giant tech firm is shutting [...]

Indexed Annuities Break Quarterly And Annual Sales Records

WINDSOR, Conn., Feb. 23, 2016—Breaking previous quarterly sales records, indexed annuity sales totaled $16.1 billion in the fourth quarter, 32 percent higher than prior year, according to LIMRA Secure Retirement Institute's fourth quarter U.S. Individual Annuities Sales Survey. In 2015, [...]

Life Insurance Activity Heats Up in January

Principle-based reserving, the Department of Labor fiduciary standards, solvency assessments and the influence of regulators factor among the top trends facing life insurers in 2016, a new report states. The Federal Insurance Office (FIO), the Financial Stability Oversight Council (FSOC) [...]

Genworth debuts new annuity for long-term-care coverage

The largest LTC insurer is offering a medically underwritten single premium immediate annuity as an alternative for older Americans Genworth Financial, the largest provider of traditional long-term-care insurance in the U.S., on Monday debuted an annuity product that marks [...]

Starting the annuity conversation

Your client is sitting on the other side of the desk. You've wrapped up the small talk and you're both halfway through your mugs of coffee. So how do you bring up the topic of annuities? There's no single best [...]

More Financial Advisors Are Breaking Away

More financial advisor teams broke away from their employer "mother ship" in 2015. Last year saw 413 financial advisor teams break away, an 11 percent increase from the previous year. Those breakaway teams brought with them average assets under management [...]

Brokers International welcomes new President

Brokers International, LTD., a Panora, Iowa-based insurance marketing organization, has announced that Mark Williams has been named their new president, according to a press release. The announcement comes after William McCarty, the longtime president and CEO of the company, resigned. [...]

What the annuity industry can expect in 2016

At first glance, the annuity industry may not appear to have much in common with Major League Baseball (MLB). Yet with Q1 well under way, and pitchers and catchers slated to report to spring training on February 18, observers in both [...]

We Recommend:
www.annuity.com/agenttools
If you are not using this "Free" resource you are missing out....did I mention it is free?

There is a ton of info here, it requires no password and it is up to date information.

Disclaimer:

David Townsend and I own Annuity.com, but we have a lot of marketing friends, friends that you might be better off if you knew them. Sherilyn Orr at *Retire Village* and *Infofuel,* Anthony Owen at *Annuity Agents Alliance*, Kevin and Allison at *FinAuction*, Carl, Darin Tom and all the crew at *First Annuity*....and many more.

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Did you know that since 2000, Boise State is 97-6 at home? In the past 10 years, Boise State is the winningest football team in division 1. 124 wins.

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