



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

Open MIC is open for anyone.

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

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

CALL OR EMAIL

ANTHONY OWEN

888-74**AGENT** (24368)

tony@annuityagentsalliance.com

OR VISIT OUR WEBSITE



Annuity | **Agent's Alliance**
Real Help From Real Agents.

Outsource, Automate, Delegate

**LATEST
NEWS**



Open MIC

powered by

Annuity.com
Planning. Safety. Retirement.

Our brand can be your brand™



Why retirees are always so happy

I have an elderly friend who recently said to me, that her greatest joy and relief was waking up! I saw this pic and thought of her. The underlying reality is becoming an issue, people are living longer and the value of our income rider becomes more and more important....BB

fi·du·ci·ar·y

[fi-doo-shee-er-ee]

Dr. Jack Marion and his view of the new DOL rule.

https://snt148.mail.live.com/mail/ViewOfficePreview.aspx?messageid=mgvEdYnPT_5RG9_QAhWtc1bA2&folderid=flinbox&attindex=0&cp=-1&attdepth=0&n=65840805

Why the Lawsuits Will Prevail

I'm not a lawyer, but I also wasn't a lawyer when I said that SEC Rule 151A would be struck down by the courts a year before *American Equity Inv. Life Ins. Co. v. SEC* was brought before the U.S. Court of Appeals for the D.C. Circuit that vacated rule 151A because it was "arbitrary and capricious in failing to properly consider the effect of the rule on efficiency, competition, and capital formation".

That lawsuit was about interpretations of the Securities Act which does not apply here, but other provisions do. Title II of the Unfunded Mandates Reform Act of 1995 requires each Federal agency to prepare a written statement assessing the effects of any Federal mandate in a proposed or final agency rule that may result in an expenditure of \$100 million or in any one year by the private sectors. **The annual cost of the DOL revision to consumers is in the billions.**

The DOL did do an economic analysis. It estimated costs for small, medium and large broker/dealers, for registered investment advisors and, in some fashion, for insurers. The DOL even says that *TIAA* and *Northwestern Mutual* submitted estimate of the cost of compliance. However, the DOL minimizes the effect of the DOL revision on **index annuity carriers by saying they aren't big firms**, and, anyway, only twelve of the FIA providers don't also sell variable annuities too and if they sell variable annuities they have to spend the money anyway. **The DOL failed to**

accurately depict the cost to FIA insurers of the DOL mandate and completely ignored the **effect on the marketing organizations** that bring in \$30 billion of fixed annuity sales and employ thousands of consumers across the country.

Summary

The DOL Fiduciary Revision is a **poorly designed rule** designed to fix a problem that they cannot convincingly show even exists. Their economic analysis is **flawed** and severely underestimates the cost and damage the rule will cause index annuity insurers, marketing companies and agents. On this basis alone, a lawsuit will prevail that stops the revision and sends it back to the **DOL where it will die**.

Hello Partners,

This pretty much sums it up like we did last week on Open Mic but from the voice of an industry expert, Dr. Jack Marrion.

- 1. The DOL Rule will likely be thrown out by the courts.**
- 2. If applied, it is impossible to comply with.**

Here is one thing to think about that I didn't mention on last week's Open Mic. Imagine if the speed limit on the freeway was 5mph. Impossible to comply with, correct? If you even put your car in 1st gear without touching the brakes, you will at least go 10mph or more. So if that were the case what would everyone do? They would speed. **Everyone would be breaking the law** and there would be no way to keep them from doing it because it would be practically impossible to comply with the law.

If everyone broke the law could it be enforced? No, you would need how many police officers to enforce 100% non-compliance and even if there was a 1 to 1 ratio of police vehicles to civilians where would they pull over 100% of the cars on the road.

This analogy is equivalent to the problem with the Best Interest Contract. **It is impossible to comply with as Jack explains.** There is no way you can make an equivalent comparison on variable product

components that would range in the thousands of comparative options when looking at different carriers, different products, and different rider options.

It is impossible to comply with! Here is the saving grace for us even if the rule goes into effect. **It is also impossible to enforce!** How is a lawyer or regulator going to create an argument that you didn't use the best product 5 or 10 years after the policy was purchased?

Could you retrospectively compare products based on what was available 5 years ago? Heck no! The options are so numerous it is impossible to even know the entirety of what is available today. Imagine trying to find information on every option that was available 5 years ago. How would you even begin? Take your product intelligence and then reduce it by 95%. That is the effective product knowledge that will be available to a lawyer or regulator making an argument in retrospect.

To continue with this analogy on the regulation side of things it will be impossible for regulators to enforce this law. Remember, everybody will be speeding. The **regulatory departments do not have the manpower, or even the intellectual or motivational prowess**, to catch Bernie Madoff. How are they going to pull over 100% of the agents that are in de facto noncompliance? They won't.

So what is my point? Work your business and sell solutions not products, rule or no rule! There are still sunny days ahead in our business.

Anthony R. Owen

Offer for you.

David and I have a "news" service that will alert you of sales opportunities, lead news and other issues to help you make more sales. This service is only for the crew (contracted agents). If you would like to be added to the list, email me at bbroich@msn.com.

More:

Have you ever been curious about what **brokers compensation**? Did you know it is published for themselves so they know where to go for the highest compensation? Have a look.

This might be helpful in a competitive situation, remember, knowledge is your pal and the more you know about the competition...

Mega deals are on the horizon for top producers looking to switch firms, leading recruiters say in this video installment of *On Wall Street's* annual recruiters panel. To read the full story, click here.

Read more: [\(click on the links\)](#)

- **Comp 2016: Where's the Best Pay for the \$400K Producer?**

Here is a little bit from the \$400k level, the more you sell, the higher the percentages:

(percentages are their share of gross income generated) Assumptions for Basic Pay: **25%** in individual stocks; **25%** in individual bonds; **25%** in mutual funds; **25%** in fee-based (wrap accounts, managed accounts, etc.); length of service is assumed to be 10 years. Assumes no bonuses from growth, nor asset-based bonuses, or other behavior-based awards. Optional potential voluntary deferral calculations assume **25%** of pay voluntary contribution amount. Company matches on optional voluntary deferral programs limited to non-profit sharing based. Also excludes voluntary deferral matches, 401(k) matches or profit sharing contributions unless otherwise noted.

- **Comp 2016: Best Pay for \$600K Producers at Wirehouses and Regional B-Ds**
 - **Comp 2016: Best Pay for \$1M Producers at Wirehouses and Regional B-Ds**
-



Sales and Marketing

I saw this calculator on an email sent to me from a State Farm agent, I found it simple to use and very compelling, it might be something that can be used regarding life insurance...BB

https://static1.st8fm.com/en_US/applications/life-illustrated-calculator/US/insurance/life/life-calculator/index.html

Here is how to sell SPL, buy selling benefits, not product. First you need a REAL fact finder, this is a case we did a couple years ago. (edited). The actual numbers that would benefit your prospect are based on their age, health issues and the policy slected.



How to Outsmart the Taxman.

“Mrs. Jones, If I could show you a way to gain a tax advantage in our tax system that was perfectly legal, already approved by congress and fully supported by the IRS, would you be curious to learn more.”

If you were able to state that sentence during a fact finder (or meeting) with a prospect, how much more interested would you think they might be? Outsmarting the tax man is very difficult, especially in the digital age we live in, there are few REAL opportunities available. I will show you one.

Outsmarting the tax man is getting an edge, it doesn't matter exactly how much, it is just getting the odds a little more on your side. Have you ever considered the different odds in a Las Vegas Casino? Which gaming venues are best for you and which are best for them. Remember, all the games are set to provide the casino with the advantage, sometimes you win, and sometimes you don't. (BTW, it is the slot machines)

What if the overall tax odds were in your prospects favor, would they have an interest in listening to you? As long as any percentage is on your

prospects side, it is an advantage. I will show you how to do this and how to sell this.

How would you like to use this with your prospect as a hook?

*“Mrs. Jones, this system has **1 tax disadvantage** and up to **4 tax advantages**, how they play out over time is based on events in your life. I will show you how to correct one of your tax disadvantages and convert it to a tax advantage.*

*The first disadvantage is that the funding is after tax, the first advantage is the account grows tax deferred, the second advantage is what happens in your life, it can either be **fully** tax advantaged or it can **partially** tax advantaged.*

The difference is your life, if you live a long time and use the income portion, it will only be a partial tax advantage. But, if a disaster occurs, the account will be fully tax advantaged. It all depends on your personal life situation. But the advantage is always in your favor, you can outsmart the taxman. Regardless of what happens, it will be either a huge tax advantage or it will be just a tax advantage.”

Let me show you what I mean.

According to our discussion, I know you have a bank CD with a value of \$200,000, that asset is NOT tax advantaged. Why? Because the interest you are accumulating is taxable. The 2% interest you are adding to your account each year is diminished by the taxes you must pay on it. Since your income tax rate is 20%, you are actually only receiving 1.6% (20% taxable) as your net yield.

Since these funds are warehoused funds (set aside for some unknown future need) why not let the funds sit in a different type of vehicle, a tax advantaged vehicle.

- 1.** The funds on deposit at the bank are after tax so they are tax disadvantaged, the interest earned at the bank is taxable, which is tax disadvantaged.

Instead keep the fund tax advantaged, move them to an insurance company and deposit them as a lump sum into a **single pay life (SPL)** insurance policy. Your funds will earn interest based on the company formula (here you would use the indexing explanation) and under no circumstances would your account value ever decrease, that is contractually guaranteed. Regardless of what might happen in the future, you are guaranteed to never lose money and always to have a minimum interest credited (depends on the policy, call for information).

“Mrs. Jones, the first tax disadvantage (taxable interest) has now been changed to tax advantaged (tax deferred).”

the bump

Since the funds were deposited in a single premium life insurance policy, the policy has a death benefit which is greater than your deposit, should you die prematurely. Once the initial deposit is made, your \$200,000 now becomes \$400,000 in the event of your death, and it is paid tax free, the second tax advantage for you. This increase is called the **“insurance bump”** another advantage to you.

2. The \$400,000 is tax free and it has increased from \$200,000 by using the insurance company “bump”. This is paid tax free.

We have talked about earning more interest and how a deposit can be bumped up thus increasing the amount actually inherited by your heirs and how it now has been converted to tax free.

“Mrs. Jones, let me show you how the tax advantaged benefit can help you primarily and your beneficiaries secondarily.”



I will explain two different directions your life can take, let's think of it as a fork, a fork in the road. One fork leads to a long and wonderful walk through the **golden years**. You live a long and happy retirement.

The other fork is illness and tragically you end up in a care facility, a nursing home.

Let's start with the nursing home fork. Your new single premium life policy (in addition to the tax advantage and the insurance bump) also has a feature that allows you to access the policy benefits for care in the nursing home. And guess what, the amount you can access is NOT your original deposit of \$200,000 but the amount of the insurance bump, the \$400,000!

The \$400,000 would be paid out over **60 months** at 1% of the insurance value, in this example **\$4,000 a month**. Your original deposit of \$200,000 is non taxable, the balance is taxable. Here is a kicker, most tax professionals consider nursing home expenses as medical expenses (or a portion) so your tax liability* is likely to be nil.

THE GOLDEN YEARS

But, it is far more enjoyable to take the other fork, the one that leads to a lovely and wonderful retirement.

“Mrs. Jones, remember the \$200,000 deposited in your SPL? All these years it has grown tax free and now can be converted to income for you. The IRS allows you to make one more change to your contract, it allows you to drop the insurance bump and change it to a retirement income annuity. In making this change, you assume no additional tax liability.”

As an example, let's assume your account value has grown from \$200,000 to \$300,000. If you cashed in the contract, you would assume a taxable gain of \$100,000, but if you used the money as retirement income, the IRS allows you to “spread out” the taxable money over the term of your retirement. This allows you to balance and manage your tax liability.

3. I am suggesting a 1035 exchange converting the life insurance to an annuity. I am using the “exclusion ratio” by using annuitization the account value. Many life policies may have higher settlement rates in the contract than **MAY** be available, Mrs. Jones should always receive the highest payout, I have found that converting it to an annuity is normally the highest, but who knows in the future. Using an income rider would also be an option, you would need to explain the tax advantages and disadvantages separately.

Mrs. Jones, let me summarize. By using the SPL policy, you have:

- Gained the advantage of tax deferral.
- You have gained the insurance bump which doubles your account and makes it tax free
- You have put in place your LTC insurance **WITHOUT** paying premiums

- You have set up an additional account to help supplement your retirement on a fully tax managed basis.

How does the insurance company gain from this relationship? How do they provide you all these benefits? Simple, they get to hold your money long term and they get the “use” of your money.

Just like the guy selling products late at night on TV says: “*But wait, we have more!*”

There are two other important benefits to know.

- Should you need your money before any of the other benefits are used or selected, your money is fully available to you, it is merely funds on deposit at the insurance company instead of the bank. (see 4.)
- If you select the income or LTC benefits and were to die prematurely, the unused portion is inherited by your heirs.

4. Agents, you need to know the details of the product you are offering, if there are surrender penalties, you will need to explain them. I do so by saying, if you want the benefits offered, you must allow the insurance company to hold your money.

By explaining the benefits of a SPL, Mrs. Jones was able to superimpose her personal situation into the scenario. The reason this product was suggested is because during the fact finder I was able to understand what she wanted to accomplish and I was able to learn the purpose of the \$200,000 on deposit.

*Never give tax advice unless you are licensed and authorized to do so. Always refer to a professional.



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

★ **Q:** Bill, can you give us a snapshot about what is currently going on in the stock markets, it seems so confusing and many of my prospects are so unsure how to proceed?

A: This might help.

Stocks tumbled last week on downward revisions to U.S. economic growth and worries about global growth.^[1] For the week, the **S&P 500 fell 1.21%**, the **Dow lost 1.21%**, and the **NASDAQ gave up 1.30%**.

After a rosier-than-expected fourth quarter, economic forecasts suggest that the economy **barely grew** in the first three months of 2016. A report showing that wholesale inventories declined in February caused estimates of Q1 real economic growth to plummet from 0.7% to just 0.1%. In mid-March, the estimate was as high as 2.3%, but forecasts are **dropping fast**.

Last week, attention turned to the upcoming **Fed** meeting at the end of April. Minutes from the March meeting show that opinions among voting members of the Open Market Committee are running against an April rate hike.^[5] Other economists seem to agree; currently, just 1.0% think the Fed will raise rates in April. 75.0% think a June hike is likely.

In a public session with three other former Federal Reserve chairs last week, current Chair Janet Yellen reiterated her upbeat stance on the economy and stated that the Fed is on a "reasonable path" to future rate hikes. Her predecessor, former chair Ben Bernanke, supported her position by saying he doesn't believe that recession risk is much higher in 2016 than in other years, which could pave the way for more hikes later this year. Given that the **Fed has little room to lower rates** again if economic growth slows, and plenty of room to raise rates if growth surprises, Yellen seems determined to be cautious.

 Forward to a Friend

Data as of 4/8/2016	1-Week	Since 1/1/16	1-Year
Standard & Poor's 500	-1.21%	0.18%	-1.65%
DOW	-1.21%	0.87%	-1.82%
NASDAQ	-1.30%	-3.13%	-2.02%
U.S. Corporate Bond Index	0.57%	4.52%	1.35%
International	0.57%	-5.30%	-14.18%
Data as 4/8/2016	1 yr.	6 mo.	1 yr.
Treasury Yields (CMT)	0.20%	0.34%	0.54%

Notes: All index returns exclude reinvested dividends, and the 5-year and 10-year returns are annualized. Sources: Yahoo! Finance, S&P Dow Jones Indices, and Treasury.gov. International performance is represented by the MSCI EAFE Index. Corporate bond performance is represented by the SPUSCIG. Past performance is no guarantee of future results. Indices are unmanaged and cannot be invested into directly.

Crew, we didn't get a chance the last two weeks to talk about this, it is a nice sales piece....BB

Q: A couple of weeks ago you said you would be talking about Bank CDs and MYGA, when will it be on Open MIC?

A: Below is one explanation for you. Helping prospects learn this system will help you position higher interest rate MYGA, comparison selling.

Tell this to your prospect: This simple and yet efficient approach to solving interest rate volatility can work for you. It involves an annual maintenance on the investor's part and the ability to use the internet for available interest rates. Never allow anyone to charge you for this approach to bank deposits, **do it yourself**. There are numerous options available to find and secure the highest rates possible.

It is simple to use Google, Bing or other search engine on the internet to find the best interest rates. Just type in "Best Bank CD Rates" in their search engine and explore the available options.

A website I like and one that has up to date rates is www.bankrate.com which usually is very dependable. There are numerous choices and options. How can you take advantage of CD yields, while still participating in an interest rate upswing? That's where the **CD Ladder Strategy** can come into play.

With a *CD Ladder Strategy*, you purchase several CDs and you "ladder" your money over different maturities. By purchasing shorter- and longer-term CDs, you spread out any interest rate risk. You don't earn as much as you would by locking in for the long-term, but you are able to take advantage of the market should interest rates rise in that time period.

As an example, let's say you have \$200,000 to deposit from your IRA. By using the "CD Ladder Strategy", instead of locking 100% of your money in for 5 years, you would spread that around shorter maturities. Here is how your initial CD purchase would look:

1. A \$40,000 **1-Year CD**
2. A \$40,000 **2-Year CD**
3. A \$40,000 **3-Year CD**
4. A \$40,000 **4-Year CD**
5. A \$40,000 **5 Year CD.**

The concept is to think of your CDs as the rungs in a ladder.... each one just a little further up the ladder than the next.

As each CD comes up for renewal, you purchase a new 5 Year CD at the best interest rate available and locking in that interest rate for the whole period.

At the end of the first year your first \$40,000 CD is up for renewal. If interest rates have gone up, you can roll that money into a brand new 5-year CD, locking in a better rate. If interest rates have slipped, it isn't the end of the world because what you are accomplishing is the overall interest rate on all five CDs. This approach should minimize volatility and level out yields based on the full five-year time period.

This easy to manage approach will help achieve less volatility and more overall yield in relationship to interest rate risk. Plus, the "ladder" approach is easy to maintain and to manage.

Many banks will help you set up your ladder and manage it for you.



Big Truck Brothers



The ***Power*** of

SAFE MONEY RADIO. 
YOUR MONEY, SAFE AND SOUND.

If you think **Safe Money Radio** doesn't generate leads, you are mistaking. Look at this snapshot of leads from a month ago. What are you waiting for? Call any of us for details on how to join in!

2-2	\$14,400	-AE	3/1	\$100,000	-AE
2-8	\$21,000	-AE	3/2	\$30,000	-AE
2-9	\$40,000	-NH/W	3/4	\$35,000	-NH West
2-9	\$129,000	-AmerNH	3/4	\$48,000	-NA Additio
2-10	\$41,000	-AE	3/4	\$8,000	-NA Addit
2-11	\$50,000	-NA	3/5	\$170,000	-AE
2-17	\$8,000	-AE	3/5	\$71,700	-AE
2-17	\$127,000	-AE	3/18	\$185,000	-AE
2-19	\$200,000	-AE	3/18	\$4,000	-AE
2-19	\$6,500	-AE	3/22	\$13,000	-AE
2-22	\$346,500	-AE	3/25	\$46,000	-AE
2-22	\$145,000	-AE	3/28	\$6,500	-AE
2-22	\$446,500	-AE	3/30	\$400,000	-AE
2-24	\$33,000	-AE	3/30	\$50,000	-AE
2-24	\$43,000	-AE	3/31	\$600,000	-AE
2-29	\$30,000	-AE			
2-29	\$155,000	-AE			

Anthony,

I have just capped off two of my best months in FIA sales, totaling close to **\$4 million** and this does not include any managed money or life sales. (My dad is an IAR and we do a small portion of managed money also)

Hopefully this will help any new SMR guys and/or the guys that get low call counts. As you will see from the last two days of March, I closed \$1,050,000 in 2 sales. The past 2 weeks of SMR with **3 shows** currently airing each week, I received less than 10 total calls. That's 10 calls from 6 shows. However, you can see the numbers. Don't get fooled by low call counts. Our clients/listeners have money and they want safety!

I looked at all of my calls from February and March and noticed the following:

One week in February I only had two calls from all SMR shows and those **two calls resulted in sales of \$170,000 and \$185,000.**

Another week in February, I again only had 2 calls from all shows, and I closed both clients at \$180,000 and \$450,000.

I do not do seminars or any other form of leads at this time. All of the business you see below is from SMR, existing clients adding to their accounts (which probably came from SMR) and referrals.

And I will keep it real with all of you who are struggling make your break through:

It was REALLY HARD, FRIGGIN WORK! My offer hours are from 9 am - 5 p.m. For the past 2 months (other than flying to Denver for the SMR conference), I have worked every single day and have averaged leaving the office at 7 pm. Some nights have been 6:30 and some nights have been 8:30. And I rarely ever leave my office during lunch. I bring my lunch every day. Why? I have learned that I get a HUGE call count from potential clients who call me back on their lunch breaks. How much is your 60-90-minute lunch hour worth to you???? \$30,000? \$50,000? \$100,000? What is a \$1,000,000 annuity client calls you 3 times during your lunch hour and you are, in his mind, "always gone."

It is no coincidence that the harder I work, the "luckier" I get. And as we speak, I have people in my pipeline from over a year ago that read my personal Safe Money Matters book and my SMR kit who are just now setting appointments with me.

Yesterday afternoon at 6 pm, I met with a doctor who received my book over a year ago and requested an appointment...and his net worth is \$14,000,000.

The bottom line is this: Keep your pipelines full; Keep as many shows as you can on the air; Keep making phone calls; and keep closing business!

And most importantly, give credit to where credit is due! I owe 100% of this blessing to God! Without Him, none of it would happen. There is no such thing as LUCK. We are blessed!

PS - To those of you who have called me from the SMR conference, I am very willing to help you. As you can see, today is literally the first time I've had in weeks to sit down and "check/respond to email."

So please be patient. I will get back to you! Go get 'em!

Sincerely,

Brad Pistole

Hello Partners,

Watching and interview with Drew Houston, Dropbox CEO, and he said “**If you don’t have competition you are not doing something important ... you want to be customer obsessed, not competition obsessed**”.

Made me think of all the things that try and knock us down. Everything from competitors to the DOL. The truth is that “**customer obsessed**” financial planners always succeed despite any headwinds they run into.

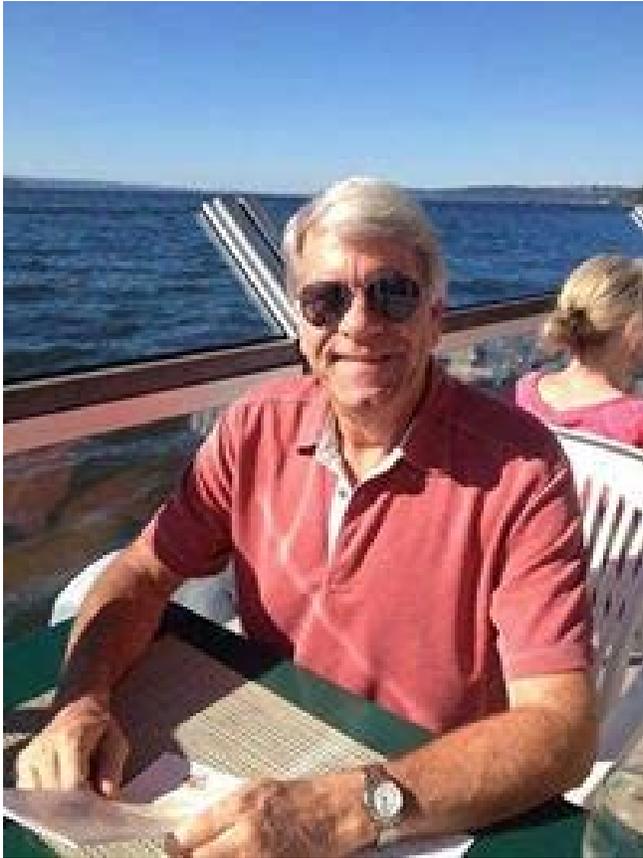
Know how to get in front of people and know what to do when you get there. **Turn you prospects into disciples** of Safe Money Planning and you will not have to worry about anybody trying to take your business away from you. A disciple follows his leader. Do your prospects buy into your leadership? They will only become your disciple if they see you are **passionate about what you do and how much you care about them**.

Have a great weekend!

Anthony R. Owen



Product Information:



David Townsend...

Annuity.com

David Townsend

Your One Stop for DOL Fiduciary Rule Info

[253-381-2328](tel:253-381-2328)

[Email Me](#)

[View Website](#)

The LIMRA LOMA Secure Retirement Institute realizes that the Department of Labor's fiduciary rule is a transformational event, moving the retirement market into uncharted territory. This will require business and product changes. We're pleased to announce the launch of a microsite designed to be your one stop for news, information, and insights: [The DOL Fiduciary Rule: Moving Forward in a New World](#).

Client Video: Help Prepare for the Underwriting Process

Check out our latest animated client video, "[The underwriting process: What to expect when applying for life insurance](#)." Help prepare your clients for the underwriting process and share this short, informative video. Together, we can help make the process smooth and seamless for your clients.

Learn More about Underwriting Clients with Diabetes

Your business is important to us and one of our top priorities is to make it easier. Delivering clarity on Prudential's life insurance underwriting guidelines will help. Diabetes can have an impact on underwriting, especially in the United States, where diabetes is a leading cause of end stage kidney disease, leg amputations, and blindness. In just 13 minutes, our on-demand video, which includes case studies, will help prepare you to quickly determine if Prudential is right for your clients and make informed recommendations to them. [Watch now](#).

Help Clients Understand Fixed Annuities in Five Letters: S-T-Y-L-E

Use the "STYLE" acronym to describe features and benefits when talking to clients about how a fixed annuity may be a good fit for their retirement strategy. [Learn more](#).

The Stay Bonus: A Unique Twist on Key Person Life Insurance

Key person insurance is a common business planning strategy designed to help the business continue should a key employee die unexpectedly. The Stay Bonus Strategy puts a new twist on this common sales idea. It is designed to help ensure a family business can survive if the business owner dies. How? By increasing the compensation for key employees, giving them an incentive to stay around while the business makes its transition to the business owner's children. [Read more](#).

Is 25-Year Term Right for Your Client?

Is 20 years not long enough to meet your protection needs? Does your age exclude you from 30-year plan qualification? Are you a new parent that wants to protect your child's future education expenses? Are you a homeowner in need of mortgage protection? Are you in your 40s and want coverage until you reach retirement age? Are you a 60-year-old in need of coverage during your retirement years? [Read more.](#)

Annuity.com
David Townsend

[253-381-2328](tel:253-381-2328)

[Email Me](#)

[View Website](#)

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

Athene

Effective April 11th, 2016 Athene will be making exciting enhancements to the Ascent product line and introducing a new MYG annuity. The Ascent annuity product line will be completely redesigned with new indices and greater

accumulation potential as well as a re-engineered Ascent Income Rider that offers highly competitive guarantee and performance based income options. The Athene MYG offers not only competitive rates but also a never seen before flexible premium option. Please click [here](#) for additional details.

North American

Attention UT, MO, VA, AK, OR and WA agents:

North American is launching a new product and income rider effective April 12th. Introducing the new Charter Plus II with up to a 5% bonus and the Income Pay Plus rider with a new increasing payment option and LPA reserve account for a rainy day.

Click [here](#) to learn more about the product and to see the new product materials

Attention FL Advisors:

North American is rolling out its new Income Pay Plus rider effective April 12th in the state of FL. This will replace the old Income Pay rider. The new rider will include an Income Multiplier, an Increasing Payout Option and a new LPA reserve account for setting money aside for a rainy day. Application for the old rider must be received by North American by April 12th. Please contact your Advisor Consultant at First Annuity for more details.

ONGOING ANNUITY CARRIER NEWS

Guggenheim

1% Commission Bonus on TriVysta business issued from 4/4/2016 to 6/30/2016. Maximum case size is \$1,000,000. Click [here](#) to download the new production bonus information.

National Western

National Western is lowering their roll-up on their income rider from 4% to 3% on April 11th. They will also be increasing their income rider fee. Applications need to be received by National Western no later than April 10th or the client will receive the lower roll-up and the higher fee.

April 15th is the last day to get applications in as well to receive the additional 1% commission bonus.

North American

Exciting news for Lite States! The new Charter Plus 10 with the new Income Pay Plus rider is being rolled with an income doubler in states like FL, WA, UT, MO and MN. This roll-out will be effective April 12th. Be watching for more information from North American in the coming days.

The Short List:

Will Floating Rate Annuities Shake Up the Market?

Here's a dilemma that many annuity investors haven't had to face in many years: as rates rise, the price of their fixed annuity investments fall. Who wants to buy their old annuities if new annuities coming into the market are [...]

DOL Releases Final Fiduciary Rule

The Department of Labor today released its final rule requiring advisors overseeing retirement accounts to act under a fiduciary standard to put their clients' interests ahead of their own. While the broad strokes of the rule have been known for [...]

The DOL fiduciary rule could push these firms' variable annuity sales even lower

Only one firm, MetLife, posted any substantial gains, as market volatility and fixed indexed annuities cut into VA business. Many of the top variable annuity companies saw sales figures drop off last year, and the pain is only expected to [...]

Bond shop may have to drop clients due to DOL rule

One-size-fits-all does not benefit investors' With the Labor Department expected to release the final version of the new fiduciary rule next week,

some investors are already being put on notice that they may have to go elsewhere for [...]

MetLife wins court ruling to remove ‘too big to fail’ label

Classifying America’s biggest life insurer as a systemically important financial institution rejected by a federal judge MetLife Inc. beat back a U.S. attempt to label it too big to fail, which would’ve put America’s biggest life insurer under tougher government [...]

American National Life Insurance Company of New York is Proud to Announce an Indexed Universal Life Policy with Multiple Indexed Strategies- the Signature Indexed Universal Life Policy is Now Available in New York

GLENMONT, N.Y., April 04, 2016 (GLOBE NEWSWIRE) — American National Life Insurance Company of New York (American National) announces the Signature Indexed Universal Life Insurance (IUL) policy is available in New York [April 4, 2016]. These life insurance policies provide [...]

Just call us Principal.

Same name. Same company. Now with an exciting new global look to better represent who we are and where we’re headed in the future. We’ve always been about helping people but our business has changed substantially during the past decades. [...]

NAIC Group Capital Calculation Will Not Become Model Law

NEW ORLEANS – The new capital standard calculation to be developed by the National Association of Insurance Commissioners will be just that – and not a model law – according to the chairman of the panel responsible for its development. [...]

Insurance Industry Pushes IAIS for Early Access During Policy Development

NEW ORLEANS – U.S. insurance industry officials made their push for greater involvement in earlier stages of international insurance regulatory development, while the International Association of Insurance Supervisors appears to make moves to address the situation. Andrew Stolfi, a former [...]

The Future of Robo-Advice

'I'd love to see several of the start-up robo-advisors thrive in the coming years. But most face serious economic headwinds,' writes the founder and CEO of Morningstar, Inc. Many people often ask me what I think of robo-advisors—the many automated [...]

NAIC launches retirement security initiative

The National Association of Insurance Commissioners launched a retirement security initiative focused on education, consumer protection and product innovation. NAIC President and Missouri Insurance Director John M. Huff announced the initiative during opening remarks at the association's spring national meeting in [...]

North American Company for Life and Health Insurance(R) Releases e-App for Annuities

WEST DES MOINES, IA—(Marketwired – April 04, 2016) – North American Company announced today the release of a new electronic application (e-App) system for fixed annuity products. The new system allows financial professionals to fill out and submit annuity applications [...]

Why women don't trust financial advice

If you are not a wine aficionado and your waiter recommends a pricey bottle, you can be forgiven for thinking it is more about netting a big tip than improving your meal. The same thing apparently happens with women and [...]

LPL Financial's problems keep piling up

Nation's largest independent broker-dealer faces a slumping stock price, ugly lawsuit, a legacy of turnover among top executives and stalled adviser growth Last October, a month after an activist investor took a large stake in LPL Financial Holdings Inc. and [...]

Tony Robbins joins advisory firm as chief of investor psychology

In his new role, Mr. Robbins will be working with his long-time financial adviser Ajay Gupta. Tony Robbins' mission to empower investors has taken a new step forward. He's taken on the newly created role of chief of investor psychology [...]

Why life insurers are saddling up to Silicon Valley

The words "venture capital" usually call to mind California-domiciled firms that dominate the VC space. The marquee names in the arena — Accel Partners, Benchmark Capital, Greylock Partners, Sequoia Capital and others — regularly make headlines with investments in Silicon Valley [...]

The 5 Real Reasons Millennials Don't Invest

There's been a lot of talk lately about millennials and money. The biggest generation, over 75 million strong, is missing the boat on investing — the best way to put money to work historically.* What exactly is going on here, [...]

What advisors can learn from millennials' dislike of banks

When it comes to courting millennials, some financial services firms have big hurdles to overcome. "Seventy-one percent of them would rather go to a dentist than listen to what a bank has to say," explained Menaka Thillaiampalam, head of North [...]

FIA Industry Experience Studies

Please click [HERE](#) to view Spring 2016 news release. Summary: In contrast to variable annuities, the FIA experience does not show clear sensitivity to the relative value or "moneyness" of GLWB riders, Ruark found after studying eight years of [...]

Court Chooses 'Could' Over 'Would' In Insurance Benefits Case

A circuit court has upheld an insurance company's suspension of long-term disability benefits after the court found the insurer hadn't met the "abuse of discretion" standard in denying disability benefits to a Minnesota doctor who suffered from the effects of [...]

LIMRA Announces Top 25 Rising Stars of Distribution Under 40

Industry's youth movement poised to advance the business of planning
WINDSOR, Conn., March 30, 2016 – LIMRA today announced the winners of its contest to recognize the top 25 Rising Stars of Distribution under 40 in the financial services industry. [...]

Trump most favorable to insurance industry, according to A.M. Best survey

Insurance professionals fear Bernie Sanders far and away, with Hillary Clinton coming in second Republican Donald Trump is the presidential candidate who would be most agreeable for the insurance industry, according to a survey of insurance professionals conducted by A.M. [...]

Key Trends in Life Insurance and Annuity Markets

Analysts and rating agencies generally view the life insurance industry outlook for 2016 as relatively stable, characterized by strong balance sheet fundamentals, stable operating performance and modest growth. Within this framework, significant developments are occurring that will impact the pricing [...]

At a tipping point: COI increases for seniors owning UL policies

As Newton's law of motion reminds us, for every action there is an equal and opposite reaction. Viewing Newton's theory from inside the life settlement industry, the image that readily comes to mind is that of furious UL policy owners [...]

SEC Compliance Chief Is Getting More Muscle This Year

Financial advisors who sleep well at night figuring Uncle Sam won't come knocking on the door looking for a good look at their books, may want to think again. That after Marc Wyatt, director of the SEC's Office of Compliance [...]

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.



Annuity.com Insurance Products & Sales Tools



Annuity Search and Comparisons



Term Life Quotes and Comparisons



View Demo Training LOGIN

- ★ Go Paperless
- ★ Sell More; Get Paid Faster
- ★ e-Sign and e-Submit



Forms Search for Life Insurance



Product Information for Life Insurance



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.

My opinion and/or numerous sources compiled by me are used in preparing Open MIC.

I obtain information from many sources, print, internet, agent gossip and other media. I always try and provide the original source or the link but my note taking habitually is lacking.

Much of the content on Open MIC is written by me and is my personal opinion. You should never consider that I am an authority or expert on anything. Always consult professionals who are licensed to give correct advice regarding taxes and securities and other topics of great importance. I probably know more than the average agent when it comes to marketing annuities and am fully licensed as an insurance salesman. I sell state approved annuity products provided by licensed insurance companies. I am also NOT an economist by license, only by hobby. If you decide to make decisions based on my particular view of the world, you should have the information verified by licensed professionals or get your head examined.

Open MIC is and was created for the entertainment of our agents, family, friends, guests, industry spies and me. Be careful with the information contained in Open MIC and always get advice from licensed professionals. You never know, sometimes I might make something up....so always verify! Also, the information I create myself and used in Open MIC is free; I assert no copyright or literary rights. Copy away.

Our competitors will copy Open MIC anyway so I might just as well give it away, saves so much mental anguish and sleepless nights.

Although we may promote and/or recommend the services offered by third party vendors, agents are ultimately responsible for the use of any material or services and agree to comply with the compliance requirements of their broker/dealer or registered investment advisor, (if applicable), and the insurance carriers they represent.

More Legal Stuff...

Be responsible... we cannot know your individual situation, always do your own due diligence before responding to any offer or investing any money.

I can't accept responsibility for the profitability or legality of any published articles or opinions published in Open MIC. Nothing in these Open MIC notes should be considered personalized advice. Although I may answer your general questions, I am not licensed under securities laws to address your particular situation. No communication by me to you should be deemed as personalized advice.

And, although all of the articles have been selected for their content, however in the interests of balanced reporting we often publish articles we may not agree with, the publishing of such articles within Open MIC notes does NOT constitute a recommendation of the products or services mentioned or advertised within those articles.

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.

We make no compensation for the publishing (or hosting) of Open MIC Notes....in fact it costs us for the phone "call in" system...oh well...