



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

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 5556463

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

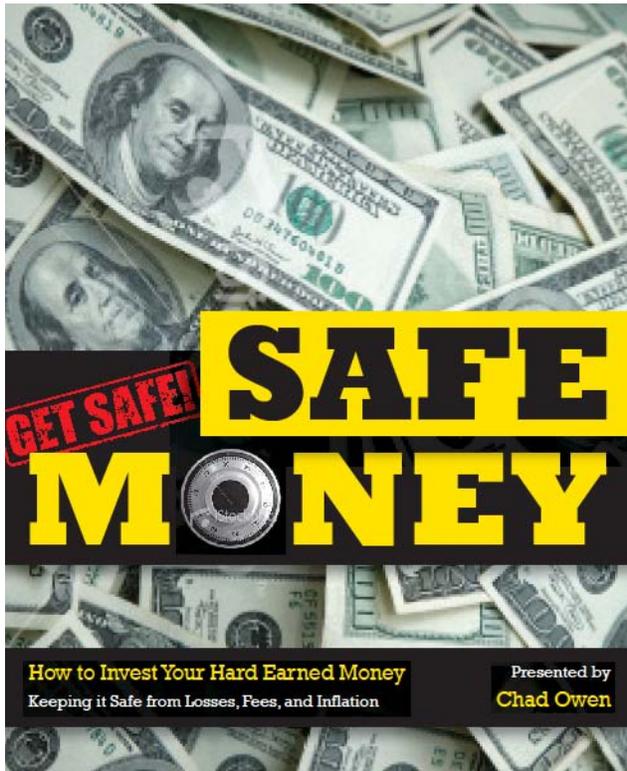


Annuity | **Agent's Alliance**
Real Help From Real Agents.



Open MIC: Open MIC is for everyone.

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5556463**



First week in May the new edition will be ready...and here is a scoop....it has an **auto update URL with it**....your prospects and your clients can easily be kept up to date on the latest "**Safe Money**" issues....How about that?

Here are some words of wisdom:

"When you don't pay for what you get you are not the customer, you are the product."

Annuity.com Life Division

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LIFE SALES STRONG - LIMRA reports whole life insurance premiums increased 9% last year, the sixth year of steady growth as more consumers seek safety and simplicity. Companies sold 2% more individual life policies overall in 2011. Indexed universal life premiums were up 38% for the year as sales increased 30%.

Clients Love Their Grandchildren!!

-Multi-Generation Trusts Offer Advantages

-Life Insurance Can Make A Good Plan Better

-Create A Legacy That Won't Be Forgotten

-Consider a Multi-Generation Trust

-A Potentially Valuable Tax Break

Contact Shaun for more client presentations and materials

NAFA Responds to Indexed Annuities Being Risky

<http://nafa.com/2012/04/18/nafa-responds-to-indexed-annuities-may-be-risky-investments%E2%80%9D/>

Dear Mr. Denlea,

At the National Association for Fixed Annuities (NAFA), we recognize that the California indexed annuity case referenced in your blog article may signal an opportunity for your firm. However, if a client contacts you as a result and you start to do some research, you will find that your understanding of indexed annuities is **surprisingly flawed**.

Consider the following:

You said, "The premium paid for an indexed annuity is put in an index fund. The returns are then based on the performance of the entire index. While stocks in one category may increase, stocks in another may decrease, so **an investor should always be prepared to take a loss when investing in an indexed annuity.**"

While you are correct that the premium paid for an indexed annuity is invested by the carrier, often in a mix of bonds and stock market index options, **you are wrong** in stating that the decrease in stocks will lead to a loss in the value of the indexed annuity. In fact, the value of the annuity never decreases because stocks do. The insurance company bears ALL of the portfolio's market risk. If, for example, the S&P 500 index were to fall in value, even crash, the owner of an indexed annuity loses nothing. At worst, an indexed annuity can credit no interest, but a loss in the market index cannot cause a loss of value in an indexed annuity.

You said, "Insurance agents like to sell indexed annuities because the commissions they receive from insurers are high."

AnnuitySpecs publishes a quarterly industry sales survey on indexed annuities. Their most recent report indicated that the average sales commission paid on an indexed annuity is 6.3%. Considering that the average surrender period on an indexed annuity is 10 years, the average agent commission is about 0.63% per year that the client's money is in the annuity, which is below the typical 1% per year asset fees taken on other financial products.

You said, "In the California case, one elderly investor paid \$14,000, or an 8% commission. If the money had been withdrawn within the first year of ownership, there would have been a penalty equal to 12.5% of the principal."

Actually, in the California case, the purchaser paid no commission at all – the issuing insurance carrier paid the agent's commission. Commission expenses are built into the annuity's benefits and limitations, similar to many other services and products that people routinely purchase like life insurance and cars.

One of those limitations is the surrender charge and its major purpose is to impose a time commitment agreed to and made by the annuitant that allows the insurance carrier to safely invest in the combination of long-term investment vehicles that are necessary to create the attractive blend of safety features and interest-crediting potential that indexed annuities offer.

Annuity owners who break the time commitment cost the carrier money since it needs to unwind those long-term investments prematurely and potentially at a loss. Carriers could recoup those losses by charging fees across their entire customer base, but instead they do what is much more equitable –

they charge those customers who break their time commitment a surrender charge, thus they effectively reward those customers who abide by their time commitment.

Ironically, if you would like to put your retirement savings into a financial product where your money has no market risk, then you may find that a fixed indexed annuity could be attractive. In fact, it is interesting that you didn't point out that in the California case the \$175,000 premium was paid to an insurance company and that the company returned the entire premium without penalty plus the interest earned between the time of purchase and when it was returned to the buyer.

To find out more about how indexed annuities really work, I encourage you to visit www.fixedannuityfacts.org.

Sincerely,

Pamela M. Heinrich, Esq.
Legal Counsel
The National Association for Fixed Annuities

Sometimes I think journalists like to make statements so absurd that they think the title is going to help them sell their column...How can Indexed Annuities be Risky?

Fight Back....always Fight Back.....BB



By the way....next week I will have our new "white paper" on:

Is my Indexed Annuity Safe?

Fully available to use with your clients and prospects

Way too high....BB

26% Working age adults have no health insurance

<http://www.medicalnewstoday.com/articles/244345.php>

Bank Annuity FeesBanks are racking it in.

Bank holding companies **earned \$2.84 billion** from the sale of annuities in 2011, up 10.4% from the previous year, according to a report from Michael White Associates, a bank insurance consulting firm based in Radnor, Pa.

While annuity commissions were up for the year, they slowed significantly in the fourth quarter to \$579.7 million, a 20.5% drop from the \$729.5 million in the same quarter the year before. Annuity sales hit a record-setting \$781.4 million in the second quarter of 2011, according to the stats.

“The industry’s double-digit increase in annuity fee income in 2011 was due to widespread growth throughout the industry”

Here is the whole article:

<http://www.bankinvestmentconsultant.com/news/bank-annuity-fee-income-jumps-more-than-ten-percent-last-year-2678450-1.html>

Would you like to know why banks are selling so many annuities?

Where do banks get the majority of their money...depositors?
no....from the **Federal Reserve**, what interest rate do they pay? About **.25%**

So they move the funds from depositors into annuities because annuities offer more benefits....then keep the Fed money to run the bank....**this should really be illegal.....BB**

Don't be the Next Glenn: Protect yourself

Like I have always said, Fact Finding, Suitability and Common Sense should be our benchmarks.

<http://www.lifehealthpro.com/2012/04/20/who-will-be-the-next-glenn-neasham>

Education is the Basis for all success.....BB

The American College is offering "*The Basics of Annuities*" beginning May 7....really worth it...invest in yourself

<http://www.theamericancollege.edu/learn-your-way/online-training-center>

\$445 and worth it...

Lead Update:



Finally, we are beginning to populate leads....

Woo Hoo.

To illustrate how important our brand is to each of us....look at this result.

In less than 4 months, **Annuity.com** has moved ahead of a website lead generation that has been in business for years and we

have recommended for years. We started from scratch in January and now we are already passing some of our recommended lead sources.

To make this clear, we think as agents we should have as many lead sources as what makes sense....we have always recommended others and have mentioned them on Open MIC. I won't mention them by name again, but you contact any of us and we will help....

More importantly, the brand is converting (traffic to leads) at a very high percentage and that means two things to us as agents, the lead count will **increase** and **more sales** will come.

Last week while visiting an agent in Arizona, he mentioned a \$250k annuity he had just sold from an A.com lead. He just mentioned it as an afterthought....no big deal to him but a BIG deal to me....LOL





Big Truck Questions

Questions for the Owen's Brothers from the Crew

I have been asked this question numerous times, How do you answer it?

Q. How much do you make when you sell an annuity? How are you paid? Are you supposed to disclose your commissions? Is your commission regulated?



Seniors Worried....new report

I shared with you last year, the results of a poll about seniors and their concerns....link is at bottom, here are some highlights....BB

- 86% of the roughly 200 people age 60 to 81 who took the poll said they have yet to retire.
- When asked why they are still working, 63 percent said it's because they like to work.
- **19 percent** said they've postponed retirement "**to stay above water.**" Or as one respondent said: "Have no choice but to work."

- Several seniors made it clear they are **definitely worried** about what is going on in Washington, D.C. and how it will affect their plans for the future. “The proposed \$500 billion of cuts to Medicare, plus more cuts and changes coming whether through Republicans or Democrats, are terrifying. We need to pull out of three wars and save our own people,” said one respondent. “Who knows?” said another. “Given the current Congress, the President and the way they are messing with even basic services.”
- Despite the hit their portfolios took back in 2008, only a quarter (24 percent) said the financial meltdown **kept them working longer** than they'd like. And most stated they were either very to somewhat confident they could meet their retirement goals.

Concern is about "safe and secure" funds for retirement....BB

<http://www.lifehealthpro.com/2012/04/18/what-has-seniors-worried>

-
- Leads
 - Local Search
 - Building Relationships
 - Outsourcing
 - Daily information about your prospects
 - Personal contact with your prospects
 - Reliable Information
 - Timely drips with an actual message
 - Prospect interaction

Who are you going to call?

.....Retire Village!

Get ready for the update coming to Retire Village May 1.2012

stars.retirevillage.com (cut and paste to browser)

RetireVillage.com New Stuff ...

SEO ~ Much more important to your future marketing than you may think!

Local Search Numbers:

- 20% of Google's total searches contain a geographic/ local qualifier like a zip code, a city, or a street (Google, SXSW 2011)
- 3 billion searches each month are for local-based keywords (Google, SXSW 2011)
- 1 in every 3 Google searches from mobiles are local (Google, CITA Wireless 2010)
- Half of all Bing mobile searches are local (Bing, CITA Wireless 2011)
- 40% of all Google Maps traffic is from mobile phones (Google, SXSW 2011)
- Google Maps has 150 million mobile users (Google, SXSW 2011)
- 55% of adult smartphone users surveyed indicated they use their phone for location-based recommendation services (Pew, 2011)
- 90% of smartphone users search for local information on their phones (Pew Research Center, 2011)

- Mobile phone users are 45% more likely to enter a local based search term than a computer users (Chikita, 2010)

Local Consumer Behavior

- 90% of searchers perform some offline follow up with businesses they find online such as calling for more information or making a purchase (comscore)
- 59% of local information seekers visit a business after looking up information on it on their cell phones (Google Mobile Insights)
- 51% of people would characterize their shopping behavior as research online, buy offline (NPD Group)
- 61% of online local searches result in an offline purchase (TMP/ comScore)
- 23% of US searchers surveyed indicated they'd be more likely to make contact with a business that showed pictures in their directory listings (Bright Local)
- 88.2 million US adults have redeemed an online coupon either online or offline (eMarketer)
- 21% of US adults surveyed said they had used a search engine to research a shopping decision in the past 24 hours (Pew Internet and American Life survey September 2010)
- 80% of US adults under 35 consider the Internet their main source of information on local information; for the total population it is 70% (TMP Local Search Study)
- 89% of adults surveyed by Yelp indicated they used the phone book once a month or less or never (Yelp, 2011)
- 39% of search engine users surveyed indicated that they "routinely felt frustrated" by not being able to find a local business online (Webvisible-Nielsen, 2009)

Businesses Behavior When It Comes to Local Search and Consumers

- Only 27% of 1500 businesses surveyed actively optimized their site for local search (Marketing Sherpa)
- 17% of the total marketing spent for small businesses will be spent on online marketing in 2011 (BIA Kelsey, 2011)
- 9% of small businesses surveyed said they felt satisfied with their Internet marketing efforts (Webvisible-Nielsen, 2009)
- 52% of small business owners surveyed indicated that the phone book was not at all useful to them as a business owner

New additions planned for May 1...plenty more to come during the year.



Dave has some product updates...



How to sell the Income Rider.

I have struck gold with the income rider, for many years this benefit was not available in Washington. I have found nothing easier or simpler to sell. This benefit, combined with other benefits annuities provide make them the "premier financial product" in the world. (I guarantee it...BB)

When it finally was approved, I discovered a whole new meaning of "Annuity Benefits".

The first few times I tried to explain how the IC works, I received stares of confusion. Betty and I talked it over and both decided it was confusing, explaining it.

Ask for help....I did!

I reached out and asked for some help and got it from Chad....I copied what he did, added it as a benefit and mixed up a few terms....it is so easy to explain and even easier to sell.

"Mrs. Jones, have you ever considered why you bought your annuity? What is the purpose of owning it and what do you really want it to accomplish?"

(I added really)

That question is my lead in for policy reviews for clients who already own an annuity. Most of my clients are from the lower end of the asset base, many have few assets beyond the annuity. Possibly you may have had a more affluent target market than I have had....either way the same is true for all annuity owners....Why?

If their answer is safety, security and income, or for future income as the reason I then add this.

The company has a new rider, a rider which can increase your benefits should you decide to use your annuity as income. The new benefit is called an income rider....

You don't need to do any policy review to explain the nest part....it can be used anytime as how to explain how it works.....I had Chad formulate this for me and I use most of his language....sometimes I change a wording depending on the client.

Your annuity has several guarantees, among them is an income rider.

Think of your funds on deposit earning money in two categories.

1. **Real money:** these are the actual returns credited to your annuity each year on your policy anniversary. The yield will vary from year to year. These funds are fully guaranteed and once any interest is credited to your annuity, it becomes part of that guarantee.
2. **Pretend money:** (theoretical is Chad's term) every year, the annuity company will add a guaranteed 10% to your account (I am using Great American Income Rider as an example but simply add the percentage the company you are writing). This will continue for the next 10 years. (add the years the income rider is guaranteed) At **anytime** you can convert your "**pretend**" account to a "**real**" money if you use it as income. These funds are also fully guaranteed.

Let me show you an example:

www.gafriss.com (or whatever company you are using)

Fill in the info and right click to print, hand it to them....

Does it get any simpler?

What is the purpose?

As usual, it all goes back to fact finding.....Thanks for the help Chad.

By the way, a couple of weeks ago I said it would be in your best interest to become friends with Chad and Tony

Owens, I told you of their accomplishments and how open they are.

I followed my own advice and I got help from Chad.....might be worth an email and while you are at it, congratulate him for what he has accomplished....it is truly amazing....BB

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