



.....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.

Internal Annuity Agent Recruiting Wholesaler

Compensation: **\$30,000 Plus Bonus with Six Figure Income Potential**

Annuity Agents Alliance is a family owned and operated national insurance marketing firm established in 2007 and located in Thornton, CO. We provide a variety of support mechanisms and industry leading life insurance and annuity products for independent retirement planning advisors nationwide.

POSITION SUMMARY

Our rapidly growing firm is currently seeking an energetic, highly motivated business savvy individual to fill the position of **internal annuity wholesaler**. This position is part sales, part client manager.

RESPONSIBILITIES

- Build your own group of advisors to contribute to overall production of the company
- Recruit advisors through a variety of methods including by phone, mail/email and in person to sell fixed annuities through our firm
- Build/support/maintain relationships with advisors and their practices nationwide
- Provide advisors with case design, insurance product information, and quotations to aid in agent sales process
- Some travel required
- Some cold calling required

QUALIFICATIONS

- College degree in business/finance/marketing or related field - *Recent college graduates are encouraged to apply!*
- Driven with strong work ethic
- Ability to grasp advanced sales concepts and ideas
- Ability to maintain accurate notes in company database
- Ability to communicate clearly with clientele and staff
- Must work well alone and within a team
- Customer service mentality
- Superb telephone skills
- Computer literate! Strong working knowledge of MS Office products
- Must own, or be willing to purchase, Windows based laptop computer
- FICA above 600 and be able to pass financial and background check
- No bankruptcies in past 7 years & no current unpaid judgements
- *Ideal candidates have 1 or 2 years industry experience, but not required*

STATUS

- Full-time position
- First year salary is \$30,000, plus bonus

This is a fun, fast paced, and competitive work environment in a recession proof industry. **Internal annuity wholesalers average \$50,000+ in their first year**, so we expect the same from new candidates. Six figure income potential beginning years 2-3. Complete training provided. No experience necessary, but qualified candidates must have a basic understanding of business/finance. Must be self-directed and motivated. Work from home or office location of your choice once training is complete.

“Our brand can be your brand”



Our annual “beach” 4th of July Parade, this year, 6 tractors and about 50 kids. 300 yards of Parade Route, lined with adoring parents.

Open MIC is sharing; Welcome!

ABM: Always Be Marketing

Thank you for joining us on Open MIC

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

Of Interest



The best sector for investing in the U.S. has been health care, up more than **17% year to date**. To me that is sad because it means medical insurance premiums also went up that much. Bill



Medicare Part A, which covers hospital stays, will reach insolvency around 2030, if no alterations are made. Pushing it to the brink: A swelling of the ranks of beneficiaries to **82 million, from 55 million** now, and a corresponding increase in obesity and chronic diseases.

Social Security is in a bit better shape. It can avoid benefit cuts until **2037**. After that, though, without some sort of infusion of cash or higher eligibility standards, monthly checks would be trimmed by 25%.

Read more at <http://www.kiplinger.com/article/business/T043-C012-S003-big-changes-coming-for-medicare-social-security.html#fPb115dVZwK41SAz.99>



www.annuity.com/agenttools

One of the nice things about creating Open MIC each week is I get to voice my opinion about all sorts of topics. Am I crazy **OR** is it insane to even think about becoming securities licensed. The other day Anthony stated that “It is becoming harder and harder to justify being security licensed” and I agree completely. After all the compliance you have to walk a straight and narrow course (I am in agreement here) then you have to answer questions about BrokerCheck. One little mistake and you are at the mercy of the public. BTW, did you hear how FINRA intended to close the gap on their operating loss of \$100 million a year? A: By increasing the fines they assess. Really!

And you wonder why we are so set in being **separate** from them, I want them to keep their grimy hands off our industry, it looks like to me they can't even regulate what they have.....BB



FINRA launches Ad Campaign For Broker Check

Finra launched a **\$3.5 million advertising campaign** on Monday to encourage investors to research their brokers before hiring them, but some industry observers said Finra's database **doesn't provide** enough information.

The digital, print and television ads, which will run through the month of June, promote BrokerCheck, an online database managed by the Financial Industry

Regulatory Authority Inc. The database provides employment and disciplinary history about brokers, as well as their certifications and licenses.

The ads are hitting the airwaves just days after Finra submitted a rule to the Securities and Exchange Commission for final approval that would require brokers to **include a link** to BrokerCheck on their websites and brokers' profile pages.

A print ad will run in Tuesday's Wall Street Journal. Digital ads will appear on financial-news websites as well as search engines.

Joe Peiffer, president of the Public Investors Arbitration Bar Association, said BrokerCheck, which is based on information in the Central Registration Depository, is **not complete**. It leaves out items such as internal firm investigations involving the broker as well as exam scores.



The S&P 500 has **gained +3.1% YTD** (total return) through 6/26/15, on track to be **the 18th time** since 1990 (i.e., 18 of 26 years) that the index has produced a **positive total return** during the **January-June time frame**. In the previous 17 times that the S&P 500 **was positive** during the first half of the year, the index **followed up** with a positive total return in the **second half** of the year 14 times, i.e., 82% of the time (source: BTN Research).

Jeremy Nason sent this: (www.insuranceproshop.com)

STANDARD
& POOR'S 500



Let's take a look at the actual returns of the S&P 500 Index for the past 10 & 15 years...

...the **S&P 500 Index** actual 10 year annualized return, Dec. 31, 1999 - Dec. 31, 2009 was **(02.72)%**.

...the **S&P 500 Index** actual 10 year annualized return, Dec. 31, 2004 - Dec. 31, 2014 was 5.44%.

...the **S&P 500 Index** actual 15 year annualized return, Dec. 31, 1999 - Dec. 31, 2014 was **2.27%**

So, what is a realistic expectation for money in the market?

At the recent ETF Conference, January 24-27, 2015 a presentation by **Joe Davis**, chief economist from Vanguard, warned that advisors need to set realistic expectations with their clients for lower investment returns over the next few years. According to **Mr. Davis**, Vanguard's outlook is the most guarded it has been since 2006. He warned that ultra-low rates on bonds as well as high US stock valuations portend nominal rates of return for a 60% stock/40% bond portfolio of only **3-6% over the next 5 years.**

https://nafa.com/wp/wp-content/uploads/2015/06/NAFA_RealityVsDOL_FactSheet_062415.pdf

This came from NAFA. Look at the comparison.

The income between an advisor and an insurance salesperson is dramatic.

I bet I know....BB

REALITY VERSUS THE DOL FIDUCIARY PROPOSAL

Facts about the current financial state of Americans and today's planning environment

Consumer Assets vs. Advisor Minimums

\$34,000 = IRA median value¹

\$30,000 = 401(k) median value¹

\$1,000,000 = median fee-based advisor minimum required assets²

79 = percentage of Hispanic and African-American households with assets under \$100,000¹

9 = percentage of financial advisors who don't require at least \$100,000 in minimum assets and/or a \$3,000 minimum annual fee²

Commissions vs. Fees

54 = percentage of Mass Affluent consumers stating they would rather pay a commission than a fee³

70 = percentage of respondents from a study cited in the White House Economic Council memo stating that it was worth accepting a lower return if they had the ability to meet with and talk to a broker⁴

0 = number of studies cited in the White House Economic Council memo showing that bans on paying commissions have been beneficial⁵

Fiduciary-Only vs. Suitability

0 = evidence of actual abuse caused by the Suitability Model shown by Department of Labor Assistant Secretary Phyllis Borzi in her testimony on July 26, 2011, to the House Committee on Education and the Workforce, Subcommittee on Health, Employment, Labor, and Pensions⁶

0 = evidence provided by the Consumer Federation of America to support its allegation that the lack of a fiduciary-only standard means that "investors suffer real financial harm"⁷

Commission Payouts vs. Fee Payouts

\$6,000 = average total commission income paid to an annuity agent over 25 years assuming 5% growth and 5% payout⁸

\$19,712 = average total fee income paid to a fee-based advisor over 25 years assuming 5% growth, 5% payout and 1% annual fee⁸

1 U.S. Census Bureau Survey of Income and Program Participation, 2011 2

<http://www.washingtonian.com/articles/work-education/top-money-advisers-2014-fee-only-financial-planners/index.php> 3 Fiduciary – Do Investors Know What It Means? Spectrem Group Whitepaper,

2015. Available at http://spectrem.com/Content_Whitepaper/fiduciary.aspx 4 John Chalmers & Jonathan Reuter. What is the impact of financial advisors on retirement portfolio choices and outcomes?

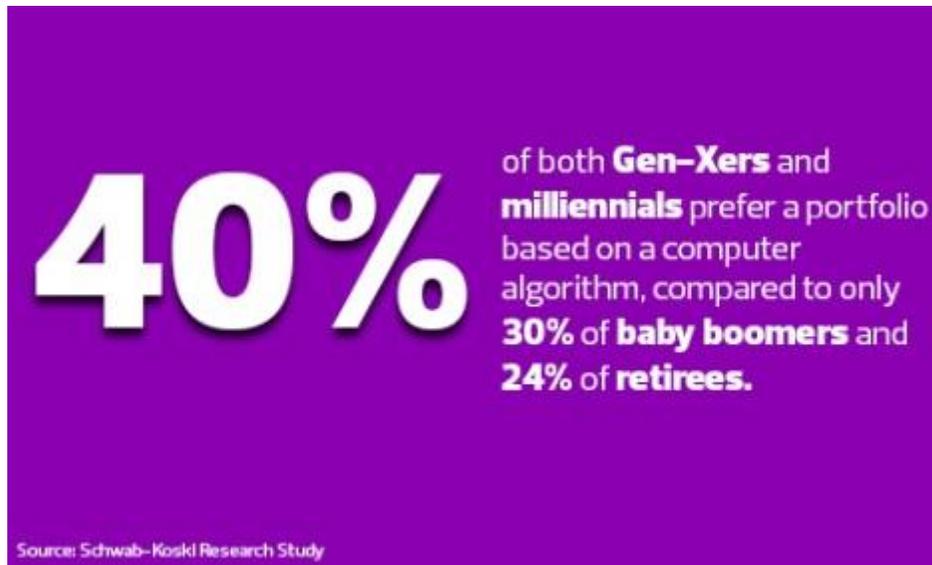
NBER Working Paper No. 18158, issued June 2012. Available at <http://www.nber.org/papers/w18158> 5

<http://www.bloomberg.com/news/articles/2015-01-30/wall-street-gears-up-as-white-house-pushes-retirement-fund-rules> 6 Testimony of Phyllis C. Borzi, Assistant Secretary of Labor, Employee Benefits Security Administration before the House Committee on Education and the Workforce, Subcommittee on Health, Employment, Labor, and Pensions. July 26, 2011. Available at

<http://www.dol.gov/ebsa/pdf/ty072611.pdf> 7 Tara Siegel Bernard. Before the advice, check out the

adviser. New York Times, October 12, 2014. Available at <http://www.nytimes.com/2014/10/12/business/mutfund/before-the-advice-check-out-the-adviser.html? 8>
Flaws in a Fiduciary-Only/Best Practices Standard. Advantage Compendium Research Paper 15-02a,
issued Spring 2015.

Editorial



The Flip Phone Evolution to ROBO Advisors

By Bill Broich

Remember when we all had flip cell phones? That technology has been replaced with newer better “smart phones.” It really wasn’t that long ago that this revolution began and now each year we eagerly await the newest edition of iPhone 10. This has been accomplished in less than 10 years, 10 years of a huge technology shift.

Now consider how the next generation will interact when it comes to their retirement planning. I have been writing a lot lately about the “do it yourself” approach to financial planning, the ROBO advisor. A recent report in *Financial Planning Magazine* looked deep into this issue. It isn’t how much the ROBO advisor is managing now, it is how much will it be managing in 5 years that is a concern.

The financial services sector of our industry is over \$33 Trillion according to *Corporate Insight* with ROBO advisors managing a tiny sliver of it. Concern is about those 20-40 now and their reliance on “smart phones” and apps to complete almost any task. Why

not use an app for financial planning? To this age group it makes near perfect sense. Aren't there apps for everything?

Those of us in a little older age group rely on our experiences and we know that human support is a vital part of any planning option, that and the practical use of available financial tools.

What the ROBO advisor will bring to the planning game is obvious, lower fees for advice. The millennials have already entered this world via iPhone apps and since a ROBO planner to them is no different than hitting the summon button for Uber.

The shift in this type of planning brings to a forefront an important question. Who controls the ROBO market? Who will the big players be? The answer is quite simple, either be a ROBO player or go live in a museum because that will be the options. ROBO advisors may not have the "human" touch but they will have the algorithms to offer solid advice backed up many zillions of pages of research, research that is not even available as we know it today.

You will see a large shift in Broker/Dealers sending more and more money to their digital platforms to offer more and more options, then you will see an integration of these tools in an easy to understand communication system.

I can even give you an example, a couple years ago my wife, friends and I went to Las Vegas to see a football game. In walking through the casino one night we stumbled upon a 3-d lifelike (almost human) black jack table offering to deal us digital blackjack. She was so real it seemed like a dream and then came the new dealer, yes, just like in a real blackjack table, the dealer changed and a new 3-d video dealer took over, offered a welcoming gesture and started dealing.

Could that be the future of ROBO advisors?

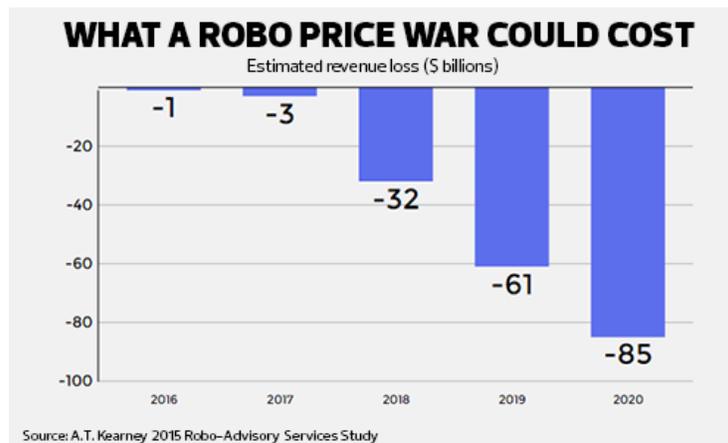
What will be the cost to the financial planning sector? How much money will a ROBO advisor save the private investor? Or will the owners of the ROBO system merely keep the extra and add to their profits? My guess is simple, the ROBO advisor will start a price war and planning as we know it will never be the same.

As larger (and medium) broker/dealers move to the ROBO market, a price war would force a downward plunge in revenues for the planning industry. Not only would fees lower for the ROBO advisor but traditional advisors would need to lower simply to compete. Just think of the Schwab TV ads that will be coming, do it yourself and save big money. Fee structures will drop; clients will get more for their dollar and who loses? Obviously the industry will lose revenue, some estimates as high as \$12 billion a year within the next 5 years.

The simple fact remains that many people like and need the human touch side of the important parts of the planning process, not all of us think an app on an iPhone is the best way to make sure planning goes as planned.

In our small section of the industry (fixed indexed annuities) I think the simple fact that we charge no fees for putting in place a new product will have merit, added to the fact that we are also available to those who need support and service. Plus we have a tax law advantage. The concern about long term planning the securities industry is worried about is the coming 20-40 age group. Annuities are not really practical for them (yet) simply because annuities are designed for those who wish to use their benefits after age 59 1/2. That simple tax advantage makes our industry more removed from ROBO advisors than does the financial planning sector with their need and desire to sell securities.

Annuities have their place and my guess is a ROBO advisor will not be a threat to our small slice of the financial services industry for many years to come. In another 20 years, who really knows what the capacity of a ROBO advisor might be. Heck they could be the ones driving your **Uber** car, offering **Starbucks** all at the same time balancing your checkbook and telling you what stocks to buy and sell.



Get in the fight!

<http://capwiz.com/naifa/issues/alert/?alertid=66962626>

Take Action

<http://www.lifehealthpro.com/2015/07/14/obama-doubles-down-on-dol-fiduciary-rule?>

Obama **doubles down** on DOL fiduciary rule

“If they’re advising you on how you should save your money they should be looking out for you, not for somebody who’s **selling a product that may not be best for you,**” Obama added.

The comments from the president are his latest commitments of political capital to the DOL’s efforts. In February, the president threw the weight of the White House behind the rule at an event **hosted by the AARP.**

“There are some financial interests that are going to fight it [the DOL’s rule] with all they’ve got,” said the president at that event, adding that financial advisors “**shouldn’t be able to take advantage of their clients.**”

The redoubling of his commitment to implement the new rule, which would require **extensive disclosure agreements of advisors that receive commissions on the products they recommend,** comes after both chambers of Congress have passed appropriations riders that would defund the DOL’s ability to issue and oversee the new regulation.

Opponents of the rule worry that will be unlikely, given the political capital the president has already invested in the issue.

Kim O’Brien, CEO of Americans for Annuity Protection, a lobby for insurance investment products that **opposes the rule,** said the chances of the proposal, or some close version of it, ultimately being implemented by the end of President Obama’s second term are strong.

Crew member Dan Barnard wrote Secretary Perez and took action. See his letter below. (Dan also called NAFA)

Please get in this fight.

Dear Secretary Perez:

May I ask what is your business background? Where is the public outcry demanding this overreach by Government? In 2014 there was a total of 46 filed complaints in the Fixed Annuity Industry, can you name an industry as squeaky clean with less than 1 complaint per state? Why are you in such a rush to implement this flawed regulation? Are you concerned that the time clock on the current Administration is running out and the proposed legislation would never see the light of day with a Republican Administration? Why have you failed to provide a cost benefit analysis to justify such sweeping change? Why have you failed to prove the trillion dollars in lost benefits to consumers under the 3rd party compensation models currently in effect? What happens when the overwhelmed consumer is confronted with the smorgasbord of investment choices and underserved by Advisors as a result of this vacuous legislation?

There is no grievance against enhanced oversight in the Securities Industry, and you can champion efforts to streamline the investment industry with all the visibility and resources you possess. However, the DOL has no power to legislate any changes in either the Securities or the Insurance divisions of the Financial Services Industry.

I approach this from the standpoint of an Fixed annuity/Insurance producer, with 28 years business experience, and know from that experience, the current proposal is unworkable. The proposal contains provisions that will have the unintended consequence of leaving many retirement savers without access to professional education, advice and services. The consumers will make mistakes because of the DMV style of financial services, complete with call centers and uninterested registered investment Reps working as phone jockeys in office cubicles. Here are just a few of the repercussions to think about: consumers cashing in IRAs and 401ks prematurely because of the lack of access to reliable, clear, and easy to understand information. Consequently, the reportable tax consequence will mitigate the saver's retirement accounts. More problems will stem from consumers not understanding investment risk, and losing money in an economic downturn, because they do not understand alternative and available "Safe money" financial vehicles. Clearly, these are just a few of the horrific outplays that are inevitable with the proposal you are spearheading.

How do you improve upon existing statutory models, enforced by each individual State Dept. of Insurance that provide clear cut Suitability standards? These standards simplify the contract requirements and eliminate the burdensome data retention and cumulative disclosure requirements your proposal requires. The contracts I write are only executable once a full review of the client's circumstances, goals, objectives and financial options has been discussed and a decision has been made as to a course of action.

Unfortunately, the current draft is full of contra-indications; the best way forward is to exempt the Fixed Annuity and Non-Securities based Life insurance industry from this regulation. The current models need no tweaking in the form of cheap bureaucratic theatrics to bolster Elizabeth Warren's political interests. The current State Dept. of Insurance models, left unmolested, provide the most effective, "best interest standard" to retain access to affordable professional advice by the American consumer.

Thank you for your time and attention.

Sincerely,

Daniel Barnard

Dan Barnard *President*

Do it!

2 agents last week. Don't you need help?

We can help:

Need help on case prep? Have questions about mutual funds, stocks, bonds? Need help fact finding? We can help you put you case together.

Sometime just a little adjustment is all you need; sometimes just knowing where to find specific information is all you need. We can help!

Call or email me. 360 701-6209.....bbroich@msn.com

Sales and Marketing

Retire Village:

RETIRE VILLAGE is...



Help and Hope for the Prone-to-Procrastination and/or Technically Phobic Annuity Seller

Annuity agents realize that "[the fortune is in the follow-up.](#)" Many times, though, they lack inexpensive, effective ways to manage their drip system and stay in contact with leads and prospects.

[Click here for:](#)

[Tammy de Leeuw](#)

&

[How to get your "No Hassle Automatic Drip System"](#)

For annuity agents: Retire Village Webinar Replay



For more information on how it all works contact Joe Rych and tell him that you saw the Tammy de Leeuw video:

Joe Rych

Office 1-800-814-5378

joe@annuity.com

Our new video, 401k fees and expenses is now available.



This is an excellent video to show how fees and expenses can affect the long term performance of a 401(k).

Have a look

<https://www.youtube.com/watch?v=UsDINYKinYo>

This video is available for any crew member (need RV site) to use for video marketing. It would not have our number on it, instead would be yours. Replies would flow directly back to you!

Feel free to email me questions to put on Open
MIC...bbroich@msn.com



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

Q: I have a client who has a brokerage account that has been in an asset hold position for quite some time, occasionally the broker will sell some assets because their rules say he must maintain 4% in cash. Why does the broker have this cash rule, especially when the mm account earns almost nothing?

A: When you see a brokerage statement with a maintained cash value (even in an IRA account) it generally means the account is being charged for a management fees (assets under management). If there is no money available in the account, then how would the fee be paid? This especially is true when I find the cash account in an IRA, since cash in generally a non-earning account, why would there be cash in it? It is a clue that there are management fees.

Agent Share:

Crew! Send me your shares and we will put them on Open MIC notes, that way we help each other in our **Agent Community!**

Share from Jerry Baxter

Hi Bill, crew member Jerry Baxter (Overland Park, KS) sharing this article and reminding annuity producers that many health producers watched proposals like this and **sat on our hands**. A bad idea not to engage/defend as professionals (NOW).

<http://www.investmentnews.com/article/20150713/FREE/150719973/obama-encourages-statewide-retirement-plans#.VaUtlhh2a40.email>

Jerry, you are so right, please stand up and reply via the NAIFA link above in notes. Call your congressman's office.....BB

Share from Betty

How do you end your emails? I guess I had never really thought about it. This article has a nice slant on how to end your emails to make an impression.

BTW, Betty has a little trick she uses to end a phone call....I will share it with you....BB

Email ending

As e-mails started to function (and look) more like letters, people reverted to formal, familiar behavior. Now, "there is a whole hierarchy of closings," So how do you choose?

“**Yours**” sounds too Hallmark.

“**Warmest regards**” is too effusive.

“**Thanks**” is fine, but it’s often used when there’s no gratitude necessary.

“**Sincerely**” is just fake

“**Cheers**” is elitist.

“**Best**” is safe, inoffensive. It’s also become completely and unnecessarily ubiquitous.

“**Regards**” No one regards anymore.

Interesting video at this link about email endings:

<http://www.lifehealthpro.com/2015/06/04/youre-ending-your-emails-wrong-why-best-is-actual?>

A Little Step Can Lead to a Big Finish

Side note: My experience in working with wealthy people is that they all have a common thread, they are very self-centered. I hope people are not that way and I hope my experiences are a small minority.

Recently a crew member asked me for help in a case regarding a wealthy client with a high net worth and a phobia. The phobia was his fear of paying taxes. His net worth (over \$100 million) was very high and eventually the tax man would come in the form of estate tax liability. His fear of paying any taxes had created a situation of complete “frozen” inactivity. He knew he had a problem but just refused to act on it. Even with advice from his council and CPA the decision to take action was mired in mud.

The client did have a small IRA with a value of about \$250,000 invested on a wide range of assets.

Since the client would take no action we devised a plan to wedge into the situation by taking a baby step, the idea was to use his fear of taxes as a catalyst to begin making headway in the overall estate planning stage.

If you have an IRA and you have estate tax liability, the IRA is essentially taxed twice, the full amount of the IRA is exposed to full estate tax liability (even though no income taxes have been paid) then the income tax liability is still fully intact, either for the client or his heirs.

The conversation went something like this:

“Mr. Jones, did you know your IRA will be included in the overall calculation for estate tax liability?”

Mr. Jones, did you know that either you or your heirs will someday have to pay income taxes on the IRA”

“Mr. Jones, when you add both tax liabilities together, the overall tax liability on your IRA could easily be 75%, have you considered that?”

“Mr. Jones, if I could show you a way to change your IRA to a tax free payout with a value \$1,250,000 now and that over the years will continue to increase and payable to your daughter, would you be interested”

Remember, we are dealing with a very wealthy person whose only real fear is death and taxes. **His answer was yes.**

Once the affirmative was established we explained the process.

The IRA would be changed from a taxable account to a tax free account. The account would be liquidated, the funds transferred as a lump sum to a fully paid up (with increasing death benefit) naming the daughter as the beneficiary (actually it was gifted to a trust to remove it from the estate, attorneys handled that)

Taxes were withheld at the source and paid to the IRS for benefit of the client; he had **no tax work** to do. The client signed the application and the underwriting completed, when we knew the exact insurance rate we merely adjusted the face amount to match with the after tax value of the IRA.

After taxes the amount available for the policy was \$180,000. I had the IRA custodian pay the insurance company directly (and IRS). The policy was issued fully guaranteed for life at \$1,300,000.

Someday the death benefit will be paid and when it is, it will be tax free.

Side note:

Before the process, the client asked me how much would he make on this transaction?

I said as I grabbed a piece of paper and pen: *“That is easy; I just need you to answer one question.”*

He agreed. *“When are you going to die?”*

We all laughed and then I let him have it with both barrels.

“Mr. Jones, the benefit your daughter will receive tax free is equivalent of your current IRA earning 7% for the next 30 years!”

(<http://www.investopedia.com/calculator/fvcal.aspx>)

That was all it took.

The secret is of course to take action, completing a fact finder, testing the water and then when the case becomes frozen offering a small step that will lead to more steps gets the case moving.



Big Truck Partners



TRIVYSTA

GUGGENHEIM LIFE & ANNUITY

PROTECTION GROWTH INCOME

- Exclusive Partnership - Limited Distribution
- Exclusive Indexed Strategies from Deutsche Bank and Morgan Stanley
- Increasing Income After Activation Potential
- High Income Payouts
- 10/10 Compliant
- Competitive Compensation



We all need leads, one of our recommended sources in FinAuction, here are some recent results from a crew member.

Hello Partners,

One of our partners just sent me stats on his FinLeads for the past couple of months. Here they are:

22 leads, 5 sales, \$2,095 cost, \$690k premium,

\$48k commission

Breakdown:

6 Auction, 1 sold, 45K

11 Discounted, 3 sold, 439K

2 Scrubbed, 1 sold, 207K

3 Grab bag, 0 sold

These are really good numbers and no, he is not a super seller, YET, and just started working with me but I have a feeling he will be hitting the **\$5+ Million** mark in production in the near future.

We have definitely seen major quality improvements in FinLeads. Instructions to sign up are on www.annuityagentsalliance.com.

Half the year is over.

It is time to take stock of what you have accomplished so far in 2015 and how does that relate to your planned goals when the year started.

So how does one take stock? How do you evaluate performance? Is it strictly numbers?

Yes and no. I am going to pretend that my goal for 2015 was to write \$4,000,000 in annuity premium in 2015.

1. How much **“paid”** premium has been issued so far in 2015? Am I ahead or behind in my goals at the half way mark?
2. How much **“pending”** premium is in the hopper and will it make it to paid.
3. In my marketing, how many **Open Cases** do I have and what is the annuity value of them? Be honest. Will they actually close or am I kidding myself? Be honest here.
4. Throw out any case that is not legitimate...do it! You will feel better about yourself and you will have taken a clearer view of your production capabilities. Don't be dishonest with yourself; keeping old crap around is just that: crap.
5. How many leads will I need to make my goal, this is an easy figure to find, use this formula:

Number of annuities written divided into current paid premium will tell you your average case size. If I have paid for \$2,000,000 and issued 22 cases, my average case size would be: **\$90,909**

Number of leads received the first 6 months divided by number of cases paid. If I received 117 leads so far, based on my 2015 half year production I would divide that number by the cases written. $117/22 = 5.3$ **leads.**

Remember, it is **TOTAL** leads not just those you reached and worked.

If I am at the half way point on the calendar year and I need to pay for \$2,000,000 more to make my goal, I simply calculate the number of leads needed to accomplish that.

I know that it took me 117 leads (converting at 5.3) to write \$2 million, so to make my goal I would need the same amount of leads to finish the year.

“Thanks Chad for taking the Dow Jones Industrial Average watching, whining, chest pains away.” Robert Client

Hello Partners,

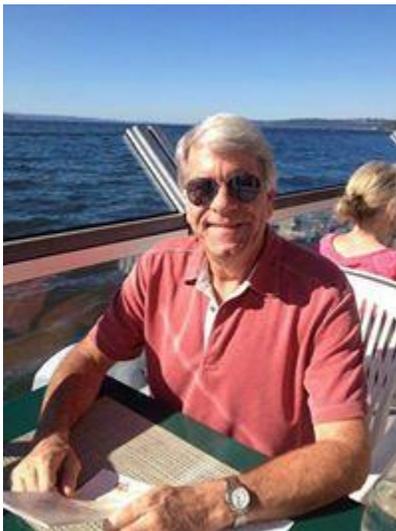
Chad just got an email from one of our clients that said, *“Thanks Chad for taking the Dow Jones Industrial Average watching, whining, chest pains away”*.

Never forget that we DO NOT sell annuities. **WE SELL STRESS RELIEF**. If you sell that people will buy annuities from you.

Thanks for the biz,

Anthony R. Owen

Product Information:





Valuable insights on retirement health care costs, ways to maximize sales and nurture client trust in this week's newsletter.

Phone: 253-381-2328

Week of July 13, 2015

[View in Browser](#)

Marketing Concepts

Valuable Insights on Retirement Health Care Costs

Health issues at retirement are a big deal....be informed.....I suggest you watch those video...continuing education credits also



Mark Miller
Journalist & Author



Kevin McGarry
Director
Nationwide
Retirement Institute



Nationwide®

We appreciate your partnership and we want to share valuable insights on health care and retirement through this webinar archive. Please sign in below so you are able to gain access to this archived event.

The Cost of Health Care in Retirement: An inside look at the numbers

It's a common mis-perception among many of your clients: at age 65, Medicare covers all health care costs. While Medicare provides a substantial health security umbrella, health care expenses still pose a threat to the financial security of older Americans. In the years ahead, health care expenses are on track to consume a huge portion of retirement resources for many Americans.

Join us as we take a look inside the numbers that drive health care costs on retirement. Factors to be expected will include:

- The cost of insurance premiums for Medicare
- Commercial policies bought through the Affordable Care Act exchanges
- Retiree health insurance provided by employers
- Out-of-pocket costs and trends in long-term care costs
- The key drivers that can effect clients' individual spending including longevity, health, location and income.

The Certified Financial Planner Board of Standards (CFP) has approved this program for **1 CE credit hour**.

The **NAEPC** has approved this program for **one (1) CE credit hour** for the **AEP®** designation program

IMCA has accepted this program for **1 hour of CE credit** towards the **CIMA®, CIMC®** and **CPWA®** certifications.

Sign in below to view this archived event:

Insights on key retirement topics from the Nationwide Retirement Institute can help you discuss what clients are most concerned about, like preparing for health care costs in retirement. This special recorded webinar features health care and aging expert Mark Miller and covers important information for helping clients plan for these costs.

MORE

Help Clients Preserve Their Legacy

Asset Protection+ is a simple and effective strategy that can help clients preserve and potentially enhance their legacy by repositioning assets that they do not expect to need during life.

MORE

Need a way to MAXIMIZE your Sales?

By using life insurance to maximize annuity funds, you can help provide your clients with the most value for their annuity funds, without the limitations of income or estate taxes.

[MORE](#)

Once your clients begin drawing retirement assets for income, market volatility can have a big impact

Once your clients begin drawing retirement assets for income, market volatility can have a big impact on how long those assets last. One factor in how big an impact is their sequence of returns.

Will your retirement income take a "HIT"?

Allianz helps explain the impact that healthcare cost, inflation, and taxes may have on your retirement — and a possible way to help you address those concerns.



The video player displays five blue icons in a row: a house, a burger, a pill bottle, a ticket labeled 'ADMIT ONE', and an airplane. The video progress bar shows 00:18 out of 03:38. There are also icons for play/pause, full screen, and volume.

[MORE](#)

Product Updates

Long-Term Care Services Rider vs. Chronic/Critical Illness Riders

There are several ways to fund long-term care needs. One method is to elect an acceleration of life insurance death benefit rider with a life insurance policy, of which there are generally three types, all with essential differences.

[MORE](#)

Effective Immediately: New Product Improvements

Things don't always go as planned. 1st year flexibility on the PruLife Founders Plus helps to solve for the unexpected while nurturing the trust your clients place in you.

[MORE](#)

Underwriting Updates

Medical Underwriting at Work for You

At MetLife, Kidney Cancer, Sleep Apnea and Hepatitis C don't necessarily preclude someone from obtaining a Preferred offer. Read these case studies and learn key questions to ask clients who've had these conditions.

[MORE](#)

Get Foreign National Cases Placed Quickly and Efficiently

Listen to this recorded, conversational webinar with Chris Guerin and Mike Thaxton to learn what underwriters are looking for when a case hits their desk and how to avoid red flags.

[MORE](#)

For Producer and Advisor Use Only. Not for Client Use

WEEKLY Carrier Updates

JULY 13, 2015

AMERICAN EQUITY

American Equity will be making some changes so be on the lookout in the upcoming weeks.

Apps need to be in the Home Office by **July 29th** to get the current income rider payout percentages.

The Joint Payout percentages will be going up but the Male and Female Payouts will be going down.

Call for details!

The Short List:

Why elder financial abuse is not going away

As the U.S. population ages, more attention is being paid to elder financial abuse. And the growing mountain of data and victims' stories is beginning to provide a clearer picture of the threats seniors and their family members face, as well as clues about the best ways to battle the onslaught. Last year, Allianz conducted [...] The post Why elder financial abuse is not going away (<http://www.looktowink.com/2015/07/why-elder-financial-abuse-is-not-going-away/>) appeared first on Wink (<http://www.looktowink.com>) .

The fight against fraud

In a small condo in Los Angeles, in the shadows of Hollywood, an 82-year-old retiree named Ron* lived alone. No kids, no wife, not even an ex to pester him with an outdated honey-do list. From the windows of his condo, Ron couldn't see the famous Hollywood sign, but he knew it was there. Click [...] The post The fight against fraud (<http://www.looktowink.com/2015/07/the-fight-against-fraud/>) appeared first on Wink (<http://www.looktowink.com>) .

New York Life Completes John Hancock Deal

New York Life has completed the acquisition of a majority interest in \$25 billion of in-force life insurance policies from John Hancock. New York Life disclosed that earlier this year that its general account, managed for the benefit of policyholders, exceeded \$200 billion in assets for the first time in its 170-year history. With these [...] The post New York Life Completes John Hancock Deal (<http://www.looktowink.com/2015/07/new-york-life-completes-john-hancock-deal/>) appeared first on Wink (<http://www.looktowink.com>) .

Gen Y Starting To Think About Annuities

Generation Y had some surprising answers to a simple survey question about annuities. Posed by researchers for TIAA-CREF, the question was: Have you purchased an annuity

or do you plan to in the future? Based on their ages — 18-34 — virtually all of these younger adults might be expected to answer “no.” After all, [...] The post Gen Y Starting To Think About Annuities (<http://www.looktowink.com/2015/07/gen-y-starting-to-think-about-annuities/>) appeared first on Wink (<http://www.looktowink.com>) .

Women’s Financial Stress Continues To Grow

Women under age 30 are nearly twice as likely as men to report feeling “overwhelming” or “high” financial stress levels, according to a study from Financial Finesse. The report joins a string of studies that probe the trends and tendencies among women consumers in the financial marketplace. The subject is of growing interest to the [...] The post Women’s Financial Stress Continues To Grow (<http://www.looktowink.com/2015/07/womens-financial-stress-continues-to-grow/>) appeared first on Wink (<http://www.looktowink.com>) .

Reality versus the DOL Fiduciary Proposal

Facts about the current financial state of Americans and today’s planning environment
Consumer Assets vs. Advisor Minimums \$34,000 = IRA median value1 \$30,000 =
401(k) median value1 \$1,000,000 = median fee-based advisor minimum required
assets2 79 = percentage of Hispanic and African-American households with assets
under \$100,0001 9 = percentage of financial advisors who don’t [...] The post Reality
versus the DOL Fiduciary Proposal (<http://www.looktowink.com/2015/07/reality-versus-the-dol-fiduciary-proposal/>) appeared first on Wink
(<http://www.looktowink.com>) .

State regulators work on uniform approach to elder financial abuse

State securities regulators are working on a recommendation for how states can best protect senior citizens from financial exploitation. Three states – Missouri, Washington and Delaware – have recently enacted laws targeting elder abuse. The measures allow brokers to notify state and local authorities when they suspect that someone is trying to scam one of [...] The post State regulators work on uniform approach to elder financial abuse (<http://www.looktowink.com/2015/07/state-regulators-work-on-uniform-approach-to-elder-financial-abuse/>) appeared first on Wink (<http://www.looktowink.com>) .

DOL Open to Changing Fiduciary Proposal

The Department of Labor is open to changes to its proposed expansion of the fiduciary standard that would cover all retirement funds, according to a DOL administrator speaking on Monday at a conference in Washington, D.C. The proposal is aimed at protecting consumers by placing all money in retirement accounts under the fiduciary standard, even [...] The post DOL Open to Changing Fiduciary Proposal (<http://www.looktowink.com/2015/07/dol-open-to-changing-fiduciary-proposal/>) appeared first on Wink (<http://www.looktowink.com>) .

Millennials want in on annuities

Make way, Baby Boomers, Millennials want in on your annuities. The nation's youngest batch of retirement savers are more interested than any other age group in the investing strategy behind annuities, even though most of them have likely never heard the word "annuity," according to a survey just out from the Indexed Annuity Leadership Council. [...] The post Millennials want in on annuities (<http://www.looktowink.com/2015/07/millennials-want-in-on-annuities/>) appeared first on Wink (<http://www.looktowink.com>) .

Advisor Network Summit: One conference you can't afford to miss

The annual Advisor Network Summit in Las Vegas is a vital meeting for agents to attend. A small investment of your time and money will provide you with some of the best ideas in the industry and access to the people sharing those ideas. Every year, agents tell me that they decided to stay in [...] The post Advisor Network Summit: One conference you can't afford to miss (<http://www.looktowink.com/2015/07/advisor-network-summit-one-conference-you-cant-afford-to-miss/>) appeared first on Wink (<http://www.looktowink.com>) .

Gen Y wants 'safe' savings options, yet unfamiliar with annuities

Generation Y is more conservative than other generations when it comes to retirement savings. Thirty-four percent of those between the ages of 18 and 34 said their primary goal for their retirement plan is to ensure their savings will be safe regardless of what happens in the stock market, according to a TIAA-CREF retirement survey. [...] The post

Gen Y wants ‘safe’ savings options, yet unfamiliar with annuities (<http://www.looktowink.com/2015/07/gen-y-wants-safe-savings-options-yet-unfamiliar-with-annuities/>) appeared first on Wink (<http://www.looktowink.com>) .

LPL Releases First Annual U.S. Retirement Index

LPL Financial LLC, the nation’s largest independent broker-dealer*, a custodian for registered investment advisors, and a wholly owned subsidiary of LPL Financial Holdings Inc. (Nasdaq:LPLA), today made available its first annual Retirement Index, which ranks all 50 states and the District of Columbia on their retirement desirability for pre-retirees between the ages of 45 and [...] The post LPL Releases First Annual U.S. Retirement Index (<http://www.looktowink.com/2015/07/lpl-releases-first-annual-u-s-retirement-index/>) appeared first on Wink (<http://www.looktowink.com>) .

Magic Johnson Buys Into FIA Carrier EquiTrust

Retired basketball legend-turned-entrepreneur Earvin “Magic” Johnson has acquired more than 60 percent of EquiTrust Life from Guggenheim Partners. The deal, which began last year, concluded for an undisclosed amount. EquiTrust is a leading writer of retail annuities. Guggenheim is a New York-based investment and advisory firm that reportedly had bought the carrier in 2011. The [...] The post Magic Johnson Buys Into FIA Carrier EquiTrust (<http://www.looktowink.com/2015/07/magic-johnson-buys-into-fia-carrier-equitrust/>) appeared first on Wink (<http://www.looktowink.com>)

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



iGO e-App[®]
powered by iPipeline[™]

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

View Demo Training LOGIN



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. Joe Rych at Retire Village, Anthony Owen at Annuity Agents Alliance, Sherilyn Orr at Infofuel, Kevin and Allison at FinAuction, Tom Bradley 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 get 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. Boise State did play in the Fiesta Bowl and end 12-2...another fabulous year.

Did you know that since 2000, Boise State is 92-4 at home? In the past 10 years, Boise State is the winningest football team in division 1. 113 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...

Also, our daughter Annie made it home safe from 6 months in South America, ready to start the next chapter of her life, in St. Louis.