



*.....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](mailto:tony@annuityagentsalliance.com)

OR VISIT OUR WEBSITE



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



# Think Community



## Sunset in Napa Valley



# Thank you for joining us on Open MIC

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

## **Editorial**

Recently I was asked why we changed our password code for **Open MIC**, after all it had been the same one in use for many years. As you know, we give away the information in Open MIC and we do not protect our copyright, we continue to share as we have always shared. But, over the years so many of our “competitors” have used Open Mic as a source for their new marketing ideas, we felt the time had come.

It is not that we are fearful of competition; it was the simple fact that we could put a marketing idea in the notes for our crew and within a couple of weeks it would be all over the internet as another FMO’s newest and greatest idea.

Writing Open MIC week after week takes an enormous amount of energy and time, time Joe, Chad, Anthony, David, Sherilyn and I commit each week to make all of this work. (plus the many shares we receive from this fabulous crew)

We do it to help the crew and to expose our unique company to other agents, agents who might see the connection with our agents and helpers that Open MIC provides. It was meant as a place where new and old ideas could be shared and where agents can help each other.

How else do you think we would be able to gain knowledge and experience that Chad has shared? No one does this and has the attitude we do. As an example, if you respond to an internet offer from another marketing company, what do you have to give them to be able to listen into a webinar? Basically you are signing up for 3-4

calls a week from their recruiters. Have we ever asked you for anything? No, never, because Open MIC is free with no strings attached.

We all love this business, Open Mic and everything it stands for, open and sharing. We also know that is easy for others to find our new code (2554567#) and continue to listen and harvest information, in reality that is ok with me.

Open MIC was intended to be an open forum with information available to all, free and available.

So welcome aboard, we assert no copyright for our information. Open MIC is as it always has been, free and available to all.

Bill

## **Of interest:**

"When you come to a fork in the road, take it." - Yogi Berra

I have a rather large assortment of **"Of Interest"** information this week....BB

<http://blogs.wsj.com/cfo/2014/10/07/pension-dropouts-cause-pinch/>

## **Pension Dropouts Cause Pinch**

Motorola Solutions Inc. and Bristol-Myers Squibb Co. are the latest companies to cast off billions in pension burdens, fueling a trend that could weaken the government's ability to protect the payouts other employers have promised millions of retired workers.

The two companies recently disclosed separate deals that will shift a combined \$4.5 billion in pension obligations to insurer Prudential Financial Inc., which will take over paying benefits to 38,000 retirees. Motorola would save over \$5 million in total premium payments through

2016, while Bristol-Myers would save almost \$1.5 million in fees to the Pension Guarantee Fund (PBGC)

The deals are good for the two companies' balance sheets. What's more, joining the dozens of companies that have shed their pension plans lets Motorola and Bristol-Myers stop paying millions in yearly fees to the Pension Benefit Guaranty Corp., the government pension insurer.

The problem: the growing number of these pension dropouts threatens the agency's resources for insuring the plans of those that remain in the system.

"This has identified a fundamental flaw with the pension system," said Brad Belt, a former executive director of the PBGC. "Inevitably, there's going to be a taxpayer bailout [of the PBGC] in the future."

You can find something here that will help your business...have a look....BB

### **30 Best iPad Apps for Financial Advisors**

Here are advisors' favorite apps for networking, productivity, travel and more.

<http://enews.sbmedianews.com/t/5464837/172695968/700901/140/?>



## Productivity:

1. **Beesy**: Take notes; create to-do lists and track tasks and projects with this paid app.
2. **Goodreader**: Read and annotate PDF's with this highly rated PDF reader.
3. **Instapaper**: Long articles? No problem. Instapaper allows you to bookmark long publications and turn them into easy-to-read formats that allow you to access them through various devices.
4. **Chrome**: Surf the web like a pro. Sync your bookmarks, browsing history and passwords across multiple devices and platforms.
5. **Reeder**: A simple way to keep track of all your RSS (Real Simple Syndication) feeds.
6. **DropBox**: Who could live without a harddrive in the sky?
7. **PaperPort Notes**: The single best note-taking tool we've encountered.
8. **Evernote**: Terrific way to keep track of web clippings and notes that you may want to reference later.
9. **Splashtop Remote** and **Wyse PocketCloud Pro**: Whether your desktop is in another room, across town or across the country, you can access it remotely 24/7 with either of these remote desktop apps, which cost \$9.99 and \$14.99 respectively.
10. **Paper** – Capture your ideas as sketches and save them for later. Write down notes or draw our ideas that spring to mind.
11. **1Password**: Helps keep track of all those passwords and consolidates into one.

## Good blend of articles from Think Advisor....BB

### Top 25 Articles:

1. [The Secret Sadness of Retired Men](#)
2. [The Fastest Growing Retirement Plan You Never Heard Of](#)
3. [13 Best & Worst 529 College Savings Plans of 2014: Morningstar](#)
4. [10 Best & Worst States for Retirement](#)
5. [The Personality Trait That Predicts Financial Health](#)
6. [12 Worst Financial Advisors in America: 2014](#)
7. [Announcing the 2014 Investment Advisor Broker-Dealers of the Year](#)
8. [Want to Live to 100? 4 Things You Need to Know](#)
9. [What Elizabeth Warren Fails to Understand About Finance](#)
10. [3 Sentences That Explain Investing](#)
11. [3 Investments Retirees Should Avoid: Morningstar's Benz](#)
12. [SEC Charges 4 for Manipulating Marijuana Company Stocks](#)
13. [6 Behavioral Finance Principles Advisors Need to Know](#)
14. [Under The Hood: Medicare Parts A, B, C and D-What You Need to Know, Pt. 1](#)
15. [Robo-Advisors Grab \\$4.2 Billion in 3 Months](#)
16. [7 Ways to Avoid Picking a Bad Advisor](#)
17. [When to Take Social Security: A Breakdown by Marital Status](#)
18. [Skipping Social Security Advice Equals Missed Opportunity for Advisors](#)
19. [Treasury's Crime Unit Floats New Customer ID Rules for BDs, Mutual Funds](#)
20. [15 Worst Cities for Retirees](#)
21. [SEC Cracks Down on 19 Firms, 1 Trader for Short Selling Prior to Stock Offerings](#)
22. [Andy Friedman: 4 Reasons to Use a Trust to Preserve Assets](#)
23. [Spain's Troubles Run Deeper Than Economic Improvement](#)
24. [Playing the Long Investment Game](#)
25. [Biggest Retirement Income Gap Seen for Oldest Pre-Retirees](#)

# Life Insurance Awareness Week



Today clients want more assurance from uncertainties. They need protection during their career years for income replacement and expenses due to health-related risks.

During Life Insurance Awareness Month, discuss with your clients the importance of planning for health-related expenses.

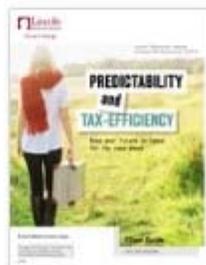
Life insurance with accelerated benefits riders can provide flexibility for enhanced protection in the event of conditions that result in a permanent chronic or terminal illness.

Make your clients' life insurance do more with *Lincoln LifeEnhance*® Accelerated Benefits Rider<sup>2</sup>

The *Lincoln LifeEnhance* ABR can turn your policy death benefit into a source of supplemental tax-advantaged funds. — benefits start at day one!<sup>3</sup>



Order code:  
[LIF-LEAB-BRC001](#)



Order code:  
[LRI-IULA-BRC001](#)

Do you know what month is **Annuity Awareness Month**?

(June)



## **Sales and Marketing Topic:**

A couple of weeks ago we talked about 401k and rollover options, here is more....BB

I was going to put this in links for but I think it is very significant and can have a major effect on our target market. We discussed the fee issue on Open MIC and about how some fees were **"kicked back"** to the 401k service provider....BB

### **Supreme Court to address 401(k) fees**

The U.S. Supreme Court will consider giving **401(k) participants** more power to sue their plans over investments that impose excessive fees, accepting an appeal tied to a wave of **suits against employers**.

The appeal, filed by Edison International workers, contends that participants should be able to sue plans for retaining imprudent investments.

#### **Higher fees**

The lawsuit focuses on six mutual funds added to the Edison plan in 1999. The workers say the plan **improperly bought retail class shares, rather than identical institutional class shares that carried lower fees.**

Some of the fees on the retail shares were then returned to Edison's service provider, ultimately reducing the company's administrative costs by \$8 million, according to the workers.

[www.retirementincomejournal.com](http://www.retirementincomejournal.com) ....worth an annual subscription of \$165

<http://retirementincomejournal.com/issue/september-18-2014/article/cerulli-publishes-pointers-on-capturing-ira-rollovers>

## **Cerulli publishes pointers on capturing IRA rollovers**

By Editorial Staff *Thu, Sep 18, 2014*

Of the **\$1.1 trillion** that former participants could have rolled over in 2013, **\$720 billion** remained in plans, awaiting future action, Cerulli analysts said.

The new report, the *Evolution of the Retirement Investor 2014: Understanding 401(k) Participant Behavior and Trends in IRAs, Rollovers, and Retirement Income*, is designed to help firms develop strategies to capturing more retirement assets.

IRA assets reached \$6.5 trillion at the end of 2013 and rollover contributions were nearly \$324 billion, Cerulli said, adding that both figures will grow over the next five years as Baby Boomer retire. Those rollovers were **less than a third of the amount that was eligible for rollover**, Cerulli observed.

In a comment that seemed to echo the concerns of regulators, Cerulli noted, "Assets had a tendency to move to places that had the primary influencers' best interests in mind as well, which may not be the same as the clients'."

Other observations from the report include:

- Rollovers are grabbing most of the attention, but about \$720 billion of the \$1.1 trillion in defined contribution assets that were eligible for distribution in 2013 remained in employer-sponsored plans. It represents potential rollover business.
- About 28% of participants surveyed cited their 401(k) provider as their **primary source** of retirement advice.
- If a firm does not have any existing relationship with a client, it will be challenging to capture that rollover.
- It may be easier and more profitable for record-keepers to acquire rollovers than to focus solely on increasing contribution rates.
- **Most of this money in plans will eventually move to an IRA.**

- Rising healthcare costs and debt service of participants will make it a challenge for record-keepers to increase enrollment and contribution rates.
- Industry attempts to market retirement income to those in their late fifties are often dismissed because they do not consider themselves pre-retirees.
- Financial services firms are in the difficult position of having to offer personal financial services to a large number of participants who may suddenly face a job loss or health issue.

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There is so much truth in what Bill Meyer has written here....how many times have you wanted to sue the word “annuity” but were fearful it would slow down the deal? I love the word but fully understand the issues. What our prospects want is the benefits an “annuity” provides, but many are not informed enough about the actual product. I have made some remarks in **red** and highlights from his article....BB

<http://www.producersweb.com/r/pwebmc/d/contentFocus/?pcID=7225134b8916a3dca210168ebc29a571>

## **The biggest gift to advisors in 30 years**

**By William Meyer**

Whatever you do, don't mention the word **“annuity.”**

There seems to be an endless parade of research and studies performed by the Insured Retirement Institute, Mathew Greenwald and Associates and others that find the public likes the features of annuities, **but not the term itself.**

Mention the guarantees, riders, “upside participation and downside protection,” diversification options and everything else they offer, and consumers are all for it. But the high-fees, pricing mistakes, solvency issues and — quite frankly — poor marketing on the part of the industry has largely doomed the term with a negative connotation.

So how does an advisor or agent recommend an annuity that's appropriate for their client's situation without actually using the word? Believe it or not, by invoking Social Security.

Social Security allows for a discussion of the following:

- Needed monthly income

- Guaranteed income and how important Social Security is in covering non-discretionary spending
- Creating a longevity hedge so the client will not outlast their income

All three points are clear value propositions of **Social Security — and annuities**. By educating the clients about Social Security strategies, an advisor highlights the key benefits of annuities before ever having to mention the “A” word.

Pundits and politicians routinely use Social Security as a political football, but the overwhelming majority of Americans approve of the program, especially those receiving benefits.

**Put simply, Social Security is an annuity.**

The highly-rated insurer is the government, the recipient in the owner/annuitant and similar to annuities, beneficiary options are available in certain instances. Like a lifetime annuity, Social Security pays out guaranteed income for as long as a person lives.

A number of strategies can be implemented that combine Social Security and annuities. As I’ve mentioned in previous posts, creating a guaranteed floor of income with annuities to help cover non-discretionary expenses frees clients to be more aggressive elsewhere in the portfolio.

**Putting an annuity combo together with Social Security results in a floor of reinforced, high-quality hardwood as opposed to the cheap linoleum of some other strategy.** (this is a powerful presentation, SS and the guarantees of an income rider....BB)

It’s for these reasons that I can confidently make the following statement with no hint of exaggeration —

**Social Security planning and its coordination with annuities is the biggest gift to advisors and agents in the past 30 years.**

Ultimately, the perception of annuities should matter little to clients. If it is appropriate for their situation then it is appropriate for their situation — period. Social Security planning is a great way to illustrate that fact.

**Remember, it is not the product we sell, it is the benefits the product provides....BB**



## Agent Share:

<http://insurancenewsnet.com/innarticle/2014/10/07/new-index-scores-%E2%80%98annuity-appeal%E2%80%99-a-564181.html#.VDQ0y2ctCM8>

### **New Index Scores ‘Annuity Appeal’**

Do annuities have curb appeal? **16% of consumers** think so, according to CANNEX USA. These consumers gave annuities a “high” ranking on a new index that measures the “appeal” of guaranteed lifetime income (GLI) annuity products among consumers.

# ***Big Truck Partners***



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# Real Benefits

of an Indexed Annuity with Annual Reset

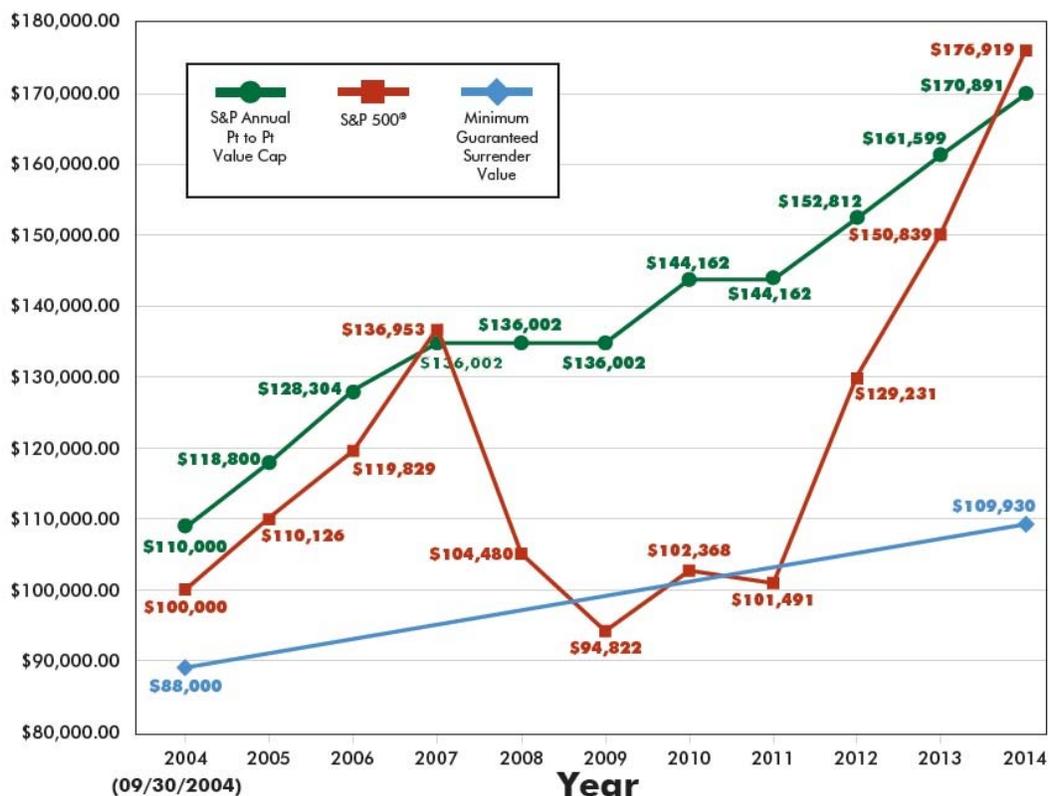
Bonus Gold



## Smart & Conservative approaches for long-term benefits.

**This is a terrific sales piece; call any of us, or American Equity for copies.**

**An example using an Annual Point to Point Crediting Method.**



Hello Partners,

At first glance you might look at this and say, “Wow, my prospective clients are going to think the stock market is beating annuity returns”.

As you know Chad and I like to use analogies so here is one for you.

**You:** Mr. Jones, do you know the story about Moses and his exodus from Egypt?

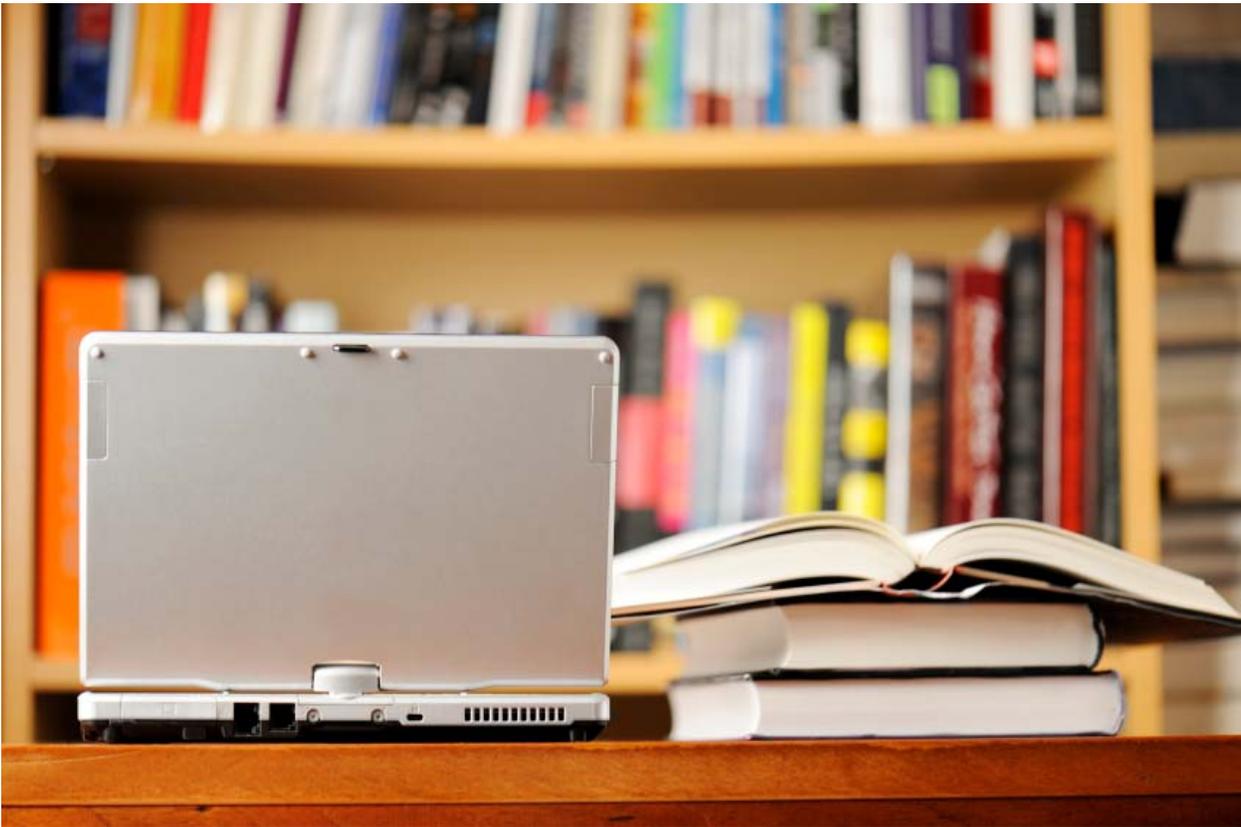
**Client:** Yes

**You:** Do you think it is better to walk around in the desert for 40 years, expose yourself to all kinds of dangers, get lost, have people die never getting to see the promise land, live in fear, doubt, and experience all kinds of stress or do you think it is better to just take the straight path and have the certainty that you will get to where you need to go?

**Client:** I would probably prefer the strait path.

**You:** The stock market is kind of like wandering through the desert Mr. Jones. You might get there eventually or you might not. You might even end up dying along the way. Wouldn't it be better to just know you are going to reach your destination when you are supposed to?

**Anthony R. Owen**



## Product Discussion:

# Annuity Client Renewal Letters Will No Longer Be Mailed To Agents

Beginning October 27, 2014 client renewal letters will begin to transition to a new format. Due to this transition, Athene IA agents will have access to annuity client renewal letters only through [Athene Connect](#). Your clients will continue to receive hard copies of their renewal letters, as well as have access through [MyAthene](#). Annuity client renewal letters will be included within the Athene Connect alerts as your primary notification of knowing when these are sent to your clients.

In addition to the online alerts, a weekly email can also be sent your way. These emails will detail the past three weeks (21 days) of prior alert communications. In order to receive this helpful email, all you need to do is register for Athene Connect and make sure we have your current email address on record.

### Key features of the policy alerts tool include:

- Home Page Summary** for quick access

- Alert descriptions** that give instructions and details on next steps

**Filters** to adjust what alerts are displayed

**Export to Excel** for easier agency integration

**A group print option** that will allow you to print multiple documents at one time

You can also use the advanced search feature on the Book of Business report to run reports at any time. This tool is an easy way to identify which of your clients have an upcoming anniversary, even before the alert has been published.

For agents not currently using Athene Connect, [read more](#) on how to register.

[Read More](#)

Contact us:

Questions? Contact us at **1-888-ANNUITY**.

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**Great time to ask product questions.**



## Dave and Tom Bradley have product info...

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### **The Short List:**

(Some links may require cut and paste)

### **10 proven ways to market annuities**

Article added by Vanessa De La Rosa on August 26, 2014

<http://www.producersweb.com/r/pwebmc/d/contentFocus/?pcID=2e3709df3c9b81e05909a556daf0eec4&pn=3>

## **Top 10 Social Security Myths: Part 1**

Most of your clients will cry rather than laugh when they realize the benefits they sacrificed on the altar of misinformation surrounding Social Security. Each of the 10 myths has an equal shot at devastating even the best-laid retirement plan.

<http://www.thinkadvisor.com/2014/09/22/top-10-social-security-myths-part-1>

## **Top 10 Social Security Myths: Part 2**

Irrational fears promulgated by misconception and myth do lasting damage to even the best laid retirement plans.

<http://www.thinkadvisor.com/2014/10/06/top-10-social-security-myths-part-2?>

## **Automating decisions may help advisers save investors from themselves**

You can't change someone's behavior, so for trigger situations, take them out of the equation as much as possible.

<http://e.ccialerts.com/a/hBUMvMgAO9jmfAdb01pNss9L-IX/in10604>

## **7 lessons producers can learn from Saturday morning cartoons**

The Saturday morning cartoon is dead. And yet, it offers the insurance world some insights on its demise.

<http://list.sbmedianews.com/t/5464701/172696014/700840/146/?>

## **Social media from scratch, Part 3: LinkedIn**

Some helpful tips on how to build *quality* audiences on LinkedIn using your current contact lists (because starting from scratch with zero followers or fans

can be hard).

<http://list.sbmedianews.com/t/5465582/172696012/700838/140/?>

## **Tackling the Retirement Income Challenge With Innovation**

Four experts at the IRI conference addressed the issue of retirement income planning — and the nuances of retirement distributions

<http://enews.sbmedianews.com/t/5460138/172695967/699886/146/>

## **Navigating the regulatory arena: 6 ways regulation is affecting the annuity industry**

From financial planners to health agents to annuity producers, everyone has felt the effects of regulatory restraint on both the local and national level. What changes are yet to come? And how can you adapt in order to survive and thrive in this ever fluctuating environment?

<http://looktowink.us1.list-manage.com/track/click?>

## **20 best sales quotes of all time**

Sales is a desirable line of work, and an empowering one: You set the hours, you pursue the prospects, you direct your income. But all these things can become burdensome, too. Sometimes, you just need an encouraging word.

<http://list.sbmedianews.com/t/5458253/172696011/699283/138/?>

## We Recommend:

[www.annuity.com/agenttools](http://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



Forms Search for Life Insurance



Product Information for Life Insurance



## **Disclaimer:**

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**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 it verified by licensed professionals or get your head examined.**

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

### **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 will go unbeaten this coming football season, we open against Ole Miss in the Georgia Dome August 28.**

**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...**

