



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

**Open MIC is open for anyone.**

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

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

CALL OR EMAIL

**ANTHONY OWEN**

888-74**AGENT** (24368)

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

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**LATEST  
NEWS**



**Open MIC**

powered by **Annuity.com**  
Planning. Safety. Retirement.

***Our brand can be your brand”***



***Crossing the Pyrenees in Northern Spain***



***We hope all of you have a wonderful and Happy Thanksgiving! Open MIC will be back after Thanksgiving, see you **December 1!*****

## ***“Buen Camino”***



I would like to thank everyone who helped me find time to walk the Camino de Santiago this past 10 weeks. I have made it safely home and feel very blessed. I have some links below if you would like to learn more about this ancient pilgrimage.

I will provide you a quick summary, if any of you would care to learn more, simply email me and we can find a time to visit. There are several Caminos

originating in different parts of Spain, Italy or France. The traditional one is the **Camino Frances**, which is following the path of St. Frances who made the pilgrimage in the 13<sup>th</sup> century, that is the one I chose, which is considered the traditional route.

I began in France, crossed the Pyrenees into Spain, through Pamplona, Burgos, Leon and eventually to Santiago. The distance was 835km or 500 miles. I carried a back pack and generally stayed in hostels built for pilgrims called *Albugere*. The walk took me 42 days.

Written records show the first pilgrimage was in the year 900, since then millions have chosen to make this pilgrimage. In 1972, 300 pilgrims made the walk, last year, 250,000 walked and this year an estimable 400,000. Very few walk the entire route, some for a few days and many taxi or bus ahead, choosing only specific portions. I walked the entire Camino.

Thank you to David, Anthony, Chad (all of you) and the crew at *First Annuity* for pitching in and helping with Open MIC.

The words exchanged between pilgrims on the Camino, **Buen Camino**, which means “good way” Some days I would have it said to me 100 times, some days I would return the greeting 100 times, it was how you greeted one another.



The symbol of the Camino is the scallop shell which was carried in ancient times to drink and eat from. Pilgrims on the modern Camino carry one as a tradition.

It was everywhere, fences, stores, houses, roads, even painted on buildings.

Everywhere.

The *“Camino de Santiago de Compostela”* is the name.

Camino means “way”

Santiago is Spanish for “*St. James*”

De means “of”

Compostela means “*Field of Stars*”

*“The Way of St. James of the Field of Stars”*

<http://santiago-compostela.net/>

<http://www.caminoadventures.com/>

[https://en.wikipedia.org/wiki/Camino\\_de\\_Santiago](https://en.wikipedia.org/wiki/Camino_de_Santiago)

[https://en.wikipedia.org/wiki/Camino\\_de\\_Santiag](https://en.wikipedia.org/wiki/Camino_de_Santiag)



Hello, after being away for a couple months, my thoughts are now returning to business and especially the DOL ruling. As many of you know, the NAFA lawsuit didn't go our way, which was expected would happen simply because it was too broad.

What does that mean? nothing. Other suits are more topic specific focused, primarily the lawsuit from Thrivent.

The *Thrivent* suit challenges the rule's "**best interest contract exemption**" ("BICE"), which requires the resolution of disputes in federal court rather than allowing for alternative dispute resolution methods. Thrivent takes issue with this requirement because it believes that its arbitration system is essential to the **fraternal nature** of the relationship between Thrivent and its members.

Thrivent claims that the DOL has exceeded its statutory authority under the Administrative Procedures Act because nothing in **ERISA** indicates Congress intended to require an exclusive judicial remedy, and Congress has supported arbitration agreements as a preferred means of resolving disputes through the Federal Arbitration Act.

Thrivent lawsuit <http://www.natlawreview.com/article/thrivent-financial-v-perez-update-lawsuits-challenging-us-department-labor-s>

The **Thrivent** lawsuit is the 6<sup>th</sup> lawsuit filed against the DOL and is certainly the most topic specific and clearly illustrates the broad coverage the DOL used to over reach their authority.

Even being away from the topic for a few months, does not change my mind, I think this rule will be overturned in the courts.

If that doesn't happen, then my guess is it will be ended by executive order by President Trump.

### **Informative share from Darin Lucas at First Annuity:**



**Subject:** RE: DOL in Trump crosshairs: Warren Hersch

President elect Trump: He has **3 options** to attack the DOL reg.

**1** He cannot just erase it since it was entered onto the Federal Registry in June. He can order an temporary injunction on all Obama executive orders until they can be reviewed while the new DOL writes a new Fiduciary rule including a new open comment period. This takes time

**2** He can ask Congress to just not fund the reg and it dies on the vine with no funding

**3** He can ask Congress to pass the Choice Act that was vetoed by Obama this last summer. This Act addresses the DOL reg and re-writes parts of the Frank Dodd Act. However, Any act of Congress needs 60 votes in the Senate to pass and he only has 51 right now.

That's my understanding of his choices so far.

**Darin W. Lucas** | President, CEO | First Annuity & Insurance Marketing



## **When the dust settles:**

I believe the DOL ruling will never see the light of day, I may be wrong but I am sure I am not.

Why?

There are 6 current active (1 on appeal) lawsuits and more to come. I think the courts will table it; the architect of the rule has retired and the incoming administration would have a very low interest of pursuing President Obama's agenda.

Plus....Elizabeth Warren is now in the minority.



## **DOL Fear Mongers:**

**Marketing Organizations who recruited agents based on fear of the DOL:**

How about the marketing organizations that have been selling us a bill of goods to join them or be left behind?

Well, they were wrong and they will have a **reduced credibility** with agents. They market on fear and deception. Shameful. Small boutique organizations like ours (*Annuity Agents Alliance*,

*Annuity.com, First Annuity*) will do what they have always done, work hard with agents, work on lead generation systems and always be available to help. Plus, we have Open MIC!

The internet allows all of us to become writers, just look at any blog. In our industry, there are very few respected and reliable writers. Among my favorite and most dependable is *Warren S. Hersch*. He published a meaningful article Monday about the demise of the DOL under the Trump Administration.

Here it is: <http://www.lifehealthpro.com/2016/11/09/dol-rule-faces-certain-death-under-president-elect?>

### **The Department of Labor's conflict-of-interest rule is headed for a near-certain demise.**

The much-maligned rule, the first phase of which is set to take effect in April of 2017, will likely be killed come January in the wake of President-elect Donald Trump's resounding victory over Hillary Clinton on Tuesday.

The reason:

The election of a Republican-dominated Congress intent — as is Trump — on ripping up Obama-era regulations they view as stifling economic growth. There is also fierce opposition to the DOL rule by people within the president-elect's camp.

### **More:**

### **\$50 billion redeemed**

A shift away from traditional asset classes and into alternative products is resulting in billions of dollars in outflows from the industry's largest mutual funds.

Seven of the largest asset managers reported a record **\$50 billion** in combined redemptions during the third quarter, mostly from active funds,

per Bloomberg News. Thus, Brad Morrow, the head of research for the Americas at Willis Towers Watson, suggests the industry is on the heels of massive consolidation.

★ They can call it what they want but my opinion is simpler, people are sick of fees and risks, moving to safety.....BB



## **I just want to sell!**

I just want to sell! How many times have I been told that? I just returned from a hiatus and started returning calls. One was from an agent selling life insurance and wanting to transition to being an annuity specialist.

“I just want to sell” were his exact words, *“I want to spend my time doing what I am best at!”* Of course, I had been away from the business of selling and marketing annuities but the question and comments were as fresh as the day I left.

I just want to sell! .....well here is a news flash.....who doesn't! If all I had to do was sell, then life would be so simple.

I tried to be professional and discuss the approach to annuities, I explained about fact finding and being a transactional salesperson, finally I just told him the facts...directly.

It isn't about selling; it is about marketing. When you look at the extremely successful agents associated with us, (Brad, Jed, Chad, Al, Joe.....the list is long) the common denominator isn't selling, it is marketing. Marketing sets the tone for the sale. Marketing is the key to ongoing sales success, it isn't selling (that is the background music) it is marketing.

You have heard the old saying about real estate? The three most important things?

- Location
- Location
- Location

In annuity marketing simply substitute location with marketing. How do we market, internet leads, radio, direct mail, referrals, TV? The answer is yes, use all marketing available, the only road to follow is market in any way you can. And whatever you choose for lead generation, be SURE to add Retire Village to keep your leads warm.

How do you start?

The rest thing is target market, the second is budget. Who do you want to sell to and how much money is available to market to them.

Let's talk about **"Target"** Market. Where is it best to focus your marketing budget. It is best to work with prospects with money, right? Common sense says that you need to find people with assets in which to buy an annuity. So let's go after the wealthy!

Let's have a deeper look.

Here are some numbers, the average person per household is 2.63. The number of households with a \$1million net worth in America is 30/1000.

([http://www.netstate.com/states/tables/state\\_millionaires\\_household.htm](http://www.netstate.com/states/tables/state_millionaires_household.htm))

The numbers are state specific, look your up. Let's say you live in Tacoma Washington with a population of 203,000. That means there are  $203,000/2.63 = 77,000$  households. If 30/1000 have a net worth of \$1,000,000 then there would be 2,566 possible prospects in your target market, for all of Tacoma.

Who else is after this target market? Everyone.

**Note:** The statistics below are based on households with members over age 65. To do the exact calculation would have required a specific algorithm of which I didn't do. It is an average, I got help from a mathematician who helped on the assumption. I think you will get the idea, the lower the net worth the more the potential prospects.

Now let's look at a lesser target market, \$500,000 net worth. How many households in Tacoma have that level of net worth? According to the **US Census** (information is difficult to gather for specifics), 291 households per 1,000 have a net worth of \$400,000 (up to \$600,000) 22,407 (out of 77,000).

Who is after that target market? My guess is almost no one.

My point? If you focus your marketing at target market where our products become important, then your available prospects will increase. Let the stockbrokers fight it out with the wealthy, focus on those being ignored and those who want, need and demand safety and security.

Here is a net worth calculator where more info can be gleaned:

<https://dqydj.com/net-worth-by-age-calculator-for-the-united-states/>

**Q:** When considering a successful annuity marketing career, how would you organize your effort.

**A:** Decide where your best possibility of our products make the most sense.

**That is of course a BS answer**, the real answer is this....who can you get in front of in a significant number to make it work.....it is about getting in front of the people! It is about numbers and it is about timing. Not everyone is ready to buy when you are ready to sell. (Retire Village will help)

Budget? It all depends on what your income and sales goals are. Recently (last August) an agent told me he only wanted to make enough to continue his lifestyle...wrong? Of course, not. But a good way to finalize a budget is to work back from your sales goals. 15% - 20% of your gross income should be spent on marketing.

Simply do the math backwards, if you want to gross \$200,000, you have to spend \$30-\$40k in marketing. It isn't a mystery; it is simple math. Spend money marketing and use any and all available sources.

### **Three tips:**

1. Make sure you have enough money to run your budget for a year,
2. NEVER turn it off even if you go on vacation.
3. Marketing is the key to selling

Many of you have seen the marketing from Fisher Investments. While it may seem, Fisher is anti-annuity, the opposite is true, Fisher is an annuity marketing company. They use reverse selling to find annuity prospects.

I Don't Hate All Annuities.  
I Hate Variable Annuities!  
They Should Be Illegal.”

Ken Fisher - Founder, Fisher Investments

Let us tell you why... **FREE**

Get 15-page Annuity Insights

Click Here for  
FREE Download Now

FISHER INVESTMENTS\*



## What do you think Fisher Investment marketing budget is?

Online alone is **\$4 million** (<http://imscalable.com/blog/marketing-spotlight-fisherinvestments/>)

Last week Anthony provided terrific insight into selling against variable annuities. If you happen to compete against any of the companies listed below, this article might be helpful.

**Competing against variable annuities? This might help.**

### **Five Firms Ordered to Pay More than \$6 Million to Customers**

WASHINGTON — The Financial Industry Regulatory Authority (FINRA) announced today that it has fined eight firms, including VOYA Financial Advisors, five broker-dealer subsidiaries of Cetera Financial Group, Kestra Investment Services, LLC, and FTB

Advisors, Inc., a total of \$6.2 million for failing to supervise sales of variable annuities (VAs). FINRA also ordered five of the firms to pay more than \$6 million to customers who purchased L-share variable annuities with potentially incompatible, complex and expensive long-term minimum-income and withdrawal riders.

FINRA imposed sanctions against the following firms.

- [VOYA Financial Advisors Inc.](#), of Des Moines, IA, was fined \$2.75 million.
- [Cetera Advisor Networks LLC](#) of El Segundo, CA, was fined \$750,000.
- [Cetera Financial Specialists LLC](#) of Schaumburg, IL, was fined \$350,000.
- [First Allied Securities, Inc.](#) of San Diego, CA, was fined \$950,000.
- [Summit Brokerage Services, Inc.](#) of Boca Raton, FL, was fined \$500,000.
- [VSR Financial Services, Inc.](#) of Overland Park, KS, was fined \$400,000.
- [Kestra Investment Services, LLC](#) of Austin, TX, was fined \$475,000.
- [FTB Advisors, Inc.](#) of Memphis, TN, was fined \$250,000.

FINRA ordered the firms to pay the following to investors.

- Voya was ordered to pay at least \$1.8 million to customers in this category.
- Cetera Advisors Networks, First Allied, Summit Brokerage Services and VSR were collectively ordered to pay customers at least \$4.5 million.

More here: <http://www.finra.org/newsroom/2016/finra-fines-eight-firms-total-62-million-supervisory-failures-related-variable-annuity>



Feel free to ask us any question, we will do our best to provide simple and complete answers.....BB

**Q:** Bill, I seem to have trouble explaining to prospects who own mutual funds with fees how long term they can affect returns. Is there a simple and easy way to explain this?

**A:** Yes



**Q:** Bill, I am a member of Retire Village but recently I have been looking at a more inclusive email marketing system using lists and targeting annuity prospects. They assure me that they can help drive traffic to a site they sponsor, the cost varies between \$500 and \$2,000 a month. Is it worth it?

**A: Irrational Exuberance.** Of course, the end results are all that are important, if it generates leads then woohoo!!!! The problem is simple; they just don't work and my feeling is you will have a horrendous cost before results are quantified. I wish I could be more positive, but experience has affected my hopefulness.

Maybe this will help.

## **Email Marketing Can Be Hazardous To Your Business Health!**

Why be an expert on everything, outsource whenever possible?

Email marketing is a tremendous and inexpensive way to reach clients and prospects. However, email marketing can provide plenty of problems when done incorrectly, mistakes can turn email marketing into a huge negative.

Email marketing is not difficult, what is difficult is doing it correctly. Anyone can send an email, but if done poorly, the results can be exactly opposite of what is desired. Email mistakes can cost you loss of potential prospects and loss of additional business from your clients.

### **It can be a huge turn-of!**

If you proceed without knowing how and what to do, problems will arise. Errors will cost you money and time wasted.

Being uniformed when considering an email campaign is the biggest reason marketing campaigns fail. Not knowing what to do and breaking simple rules can result in results exactly opposite of what you wish to accomplish.

Email campaigns can fail for any number of reasons, listed below are 5 common misstates. Avoid them and your marketing can be a home run! These mistakes can be easily avoided simply by learning the guidelines between right and wrong. Making the correct choice can mean solid long term brand building. A poorly designed and poorly executed marketing campaign can have the exact opposite effect.

Start by learning this: **CAMBB**

### **The 5 e-mail mistakes**

- **Confuse**
- **Annoy**
- **Miss**
- **Bore**
- **Bombard**

**Confusing the audience.** All too often online marketers try to cram too many messages into one email, trying to accomplish or convey too many things at once. There should always be one clear call to action and any messaging or imagery, and links should always direct the customer to a landing page where they can act upon that main call to action.

When an email campaign vehicle is cluttered with multiple messages — to purchase one thing, call for a free consultation, follow the brand and more — the recipient can be distracted from the main reason for the email. Stick to one primary message around which all else is focused and be sure to tell your potential customer what you want them to do next. Don't cause them to wander aimlessly around your website or landing page.

**Annoying the audience.** You know the feeling when you get interrupted by a little fly buzzing around your head, and then again 30 seconds later, and then yet again 30 seconds after that? Don't be the little fly pestering people too frequently. Of course, finding the "sweet spot" for the timing tolerance of each audience takes a little experimenting, observation and an understanding of the industry in which they operate.

Your audience will love hearing from you if you are providing value in a way that gives them room to breathe — to consider your offer and how it fits into their own needs and objectives. Understanding the “pulse” of an industry and the standards by which they operate is a great starting point to determine a suitable frequency and timing of emails. When you find the sweet spot, you’ll know it and your audience will respond to your campaigns in kind.

**Boring the audience.** There are a ton of ways online marketers can bore their audience, from lackluster subject lines to verbiage-laden text only emails, to emails that only talk about the company and provide nothing of tangible or even perceived value —the all-important “what’s in it for me” factor. While email can feel one-sided, it is intended to be a conversation — the start of one. Savvy marketers understand this.

For a better success rate, provide an enticing offer and an eye-catching subject line to encourage positive open rates. Design colorful and well-branded graphics to appeal to readers’ love of visual content. Provide valuable resources, articles, offers and calls to action that give something to your email audience. Ultimately, think about how you can provide value to those on your email list.

*Email marketing is not rocket science, but there is a degree of skill and artistry involved in crafting a winning email campaign.*

**Bombarding the audience.** Marketers get excited when they’re embarking upon an email marketing campaign. It’s where the rubber meets the road. As touched on above, they often try to throw everything they’ve got at their audience in the form of too much written copy and too many design features such as star bursts or complicated shapes.

While you can include these bells and whistles from a technical standpoint, it’s simply not necessary or even beneficial to do so. The best email campaigns are those that keep the design interface and messaging simple.

That means clearly written and formatted content as well as clean, fresh graphics and design. Keep in mind that even the best email marketing vehicle won’t convey your message as effectively as a well-conceived and executed website. Therefore, the email campaign should compel the recipient to head in that direction and facilitate in an intuitive, efficient and streamlined fashion.

**Missing the audience.** At a high-level Email marketing seems simple enough but, when you dig into all your options with data filters to specifically target certain audiences, it becomes clear just how complex the endeavor is. Today, online marketers have countless list segmentation options but, sadly, they often choose poorly when it comes to filtering their email list.



For many agents, the outsourcing of email marketing becomes time critical. Our choice and strong recommendation is Retire Village. Retire Village is target specific; the emails are catered towards your specific annuity audience and database. The information topics are not general but target specific. Retire Village provides each agent with specialized branding as well as numerous opportunities for call to action.

- Retire Village is a complete outsource email marketing system
- Retire Village does not bombard your prospects and clients, 2 set emails a month
- Retire Village does not bore the reader, many emails contain videos and other specific information
- Retire Village does not annoy the audience, information and timing of the information is specific
- Retire Village is not confusing; information and videos are clear and easy to understand
- Retire Village never misses the audience because the audience is your database, people in your target market

More information about how you can outsource this critical part of your marketing: 800 910-2246 or [Sherilyn@infofuel.com](mailto:Sherilyn@infofuel.com)

*Kevin Layton is CEO of Data-Dynamix, a source of demographic data and a go-to partner for delivering digital marketing campaigns and experts in advertising sales training.*

<http://www.lifehealthpro.com/2016/11/01/5-email-missteps-every-online-marketer-must-know?>



From a potential prospect, a question.

**Q:** I've been doing some research into the vehicle you are recommending for my Fixed Income Annuity, American Equity. I am less than satisfied with their customer rating (3 stars) and volume of customer complaints, so many that the company appointed a Consumer Advisory specifically to respond to the issues.

**A: From Anthony Owen:** I will answer this for everyone because this comes up from time to time.

Consumer ratings where?



<https://www.consumeraffairs.com/> You can tell what kind of company [www.consumeraffairs.com](https://www.consumeraffairs.com/) is by simply clicking on annuities at the bottom of their page one, up comes a page to offer you the “best” annuity...this is a simple lead generation site, simply follow the boxes and guess who they recommend? **American Equity!!!!**....BB

## Composition of Invested Assets:

NAIC Designation	Rating Agency Equivalent	Percent*
1	Aaa/Aa/A	66.3%
2	Baa	31.8%
3	Ba	1.8%
4	B	0.1%
5	Caa and lower	-
6	In or near default	-

\*The above table presents our fixed maturity securities by NAIC designations and the equivalent ratings of the nationally recognized securities rating organizations. For non-agency residential mortgage-backed securities, the actual rating agency rating may be less than the equivalent rating shown in the table above.

### AE Financials

Probably referring to

[https://www.consumeraffairs.com/finance/american\\_equity.html](https://www.consumeraffairs.com/finance/american_equity.html)

Have your client read <https://www.truthinadvertising.org/consumer-affairs-com/>

ConsumerAffairs (website) is basically a scam and practically a blackmail scheme that collects negative reviews that forces companies to pay for their service to make the reviews improve. You can see clearly that all the reviews were 1 star and then they started to improve, probably after American Equity had no choice but to pay for their service or proactively started to reply to the reviews. You can see many reviews that are very positive but still only get 3 stars. This is very odd because statistically reviewers usually give a 4 or 5 if there are no negatives. More evidence this is pay to play.

“TINA.org review of the specific companies listed on ConsumerAffairs.com’s home page found that all the companies that were not paying members received negative ratings and only one out of 25 paying companies received less than three stars.”

A more legitimate measure of customer service can be found at BBB:  
<https://www.bbb.org/iowa/business-reviews/insurance-life/american-equity-investment-life-ins-in-west-des-moines-ia-5025235>

This is also more evidence that the ConsumerAffairs data is a scam. BBB has ZERO complaints on file for American Equity.

Also, I have attached consumer handouts from AE that support the strength of their business and their customer service orientation (S&P Analysis docs available also but not included due to file size).

Here are some other online accolades:

<http://ir.american-equity.com/phoenix.zhtml?c=147784&p=irol-newsArticle&ID=2081207>

<http://ir.american-equity.com/phoenix.zhtml?c=147784&p=irol-newsArticle&ID=1670863>

Hope this helps,

**Anthony R. Owen**



## Hello from David Townsend



Annuity.com

[View in Web Browser](#)

ISSUE DATE:  
November 14, 2016

**Annuity.com**

David Townsend

**Can Your Clients Afford to Have an Accident?**

253-381-2328

Email Me

View Website

About **1 in 8**



**Americans seek medical attention  
for an injury each year**

Just in time for enrollment season, this infographic is sure to catch attention! Did you know about 1 in 8 Americans seek medical attention for an injury

each year? Approved for use with clients, or keep it handy for quick reference of great accidental injury stats. [View infographic.](#)

## Read This Before Talking to Investors About Election Results



When a new president takes office, how will markets react? While some short-term volatility is common, changes in the White House haven't had a significant long-term impact on market performance after past elections. Use this [client-approved conversation guide](#) to show your clients why it's important to stay invested through political changes.

## November is LTC Awareness Month



Approximately 92 percent of mature adults have at least one chronic disease, and 70 percent of people over age 65 can expect to use some form of long-term care in their lives. In spite of these statistics, it's estimated that fewer than 10 percent of those who qualify for and can afford long-term care coverage actually own it. This November, protect your mature clients on life's journey. This [conversation guide](#) offer ways you can do just that.

## One Powerful LTC Planning Tool



Lincoln's interactive cost of care map helps your clients prepare for their future when it comes to long-term care, based on the location and the type of service they are looking to receive. This online map is a powerful planning tool that enables you and your clients to calculate long-term care expenses where they plan to live, compare costs and view state rankings and project future costs of long-term care services. [Use this tool](#) to personalize long-term care expenses with you clients (use sponsor code "lincoln").

## New Life Concepts Decision Tree



Get to the roots of your client's legacy planning needs! We are pleased to announce the launch of Symetra's Life Concepts Tree—an interactive, web-based tool designed to help you find solutions to your clients' legacy and business planning needs. Just answer a series of short questions and the Life Concepts Tree will reveal a selection of relevant strategies and supporting sales materials for download. See how the tool can help you [grow your business](#).

### Critical Illness Infographic - Can You Afford to Get Sick?



Many clients may think, "I'm not worried - my medical insurance should cover this." But maybe they should be: 60% of Americans struggling with medical bills are insured. Check out this brand new, product-agnostic [critical illness insurance infographic](#).

**Annuity.com**  
David Townsend

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*Connect with Us!*



Forward

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# WEEKLY Carrier Updates

November 14th, 2016

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

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## NEW ANNUITY CARRIER UPDATE

### F&G

Urgent! Just a reminder, F&G will be reducing the payout factors on the Safe Income Plus product. All applications need to be in good order and received on or before November 29th to receive the current payout factors.

Contact your advisor consultant for more details!

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## ONGOING ANNUITY CARRIER NEWS

### North American

New Suitability Form Required November 23, 2016

Due to recent regulatory changes, North American has made some required updates to its suitability forms. Two new questions were added at the end of Section A to address the regulatory changes. Please begin using the new forms for all business submitted November 23, 2016 and after. Watch your email for updated forms links from North American coming soon.



**The Short List:** Articles of interest for the working agent

**[NCOIL to Consider Resolution Opposing Labor Department Fiduciary Rule at Annual Meeting](#)**

LAS VEGAS – The National Conference of Insurance Legislators will discuss a resolution opposing the Department of Labor’s fiduciary rule at its annual meeting in Las Vegas, Nov. 17-20. Also on tap are discussions about big data and new model [...]

**[NAFA to Appeal Court Decision on DOL Fiduciary Rule](#)**

WASHINGTON (November 7, 2016) — The National Association for Fixed Annuities (“NAFA”) announced today, following a federal district court decision upholding the Department of Labor’s fiduciary rule, that it will appeal to the D.C. Circuit Court of Appeals. “We are [...]

**[Eyes wide shut on DOL fiduciary future: Editorial](#)** As more time elapses and more information trickles out about the Department of Labor’s coming fiduciary rule, it is becoming more

apparent that parties both inside and outside the regulatory clutch are still largely speculating about what lies ahead. Proof [...]

## **The View from the (DOL) Trenches**

Just a few years ago, mutual fund companies happily anticipated the “rollover opportunity”—a windfall that would come from managing the trillions of dollars in Boomer savings that were pouring out of 401(k) plans and into retail IRAs. “Capturing Rollovers” was [...]

## **How financial advisers get it wrong when discussing insurance with clients**

Imagine this. A (prospective) client has a significant investment in a particular asset. You receive notice that the costs being charged inside this product are being increased. In addition, this notice includes forward guidance downgrading future interest earnings expectations by [...]

## **CNO Financial: DOL Rule to Cost \$8-\$10M in 2017**

CNO Financial Group plans to spend between \$8 million and \$10 million in 2017 to comply with the Department of Labor fiduciary rule. In addition to initial implementation costs, the company will spend between \$2 million and \$3 million a year to [...]

## **The pros and cons of fixed and indexed annuities**

The risk and return characteristics of fixed and variable annuities are so fundamentally different that each type is more or less suitable for various purposes. However, some form of annuity would be indicated in the following circumstances: When investors [...]

## **Bureau of Labor Statistics Data Shows Insurance Industry Added 7,700 Jobs in October**

WASHINGTON – The U.S. insurance industry added 7,700 jobs in October, according to data released by the Federal Bureau of Labor Statistics Nov. 4.

The seasonally adjusted 0.29% increase for September 2016 through October 2016 shows continued industry growth. Updated [...]

## **Are You Missing Out on Guaranteed Income Because of These 5 Misconceptions?**

Here's why you shouldn't dismiss annuities out of hand. Almost half of the 1,000 adults polled for TIAA's 2016 Lifetime Income Survey said the primary goal for their retirement plan was to provide guaranteed money to cover their living costs [...]

## **Believe the Annuity Policy, Not the Sales Pitch**

If you watch cable TV, listen to the radio, or surf the internet, you will be inundated with annuity sales pitches that sound appealing on the surface. Local bad chicken dinner annuity seminars and face-to-face sales presentations can even be [...]

## **Eight Financial Firms Fined Over Type of Variable-Annuity Contract**

Wall Street's self-regulator fined eight financial firms more than \$6 million and ordered five of them to return to customers more than \$6 million following questionable sales of a type of variable-annuity contract. Variable annuities are widely used for retirement [...]

## **NAIC Life Actuarial (A) Task Force Approves Revisions to Actuarial Guideline 49 for Exposure and Comment**

On October 20, the NAIC Life Actuarial (A) Task Force (LATF) of the Life Insurance and Annuities (A) Committee met and approved proposed revisions to Actuarial Guideline 49 (AG 49) for exposure and comment. If adopted, the proposed revisions would [...]

## **Despite Elizabeth Warren, Wall Street's top cop White might stay awhile**

(Bloomberg) — Political friction and vacancies in top posts at the U.S. Securities and Exchange Commission have increased the likelihood that Chair Mary Jo White could remain in the job beyond the end of President Barack Obama’s term. White has [...]

### **A.M. Best Affirms Credit Ratings of Ameriprise Financial, Inc. and Its Subsidiaries**

OLDWICK, N.J.—(BUSINESS WIRE)—A.M. Best has affirmed the Financial Strength Rating (FSR) of A+ (Superior) and the Long-Term Issuer Credit Rating (Long-Term ICR) of “aa-” of RiverSource Life Insurance Company (Minneapolis, MN) and its wholly owned subsidiary, RiverSource Life Insurance Co. [...]

### **Survey Says: DOL Rule Will Shrink Advisor Force**

The Department of Labor fiduciary rule is expected to reduce the financial advisor population, with 10 percent of advisors planning to leave or retire from the business, according to new research. Another 18 percent reconsidering their careers, the Fidelity Institutional survey revealed. While many [...]

### **Treasury Dept. Rules Give Annuities a Boost**

New Department of Treasury rules could be a boon for annuities as an option within defined benefit plans. The rules, announced in early September, simplify rules that allow retirees to simultaneously elect a partial lump sum and a partial annuity [...]

### **S&P panelists: Insurance industry is ‘ripe for disruption’**

Huge amounts of capital are flowing into insurance-focused technology companies. The dollars invested are matched by the stakes: opportunities to reap gains — in cost savings, productivity increases and industry-disrupting changes to business processes — that could displace established incumbents. [...]

## **Here come the lawsuits over fiduciary compliance**

SAN DIEGO – The advisory world should expect more litigation over compliance with fiduciary regulations as lawyers become more aggressive once the rule is phased in starting in April. “In Washington right now, the drive to the lowest fee is [...]

## **DOL Releases New Guidance on Fiduciary Rule**

WASHINGTON – The U.S. Labor Department released a new guidance — in the form of an online FAQ — to help investment advisers comply with the DOL conflict-of-interest fiduciary rule that goes into effect next April. The guidance is set [...]

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