

**ANNUITY AGENTS**  
— PODCAST —

**BILL BROICH**

- Annuity.com, Co-Founder
- Safe Money Radio Marketing, Co-Founder
- \$150 Million+ Producer

**ANTHONY OWEN**

- Annuity Agents Alliance, President
- Annuity Innovation Systems, President
- Safe Money Radio Marketing, Co-Founder & Creator

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**Annuity**  
Agents Alliance

2021

# TOP PRODUCER EXPERIENCE

*Riviera Maya, Mexico*

HIT THE FOLLOWING PRODUCTION TARGETS AND YOU AND A GUEST WILL BE EXCLUSIVELY INVITED TO JOIN ANNUITY AGENTS ALLIANCE AND OTHER QUALIFYING TOP PRODUCERS FOR THE ULTIMATE RIVIERA MAYA VACATION.

EXPERIENCE THE BEST OF RIVIERA MAYA ALL-INCLUSIVE RESORTS, BREATHTAKING LONG BEACHES ALONG THE CARIBBEAN COASTLINE, AND THE PRESERVED RUINS OF AN ANCIENT MAYAN CITY.

**DECEMBER OF 2021**

**QUALIFICATION PERIOD:  
ONLY 9 MONTHS TO QUALIFY!  
JAN. 1 – SEPT. 30**

## PRODUCER QUALIFICATIONS

### TIER I

- \$2MM in issued-and-paid indexed annuity premium
- \$100,000 in issued-and-paid annualized target life premium
- OR a combination of the two

### TIER II

- \$4MM in issued-and-paid indexed annuity premium
- \$200,000 in issued-and-paid annualized target life premium
- OR a combination of the two

Credit will be earned for applications issued and paid between January 1st to September 30th, 2021. Invitation at discretion of Annuity Agents Alliance to producing agents only. Non-transferable. Agents must be in good standing and currently appointed with company. Includes airfare, accommodations, and selected activities. No financial or other considerations available in lieu of attendance.

Podcast will not be available next week due to scheduling issues.

**IDAHO**  
*The Toast of the Day*

Cleaned and Washed—then baked until the contents turn into a bubbling effervescing mealiness. Served to you, steaming hot, right off the fire.

And, to make your enjoyment complete we serve you plenty of that rich creamery butter. Partake for health's sake.

Your Host,  
D. L. Toffenetti

*Toffenetti*  
**RESTAURANTS**  
*Seven in Chicago's Loop*  
IN NEW YORK, TOFFENETTI ON TIMES SQUARE

I was sent this advertisement from old friends in Idaho. The restaurant, in Chicago, Toffenetti's created the name "**Famous Potatoes.**" They used it in their advertising.



My dad used to say, *“Cheaters never win, and winners never cheat.”* Quote from Jon M. Huntsman Sr.

*Here is a quote from me: "The COVID pandemic has made it worse. But COVID isn't the only reason hucksters continue to make their home on Wall Street."*

2021 hasn't even had a chance to break a sweat, and there's already a major Wall Street scam on the books. (The SEC estimates there are about 800 annually that gather their attention)

*The US Department of Justice (DOJ) and the Securities and Exchange Commission (SEC) have issued indictments against a New York private placement firm. **GPB Capital** is charged with wire fraud, securities fraud, and conspiracy in a Ponzi-style scheme that skimmed nearly*

***\$1.8 billion from investors.*** [SEC.gov | SEC Charges Investment Adviser and Others With Defrauding Over 17,000 Retail Investors](#)

A **Private placement** agent or **placement** agent is a **firm** assisting fund managers in the alternative asset class (e.g. **private** equity, infrastructure, real estate, hedge funds, venture capital) and entrepreneurs/**private** companies (e.g. start-ups, growth capital companies) seeking to raise **private** financing through a so-called **private placement**.

(The skimming of the \$1.8 billion was based on an asset held in an LLC and their (GPB) interpretation of the asset class rules. They took the money and then bankrupted the LLC and they thought they had a legal right to do so. WHO are these idiots?)

The GPB incident is hardly the first time that Wall Street insiders have been caught gaming the system. This latest Ponzi scheme does, however, beg the question of whether it is even possible for ordinary investors to avoid getting caught up in a system so rife with corruption.

### **Wall Street is ripping off retirees desperate for returns.**

Around 2,000 people found themselves caught up in the scandal involving GPB Capital, and various affiliates and associates of those companies. According to a recent class-action lawsuit filed on behalf of Florida and Texas plaintiffs, many victims were retirees.

According to the SEC, the principals of **GPB lied to investors** about the source of their 8% annualized payments, claiming that the money came from profits generated by GPB's portfolio companies. Upon examination, regulators discover that many of the distribution payments came out of investors' funds. According to the SEC, GPB was **manipulating financial statements to avoid scrutiny**.

The SEC further claims that GPB lied to investors about the compensation and fees they received and prevented their employees from disclosing violations. Over the years, there have been numerous examples of Wall Street scams, scandals, and outright theft.

Yet, a punishingly low interest rate environment pushes people, even over the age of 65 and already in retirement, to make risky financial moves to make gains.

You may wonder if it's so easy for regular people to grow wealth in the stock market, why is it that the people at its very heart willingly resort to theft and fraud? *Could it be that they know the game is hopelessly one-sided and rigged?*

Economist and bestselling author **Charles Hugh Smith** observes why Wall Street insiders continue to execute scams boldly. Smith believes it's because scamming is easier and quicker than playing by the rules. **Is that true?**

Says Smith, "*...the truth has emerged from the shadows despite the silence of the insiders and financial media...The stock market is nothing but one giant fraud.*"

Wall Street fraud is entrenched, and that is so by design. Deception and manipulation extend into every nook and cranny of the market. In the past, financial scandals were quickly dismissed and attributed to "*bad actors*." However, recent rip-offs have revealed the truth. Wall Street seems to be little more than a rigged game that benefits and enriches insiders, leaving everyone else holding the bag.

### **How do you avoid getting sucked into the scam vortex?**

If you are someone within five to ten years of retiring or already retired, then you need to have a realistic plan to help you avoid losing money in retirement.

1. Carefully choose a financial advisor. **Review their Internet Credentials.** Don't rush into the arms of the first guy or gal who comes along. Pay special attention to the online reputation of a potential advisor. Look beyond their website or glossy marketing materials to determine if this advisor's attitudes toward money align with yours.
2. Be diligent with companies with whom you work. Once you've found a financial guide, be sure you know about ALL the companies with whom this person is

affiliated. Just as is the case with your advisor, companies to whom you entrust your precious savings need to be well-established, with impeccable credentials.

3. **Be sure to create a solid "core."** Having at least a few guaranteed income streams when you retire will go a long way toward giving you peace of mind. Put a reasonable amount of your portfolio into safer money instruments, such as annuities, life insurance, bonds, and other less-risky assets. When you've done this, you will feel more confident asking your advisor to recommend investments that give you more growth.

**Bottom line:**

Market scams have been with us since the first stock was sold. Unfortunately, though, Wall Street hucksters' boldness and audacity have been on the rise since the global financial crisis of 2008.

Partnering with an honest advisor who puts your interests first will help you achieve reasonable growth while avoiding losses to fraudsters. As you near retirement, exercise greater diligence in every facet of your financial life and remain skeptical of investments that seem too good to be true.

Just think how terrible it would be to lose important retirement funds because of trusting someone who was not who they said they were? Think about what we sell, we sell BORING, guaranteed products that no one has to worry about. I bet those guys (GPB) wish they were part of our crew right now. Earning a fair living, not having to cross the road when a client was coming up the sidewalk, never having to sit in the back row for fear of being seen. I could go on and on, but I think you understand what I am saying.

**Q:** Hi Anthony,

Based on some of these internet leads, it is sometimes more challenging to build enough rapport with them since they could be shopping around. These are not seminar nor radio leads.

I am working several SSL and Gugg cases now and wanted to know if there are some ways to deter them from using and abusing our data and then placing the business elsewhere. Any tips, special wording/verbiage and/or suggestions would be appreciated.

Thank you.  
Agent

**A:** Hello Partners,

I can't even count how many times over the years I have been asked this question. It's a valid question and concern and a real life problem we all face in this business but let me turn this upside down.

### **Why would a prospect owe us anything?**

If you start a relationship with a prospect based on selfishness, the prospect will see that as clear as day. It comes across as desperation and a lack of concern. No matter how hard you try and hide it I guarantee you they will see right through you. **Getting someone to buy from us through a guilt trip is coercion, not sales!**

### **Who has the most to lose?**

Is this your money or the prospects? It is their retirement and the last thing they should be concerned about is your hurt feelings if they go someplace else. They have everything to lose and we only have our time and the cost of a lead, which is never as valuable as their retirement. **Why would any of us feel that our time and the cost of a lead is worth more than the prospects money?**

**Failure to compel a transaction is not the client's fault, it is ours.** Someone is going to get the money if it is not us someone else won and we lost.

It is our job to win the sale with compelling purpose of money planning and the first sale is the fact finder. **The agent that gets the client to talk about their money and provide information that can expose a problem that needs to be solved is most likely to win.**

**Showing product before you have won the information and problem identification battle is like waiving a white flag of surrender.** You are basically saying I lost but because I spent time with you and gave you a brochure you owe me something. Sorry, that is not how it works. An agent sending a prospect a brochure and quotes does not obligate the prospect to move 100s of thousands of dollars, not now or ever. Even if we were to do a full fact finder and case design, meet with the client multiple times, they owe us nothing!

You are here to serve and to compel. **You serve an compel enough people you will win** and so will the prospects that become your clients.

Why is this the right way to approach the business?

- **Responsibility:** This puts all the responsibility on the us. If the prospect is not compelled the we failed to compel. That puts the onus on the us to become better at what we do rather than using the prospect as an excuse for failure.
- **Good Mental Health:** If our focus is on getting something every time we give something not only will that never happen it will make us miserable. Give unconditionally to the greatest extent possible.
- **There is a Limit:** Just because we are giving without the expectation of return doesn't mean we give perpetually. If we have something of value to offer then we owe it to ourselves and the other prospects that need our help to move on. When do we move on? That is a judgement call. The more people we have to help the less time we have to help people that we failed to compel.

This is the philosophy I have always used. Be a good steward of your time but don't be selfish with your time by expecting that you will get something in return. I believe if you approach the business this way you will not only enjoy it more, but also be more productive. **Error on the side of giving "to much". I promise, it will make you feel good about what you do if you have a heart of a servant.**

Thanks for the biz!



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Click [HERE](#) to book an appointment.



**Annuity** | Agents Alliance



I know we talked about Brad Pistole for a couple of weeks, but I could not stand not sharing with you his recent email. It was titled: **Be the brand!**

The definition of: All In!

Be different, be involved and be committed. Is it easier said than done? No, if you are truly **“all in”** like Brad Pistole, then you understate what that really means:

**All In.** being without restrictions. Not even considering fear of failure, not caring what others think, complete belief in your quest.



**Brad Pistole** is All-In with his business, he wears the LOGO, shows the LOGO, his life is the LOGO, and now hits the LOGO. If he loses a ball does he care? No, when someone finds it, it becomes a small and personal marketing victory! You might think this is a small thing to do but it is way more than that, it is a fully committed **All-In** approach to his commitment to success in our business. It is the little things that add up to All-In.

Twice in my life I have fully experienced what it means to be All-In. Once in business and once in a spiritual commitment (Camino). When you cross that in any endeavor, you will understand the change that comes over you. Nothing can stop you and you become fully aware of what you are doing, and you fail to care what anyone else thinks.

It is the greatest feeling.

Wouldn't you like to be able to make that level of full commitment and that nothing in life can stop you?



You have all heard of short-selling and many of you have called asking for an easy explanation, so here it is.



**Step1: Stock seller borrows a stock from the broker**

**Step2: Stock seller immediately sells the stock on the market**

**Step3: Stock seller buys back the stock from the market**

**Step4: Stock seller returns the borrowed stock to the broker**

How is money made? Simple, the difference between the buying price and the selling price. How is money lost? Simple, the difference between the buying price and the selling price!

The results all depend on which side you are on.

If you “put” it for sale at a lower price than it currently is and the price does not drop to your price, you make the difference up. You lose.

If the price does sell at the lower price you keep the difference between your acquisition price and the sales price, you win.

If you saw the film *The Big Short*, starring Christian Bale, then you have undoubtedly heard of the standard Wall Street practice of “*short selling*.” While there are a few ways individuals can short a stock, short selling is mainly a technique used by larger institutional investors, such as hedge funds.

Short selling involves predicting whether a particular company or market will lose value or even fail. A seller borrows a specific number of shares from a holder in a short sale, promising to return the shares on a specific date. After borrowing the shares, the short seller sells them off immediately, at the current market rate. Say a stock was worth \$9 per share and then fell to \$5 per share, the short seller would get \$4 when they purchase those shares to return to the original holder. If the company fails, the short seller gets the entire \$9 per share. Short selling is common, and some argue necessary stock market practice. However, it’s precarious. If the price of a share happens to go up, the short seller faces nearly infinite risk.

### **The “Squeeze” Is On**

When a stock suddenly stops its downward trajectory and jumps sharply higher, short-sellers who had bet on that stock to fall are forced to buy it. The pressure and rush to buy contribute to the stock’s prices going even higher.

We are currently seeing the effects of this in a series of short squeezes occurring on various stocks, most notably, AMC Holdings, Inc. and GameStop Corp. In January 2021, individual retail traders on a social medium forum known as Reddit orchestrated a short squeeze to drive up AMC, GameStop, and other stocks’ prices.

As a result of the price spikes, short-sellers scrambled to cover their short positions to avoid potentially catastrophic losses. This rush to cover losses is known as a “**short squeeze**.”

The GameStop/AMC short squeeze you’ve seen in the news lately has caused several large hedge funds to incur losses in the billions of dollars.

### **Effects of the GameStop short squeeze**

Many people view GameStop’s recent events and the stock trading service Robinhood as a kind of populist uprising. There may indeed be “*elements of sticking it to the Big Boys*” involved. There is also the allure of an individual investor being able to generate massive amounts of profit.

Many financial experts maintain that because the short squeeze and its effects were limited to a handful of smaller companies, there will not be much of an impact on long term investments and retirement accounts. While the short squeeze incident is indeed a significant event, it probably won't impact retirees that much as it will day traders and retail investors.

Retirees and pre-retirees who practice proper asset allocation among diverse investment choices and protect their cash with safe money strategies are less likely to be impacted by wild market gyrations. Partnering with a seasoned financial advisor will help you ensure that your investments have the reliable performance metrics needed to weather market downturns and meet your long-term goals. However, the short squeeze saga raises numerous critical questions, ones that won't go quickly back into the box.

For example, social media and finance platforms' use to manipulate markets and users will bear further examination. There are also questions about the legality of everything that happened during the recent series of short squeezes. It's a pretty sure bet that we'll see tons of lawsuits and responses from regulatory agencies. On the philosophical side, the media attention surrounding short selling may result in discussions about how to democratize Wall Street better and make it easier for individuals to share in the massive wealth.

### **The bottom line:**

Most long-term investors won't be affected by the goings-on with Robinhood and GameStop since those short squeezes involved relatively tiny amounts of stock in very small companies. While it is easy to demonize, short selling is a crucial component of Wall Street, acting as a signal that investors believe a stock's price is too high. It's just like when stocks are bought, signaling that investors think prices are too low.

For most retirees who have been careful in crafting their portfolios, the recent goings-on with GameStop will have virtually no impact on their accounts. That being said, it's a good idea to review your portfolio often with your trusted advisor to ensure that it continues to reflect your risk tolerance, goals, and investing philosophy.

**Thanks for the info contribution from Eric Coons.**



**SECURE Act FAQs**, I have had several of these questions since the end of last year, I will try and catch-up....BB

**Disclosure**, I am not a tax expert, I do know how to look up information, please rely of a licensed professional for any specific tax advice.

**Q: Do required minimum distributions (RMDs) commence at age 72 or 70½?**

**A:** Anyone who reached age 70½ by Dec. 31, 2019 was required to start their RMDs for the year in which they reached age 70½. Anyone who reached age 70½ after Dec. 31, 2019 is required to start their RMD for the year in which they reach 72.

Reminders: Participants in employer plans, who are still employed by the plan sponsor, are able to defer RMDs past age 72, **if** permitted under the plan.

**Q: Are there ways to buy insurance inside an IRA?**

**A:** No.

**Q: Why might an IRA owner leave IRA benefits in trust?**

**A:** Same reasons as for other assets. Keeps it out of the beneficiary's estate and protects against creditors and spouses.

**Q: What is earliest age a minor can open IRA account?**

**A:** There's no minimum age. As long as the minor has eligible compensation, they may have an IRA to which contributions can be made. For example, a 1-year-old could receive compensation from being an actor or model, and contributions can be made to an IRA based on that compensation. However, some custodians don't hold IRAs for minors; and for those that do, a legal guardian/parent would sign any agreements and handle/authorize transactions for the IRA.

**Q: What is the difference between a conduit trust and an accumulation trust?**

**A: Conduit:** All amounts received must be distributed. **Accumulation:** Trustees may accumulate.



## PRODUCT UPDATES

Prudential is shedding guarantees.

[Pru Puts Individual Annuities on Diet | ThinkAdvisor](#)

Prudential Financial Inc. wants to shed much of the benefits-guarantee-based annuity business now on its books, in addition to **ending sales of annuities that come with significant benefit guarantees.**

Prudential said in November 2020 that it was discontinuing the sale of individual variable annuities with guaranteed living benefits, because of concerns about the company's exposure to the effects of low interest rates and investment market risk.

*"We expect to double our growth businesses to more than 30% of earnings and halve our individual annuities business to 10% or less of earnings,"*



## Annuity Carrier News

### RELIANCE STANDARD

Effective 02/02/2021

Reliance Standard is **increasing their rates effective February 2nd.**

### PACIFIC LIFE

Effective 02/01/2021

Pacific Index Dimensions **rates are decreasing.**

### SILAC

Effective 02/01/2021

#### Product Modifications

Due to valuation rates, regulatory and current option pricing changes, we are making a few modifications to our products **effective 2/1/2021:**

**1. Valuation Rates:** Valuation rates are prescribed annually and determine the cost of guarantees provided in our annuities. 2020 valuation rates were the lowest ever experienced in our industry. The 2021 valuation rates are projected to be even lower – that means guaranteed benefits have all become more expensive in 2021. After thorough review, we are excited to announce that we are only making a slight modification to Denali 14 and Denali Bonus 14:

- **Denali 14 & Denali Bonus 14 **lifetime withdrawal percentages are decreasing 0.25%.****

- ***No changes to Denali 7, Denali 10, Denali Bonus 7 or Denali Bonus 10.***

**2. Valuation Rates and Regulatory Changes:** Valuation rates also have a slight impact on the Teton product – especially the 14-year products. This impact paired with the NAIC Best Interest regulation that’s going into effect have warranted our review of the Teton 14 and Teton Bonus 14 commission rates. We think it’s prudent to make sure you don’t have a conflict of interest regarding the compensation of the Teton and Denali lines. We never take any product changes lightly – especially commission changes – but are making the following changes to commissions for Teton 14 and Teton Bonus 14:

- **Teton 14 & Teton Bonus 14 commission rates are decreasing 0.50%.**
- ***No commission changes to any other products.***

**3. Option Pricing/Rate Changes:** Volatility has continued to decrease over the last few months. For most crediting strategies, this is helpful. For monthly P2P with cap, this actually makes monthly caps more expensive. Therefore, **we are realigning our caps, PRs and spreads with current option pricing.**

*Please note there was no option budget/fixed rate change – this is purely a realignment.*

**Here’s a summary of changes:**

- **All monthly P2P caps are decreasing.**
- **Some annual P2P PRs are increasing.**
- **Most monthly average PRs and spreads are improving.**
- **No change to Atlas adjustments!**
- **No change to MYGA rates.**

All of these changes are **effective 2/1**, and the rate sheet effective 2/1 is found [here](#).

## **LEGACY**

**Effective 01/18/2021**

Legacy will be reducing payout factors for the Ameritas IncomeMark and FlexMark. The changes will take effect January 18, 2021. FlexMark will only have reduced payout factors, while the IncomeMark will have reduced payout factors with Increased rates. For all details please [click here](#).

## **ATHENE ANNUITY**

**Effective 01/16/2021**

Athene Annuity will be decreasing rates on all products. This will include indexed caps and rates as well income bonuses, payout factors...please see the link below for additional details. In order to receive current rates, applications must be signed on or before January 15th and received at Athene by market close on January 29th.

[Click here for more information.](#)

**Derek M. Easdon**

**[Annuity Agents Alliance](#): Associate Vice President**

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### **WEBINAR: Estate Planning – Past, Present and Future**

While there is much anticipation of and speculation about what might happen in the future, a lot of what is predicted we have already seen. Join Ana Medinaceli Canelos, Director from **John Hancock**, as she explores where we have been, looks at the current law and dives into where we might be heading — all with the aim of uncovering the flexible opportunities and solutions we should be focusing on today to better help high-net-worth clients. When: Wednesday, March 3, 2 p.m. ET. [Register here](#).

### **WEBINAR: Attracting Clients Through Referrals**

Learn which messaging and strategies are helping to generate unsolicited referrals and personal introductions right now. Plus, get tips for addressing referrals on the phone, in email, and through follow up strategies. [Register for this can't miss webinar](#) from **North American!**

### **Updates to Internal Revenue Code Section 7702**

Year-end updates to IRC Section 7702 could mean big changes to permanent life insurance policies. See what those updates are and the potential impacts they will have in [Bulletin 21-017](#) from **AIG**.

### **Help Your Clients “Insure Their Love”: New Resources Available**

February is a time to celebrate love. It's an opportunity to check in with clients and reach out to new prospects to ensure they have all the 'love insurance' they need. At **Legal & General America**, we've updated our advisor resource page to include a new client-approved infographic to share. [Resource page](#) | [Infographic](#)

### **Continuing Education Offerings from Nationwide**

Enhance your expertise and earn valuable CE credits by attending our informative webinars. Nationwide provides thought leadership on a number of topics, and these courses are designed to help you deepen your client relationships by being well-informed about the subjects they care about. Click [here](#) to access our offerings!

## **Key Person Sales Idea from Principal**

Employees who contribute to a business's success are a valuable asset. And their loss could create risk and a financial burden for the business. Check out our Key Person [Calculator!](#)



### **MassMutual to Acquire Great American Life Insurance Company**

SPRINGFIELD, Mass.–(BUSINESS WIRE)–Massachusetts Mutual Life Insurance Company (“MassMutual”) announced today it has entered into a definitive agreement with American Financial Group, Inc. (NYSE:AFG) to purchase its wholly owned subsidiary, Great American Life Insurance Company (“Great American Life”), and other subsidiaries [...]

### **AM Best Places Credit Ratings of American Financial Group, Inc.’s Life and Annuity Subsidiaries Under Review With Developing Implications Following Their Announced Sale; Comments on Certain Property/Casualty Subsidiaries**

OLDWICK, N.J.–(BUSINESS WIRE)–AM Best has placed under review with developing implications the Financial Strength Rating (FSR) of A+ (Superior) and the Long-Term Issuer Credit Ratings (Long-Term ICR) of “aa-” of Great American Life Insurance Company (GALIC) and its wholly owned subsidiary, [...]

### **Hannover Re US Announces Promotions to Strengthen Offerings across the Life and Health Markets, and Continue Expansion into the Annuity Market**

ORLANDO, Fla.–(BUSINESS WIRE)–Hannover Life Reassurance Company of America (“Hannover Re US”) announces the promotions of Tiffany Norman to Senior Vice President, Head of Annuity Solutions; Aaron Kinakin to Senior Vice President, Head of Structuring; and Thomas Porter, Senior Vice President, [...]

### **Sammons Financial Agrees to Acquire Beacon Capital Management**

Sammons Financial Group Inc. — a life and annuity company — has agreed to acquire Beacon Capital Management Inc. Based in West Des Moines, Iowa, Sammons is parent of Midland National Life Insurance Company, North American Company for Life and Health Insurance and [...]

### **CFA Asks for COVID-19 Underwriting Transparency**

Two consumer group representatives say life insurers should be open about their underwriting criteria for COVID-19 survivors, and that regulators should make sure that any COVID-19-related underwriting criteria are reasonable. J. Robert Hunter and James Hunt made that plea in [...]

### **New York State Imposes ‘Unauthorized’ Insurer Penalty on AIG**

New York state regulators have imposed a \$12 million fine on a large financial services company in connection with allegations that the company used the wrong subsidiary to handle a pension risk transfer deal. The New York State Department of [...]

### **IRS Approves Another Annuity Fee Payment Arrangement**

The Internal Revenue Service has released a private letter ruling that blesses efforts by a life insurer to pay fees to a customer’s fee-based financial advisor directly from the annuity contract value. The holder of an annuity covered by the [...]

### **TrueChoice Adds Advice Platform: Annuity Moves**

TrueChoice Financial Group LLC has added the Retirement Roadblocks marketing platform. The new platform provides retirement needs calculators, historical data, financial product performance illustrations, videos and other materials that financial professionals can use to help consumers with retirement planning. Click [...]

### **Financial Services Institute defends Reg BI under new administration**

The Financial Services Institute has long been on the offensive to get Regulation Best Interest put in place as the broker investment advice standard. Click [HERE](#) to read the full story via InvestmentNews

## **'Tremendous Opportunity' In Cross-Selling Life And Annuities**

Last year was a tumultuous year when it came to market volatility and a global pandemic that brought the world's economy to its knees. But client needs haven't changed, and people continue to plan for retirement. The result is continued [...]

## **NAIFA Leader Jack E. Bobo Dies**

The National Association of Insurance and Financial Advisors announced that Jack E. Bobo, CLU, FLMI, passed away on January 15, 2021, in Phoenix. Bobo was a legendary producer and leader in the life insurance industry who contributed the wealth of [...]

## **Trade Associations Team Up To Tackle Life Insurance Coverage Gap**

JOIN THE WEBINAR! LL Global CEO Dave Levenson and Finseca CEO Marc Cadin will discuss why these associations have joined together at 1 p.m. Wednesday, Feb. 3. Seven U.S. life insurance trade associations today announced they are pooling their resources to [...]

## **Traditional Milestones Continue to Shift as Americans Enter 2021 With a New Outlook on Life, Love and Life Insurance**

Arlington, Va. — Nearly six in 10 (59%) Americans are planning to make “carpe diem” their new mantra after the COVID-19 pandemic, according to a new study, “Life’s New Appreciations” by Life Happens, a nonprofit dedicated to educating consumers about the importance of [...]

## **Jackson National IPO Scuttled; To Go Through Demerger**

Prudential plc, the parent company of Jackson Financial, today announced that the Prudential board has decided to pursue the separation of Jackson in the second quarter of 2021 through a demerger, whereby shares in Jackson would be distributed to Prudential [...]

## **Northwestern Mutual Wins \$4M Zoom Trial After Jury Rules Suicide**

Northwestern Mutual won a court victory saving the company a reported \$4 million last week when a Florida jury decided that a 2016 lawyer's death was a suicide. Desmond H. Staple died March 16, 2016. According to news reports, he [...]

## **Northwestern Mutual Named One of FORTUNE Magazine's World's Most Admired Companies**

MILWAUKEE, Feb. 1, 2021 /PRNewswire/ — Northwestern Mutual, a leading financial security company, announced today it has been named one of the World's Most Admired Companies in its industry according to FORTUNE's annual survey for the 38th year. Since 1983, top executives and directors [...]

## **Empower Retirement: COVID-19 Pandemic May Be the Catalyst to More Retirement Savings**

GREENWOOD VILLAGE, Colo.-(BUSINESS WIRE)—The COVID-19 pandemic and its effects on the economy had Americans tightening their belts, and it may be the catalyst that now drives them to spend less and save more. That's according to a new survey from [...]

## **Pacific Life Foundation Announces \$7.25 Million Giving Program for 2021**

NEWPORT BEACH, Calif.-(BUSINESS WIRE)—The Pacific Life Foundation has announced plans to grant \$7.25 million in charitable funding in 2021. Supporting communities where Pacific Life employees live and work, including Orange County, California; Omaha, Nebraska; and Lynchburg, Virginia, the grants will [...]

## **LifeYield, Allianz Life Expand Partnership to Help Financial Professionals Increase Retirement Income Potential**

BOSTON-(BUSINESS WIRE)—To help investors find the right solutions to fill gaps in their retirement checks and cover anticipated expenses, LifeYield LLC, the market leader in developing cloud-based solutions that allow advisors to maximize retirement income for their clients, announced an expanded [...]

## **Young Adults Are on an Uncertain Road to Retirement**

LOS ANGELES, Jan. 28, 2021 /PRNewswire/ — With increasing strain on social security systems globally and the economic effects of the pandemic intensifying, young adults are setting out on an uncertain journey of work and money. They are expecting to self-fund an even greater [...]

## **LIBRA Insurance Partners Protects Policyholders and Producers in Voya/Resolution Life Transaction in Colorado**

LINTHICUM HEIGHTS, Md., Jan. 27, 2021 /PRNewswire/ — LIBRA Insurance Partners, one of the nation’s largest insurance marketing organizations, successfully petitioned the Colorado Department of Insurance to add restrictions and mandates to the Voya/Resolution Life transaction prior to approving the close of [...]

## **Industry Associations Unite to Help Address the Life Insurance Coverage Gap in the United States**

WINDSOR, Conn., Feb. 1, 2021 /PRNewswire/ — Seven U.S. life insurance trade associations today announced they are pooling their resources to support the efforts of life insurers and financial security professionals as they help Americans get life insurance coverage and the certainty it [...]

## **Study: Fewer than a third of millennial parents have a will**

COLUMBUS, Ohio, Feb. 1, 2021 /PRNewswire/ — A new Nationwide Retirement Institute® survey finds 71% of millennial parents currently do not have a will. Of those that do have a will, the COVID-19 pandemic was the second most common reason for creating [...]

## **Helping vs. Selling (our own Jim Grazioli)**

In my over 29 years of being in my business, the biggest lesson I have learned is the importance of dealing with the retirement emotion by the concept of helping vs. selling. When my career began in 1991, it [...]

## **Blackstone Entities Agree to Buy an Allstate Life Unit**

The Blackstone Group Inc. recently hired Michael Hovey to be the senior managing director in charge of its insurance deals unit. The New York-based investment management company confirmed its interest in insurance deals Tuesday, by having entities it manages agree [...]

## **SEC Articulates Standards for Relief Under Section 26(c) for Variable Insurance Product Substitution Orders**

On December 4, 2020, the SEC granted a substitution order under Section 26(c) of the Investment Company Act of 1940 to Allianz Life Insurance Company of North America and Allianz Life Insurance Company of New York, together with their respective [...]

### **Commentary: Why Zero Is Not My Hero**

The current pandemic and resulting stock market volatility seem to have encouraged insurance companies to promote indexed universal life with even more bravado than usual. If I hear, “zero is my hero” one more time I am going to beat [...]

### **Allianz Life Named a 2021 Best Place to Work for LGBTQ Equality**

MINNEAPOLIS–(BUSINESS WIRE)–The Human Rights Campaign Foundation has named Allianz Life Insurance Company of North America (Allianz Life®) a 2021 “Best Place to Work” for lesbian, gay, bisexual, transgender, and queer (LGBTQ) employees. The company received a 100% rating on the [...]

### **Securian Financial Names George Connolly Executive Vice President**

ST. PAUL, Minn.–(BUSINESS WIRE)–Securian Financial has promoted George I. Connolly to executive vice president, Individual Solutions, reporting to Chris Hilger, chairman, president and CEO. The Individual Solutions division includes Securian Financial’s Individual Life, Individual Annuity and Wealth Management Group businesses, [...]

### **Here’s a New COVID-19 Nightmare, for You**

COVID-19 could make the Americans who have the toughest time saving for retirement even less likely to save, and even less like to use the retirement savings they have to buy annuities. Three economists have reported on research supporting this [...]

### **Principal Financial Group Saw Record Life Insurance Apps In 2020**

Principal Financial Group reported a record number of life insurance applications in 2020. The COVID-19 pandemic is motivating large numbers of people to seek life insurance coverage for their families. Faster underwriting and direct-to-consumer channels also helped Principal boost its [...]

### **Principal Announces Fourth Quarter and Full Year 2020 Results**

DES MOINES, Iowa–(BUSINESS WIRE)–Principal Financial Group® (Nasdaq: PFG) announced results for fourth quarter and the full year of 2020. Net income attributable to PFG for fourth quarter 2020 of \$472.6 million, compared to \$300.9 million for fourth quarter 2019. Net income [...]

## **Principal Sees COVID-19 Impacting Earnings**

Executives at Principal Financial Group Inc. now assume that COVID-19 will kill about 300,000 people in the United States in 2021, with more of the deaths occurring in the first half of the year. The company is continuing to estimate [...]

## **Reinsurance Helps Stabilize Ameriprise Protection Earnings**

Annuity and life insurance operations were a source of stability at Ameriprise Financial Inc. in the fourth quarter of 2021. The Minneapolis-based financial services company says its Retirement & Protection Solutions division performed about as well in the latest quarter [...]

## **Some Types of Life Policies Are Harder to Sell Than You Think**

You may know that 500,000 seniors a year lapse their life insurance policies. They walk away with little or nothing. The reason? They no longer need or want the policy, or they can no longer afford it, and they do [...]

## **From the Vault: The Journey of African-American Insurance Professionals**

As the demographics of the US change, becoming more diverse in terms of race, ethnicity, socio-economics, age, and gender, the insurance industry's executive and management ranks — from insurers to agencies and beyond — need to better reflect those emerging [...]

## **40 Under 40 in Wealth Management**

Congratulations to all our winners. They are a shining example of wealth management and fiduciary professionals who are committed to the highest standards of achievement at work and in their communities. Click [HERE](#) to view the Class of 2021 via [...]

## **AIG Partners with Beacon to Certify Annuity Information Through Annuity Switchboard**

NORTHFIELD, Ill., Feb. 2, 2021 /PRNewswire/ — Beacon Annuity Solutions®, a leading provider of cloud-based annuity software and compliance solutions, today announced American International Group, Inc. (AIG), a global insurance organization, has joined a growing list of Annuity Switchboard® partners. Annuity Switchboard®, a Beacon [...]

## **Ares Management Corporation and Aspida Announce the Closing of F&G Reinsurance Acquisition**

LOS ANGELES—(BUSINESS WIRE)—Ares Management Corporation (“Ares”) (NYSE: ARES) and its indirect subsidiary Aspida Holdings Ltd. (“Aspida”) jointly announced today the completion of Aspida’s previously announced acquisition of F&G Reinsurance Ltd (the “Company”) from FGL Holdings (“F&G”), a subsidiary of Fidelity [...]



Like all agents, we also need leads. Our approach has always been building and developing marketing systems. We strive for new and better ways to get in front of “target” marketed prospects.

Our systems are tried and true; they work.

## *“Time Invested Marketing”*

