

## The Advisor's Edge

### Sales Strategies You Can Use



## Retirement Income: The Conversation Your Clients are Having...

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If you're not having a conversation about retirement income planning with your clients...someone else is. Specifically, if you're not talking to your clients about using annuities to provide a guaranteed income source in retirement...another advisor is.

*Here's why. In a current survey, the #1 concern of recent retirees is running out of money and becoming destitute.*

That concern should not come as a surprise as we see most pensions disappear and hear talk of Social Security being reduced in the future. The three-legged stool clients came to rely on in retirement (company pension, Social Security income, and personal savings) is now being supported almost completely by the money your clients put aside on their own for the past 40+ years.

But just having that lump sum of money is not enough to help ensure that your clients will live comfortably in retirement. Realistically, they need to find a way to turn that pile of money into an income stream...preferably one they cannot outlive. And that's where annuities can come into play, especially annuities with income riders.

*No other asset class or investment vehicle that can provide the potential upside, guarantee against market loss, and provide income for life, that an index annuity with an income rider can provide your clients.*

Even if you don't consider annuities a focus of your practice, they should be a part of your business conversations with your clients and prospects. You don't need to become an annuity expert to recommend them to your clients. First American Insurance Underwriters has an annuity consultant with over 20 years of industry experience to do the heavy lifting. We can have a conversation with you to gather the necessary client details, train you on the products that would be the best fit for your clients, and help you position those products as solutions to their retirement income needs.

Clients can have upwards of four financial professionals they work during the Accumulation phase of their life. And many of those same clients have said that during their Retirement phase (distribution phase), they want to simplify their lives, and work with one or two financial professionals. Most choose to work with the professional who not only asks about their retirement income plans, but will also help to provide them with a solution for meeting their retirement income needs.

*Be the advisor who asks clients about their retirement income needs, and be the one or two advisors they retain in their later years in life.*

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