Can Your Clients' Portfolios Withstand A Bear Market?

It pays to keep things simple.®

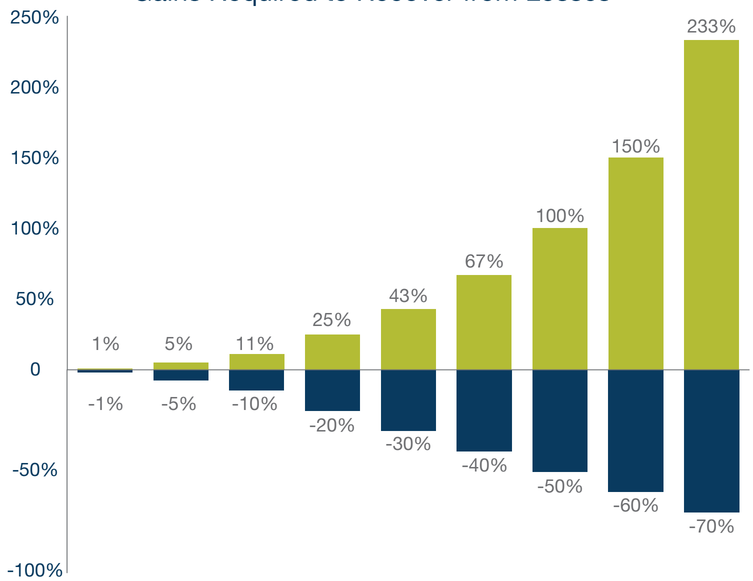
Last year marked the longest running bull market in history. Unfortunately, when long-run bull markets end, the decline can be dramatic. In fact, the average bear market return is -42%. **Could your clients afford for their $100,000 investment to become $58,000?**

Historical Bear Markets	Return	Historical Bear Markets	Return
1929-1932	-86%	1968-1970	-36%
1937-1942	-60%	1973-1974	-48%
1946-1949	-30%	1980-1982	-27%
1956-1957	-22%	1987	-34%
1961-1962	-28%	2000-2002	-49%
1966	-22%	2007-2009	-57%
Average Bear Market Return (1929-2009): -42%			

Source: J.P. Morgan Asset Management, *Guide to the Markets – U.S.,* Data as of December 31, 2019.

Plus, it can take a significant return to recover from loss.

Gains Required to Recover from Losses



Offer your clients protection from bear markets with a fixed-indexed annuity from Great American Life®. Fixed-indexed annuities offer the opportunity to participate in market growth, while providing complete protection against market declines.

A bear market is defined as a 20% or more decline from the previous market high. The bear return is the peak to trough return over the cycle.

Past performance does not guarantee future results. Products issued by Great American Life Insurance Company®, member of Great American Insurance Group (Cincinnati, Ohio).

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