Could Your Clients' Portfolios Withstand A Bear Market?

GREAT AMERICAN INSURANCE GROUP

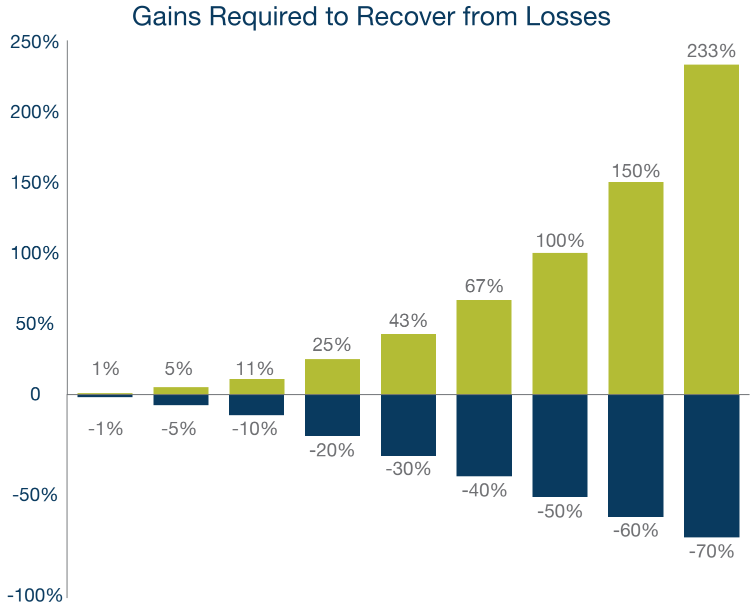
It pays to keep things simple.®

Since March 2009, the S&P 500 has gained over 300%. Unfortunately, when long-run bull markets end, the decline can be dramatic. In fact, the average bear market return is -45%. **Could your clients afford for their $100,000 investment to become $55,000?**

Historical Bear Markets	Return	Historical Bear Markets	Return
1929-1932	-86%	1973-1974	-48%
1937-1942	-60%	1980-1982	-27%
1946-1949	-30%	1987	-34%
1961-1962	-28%	2000-2002	-49%
1968-1970	-36%	2007-2009	-57%
Average Bear Market Return (1929-2009): -45%			

Source: J.P. Morgan Asset Management, *Guide to the Markets – U.S.,* Data as of July 31, 2018.

Plus, it can take a significant return to recover from loss. If today's bull market turns bear, do your clients nearing retirement have time to make up for a large loss?



To help protect your clients against the next bear market, consider 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.

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