

# Going from a variable annuity to a fixed-indexed annuity

## Could it benefit your clients?

Do you have clients or prospects with assets allocated to variable annuities with income riders? If so, you may have seen the values of these annuities fluctuate over the last several years.

During the financial crisis and the last recession, many equity-based portfolios experienced major losses. The income values on variable annuities brought some peace of mind knowing that, even with decreasing contract values, there was a lifetime income guarantee.

Now that we've experienced a positive equity-based run over the last several years, variable annuity values may be nearing or have surpassed the rider income values. If so, consider the following:

- Lock in those gains - During past positive market runs, many Americans nearing retirement acquired a nest egg for later life. Then, as quickly as that nest egg came, it went. The financial loss caused some investors to panic and sell near the bottom, which eliminated any possibility of recovery.
- Take on less risk - While variable annuities are subject to market fluctuations and can lose value, other types of annuities can help mitigate risk by providing downside protection.
- Receive more income - Now that variable annuity values are at or near rider income values, there may be other annuities that offer greater income opportunities.

## Hypothetical example

Kim is 67 years old and wants to begin receiving income at age 70. See how she could increase her retirement income with the Index Protector 7 fixed-indexed annuity and IncomeDefender<sup>SM</sup> rider from Great American Life<sup>®</sup>.

	Hypothetical variable annuity with income rider	Index Protector 7 with IncomeDefender rider
Account value	\$400,000	\$400,000
Income rider rollup	6% compounded	10% simple
Benefit base at age 67	\$400,000	\$400,000
Benefit base at age 70	\$476,406	\$520,000
Withdrawal % at age 70	5%	5.5%
Guaranteed annual income	<b>\$23,820</b>	<b>\$28,600</b>

With the Index Protector 7 and IncomeDefender rider, Kim can:

- Lock in market gains from her variable annuity
- Protect her account value from future market declines
- Potentially receive more retirement income



## About the IncomeDefender rider from Great American Life®

The IncomeDefender rider offers guaranteed growth of the benefit base with a **10% rollup for 7 years, income percentages that increase 0.10% each year** clients wait to begin receiving rider income payments and guaranteed lifetime income. Additionally, rider charges are refunded if the owner dies before starting rider income payments.

### 5 easy next steps

1. Do an internal audit on your book of business to filter for existing variable annuity contracts.
2. Find those that are near or past surrender charge periods with account values and rider values that are nearly equal.
3. Talk to these clients about the potential for locked in gains, less risk and potentially more guaranteed income.
4. Call your Marketing Representative for an illustration and more details on current riders.
5. Help clients make a suitable decision to meet their goals.



Any recommendation to buy or sell a security should comply with your broker dealer's standards. A securities license is generally required to make a recommendation to buy or sell a variable annuity.

All guarantees based on the claims-paying ability of Great American Life.

The IncomeDefender rider (R6036711NW) is available for an annual charge of 0.85% of the current benefit base. The charge is taken from the account value at the end of each contract year. A rollup period will end earlier in the event of an excess withdrawal that does not qualify as a rollup period withdrawal. The income percentage is locked in once income payments begin and will not change. Maximum income percentage is 7.5% for single lifetime income and 6.5% for joint lifetime income. Please see the rider for more information about rider charges, the impact of withdrawals on the rider benefits and other details about rider benefits and limitations.

Products issued by Great American Life Insurance Company® (Cincinnati, Ohio), under contract form number P1110416NW. Rider form number may vary by state. Products and features may vary by state, and may not be available in all states. Copyright © 2018 by Great American Life Insurance Company.

Not FDIC or NCUSIF Insured	No Bank or Credit Union Guarantee	May Lose Value	Not Insured by any Federal Government Agency	Not a Deposit
----------------------------	-----------------------------------	----------------	--	---------------