



# Your Keys to Success in Indexed Annuity Sales

The ideas and tools provided to agents doing business with Key Financial Group, Inc. have resulted in **more than a quarter of a billion dollars in indexed annuity premium.**



▶ **Interactive “Safe Money Handbook”**

- Use as a sales track
- Part of a direct mail program
- Handout at a seminar
- Introduction to indexed annuities for existing clients

▶ **FREE “Indexed Annuity Answer Book” includes sections on**

- Liquidity – how to explain surrender charges
- Contrasting Mutual Funds and Variable Annuities to Indexed Annuities
- Illustrative charts and graphs
- Credible third party quotes
- Individual pages of the workbook

▶ **FREE Indexed Annuity comparison and back-tester tool**

▶ **Financial Longevity Calculator**

- A quick and easy way to illustrate the benefits of the new lifetime income benefit riders
- Show how market declines impact your client’s income needs

▶ **NEW Roth Carve-Out Calculator**

- Increase your bonus indexed annuity sales – use the premium bonus to pay the taxes on a partial Roth IRA Conversion. This calculator determines how much you can “carve-out”

▶ **Direct mail program**

- Free leads based on production

▶ **Turn-key Seminar program**

- .39 cent mailer (not a postcard)
- PowerPoint program that goes along with the workbook
- Script and recording of a live presentation

▶ **Top companies . . . Top commissions . . . 25+ years of experience**

- Commission bonuses and marketing cost-sharing programs available

Key Financial recognizes that no two agents’ practices are the same. It’s not a one size fits-all approach. The tools and components of “Financial Concerns For Retirement” work with any marketing system and are built to support various personal practices and selling styles. These tools are not for sale, they are free to anybody who joins Key Financial. **Call today to find out more about all the opportunities that are available to contracted agents.**