

Uncovering Annuity Opportunities with Life Insurance Clients

Key message to life agents:

“Every life insurance client is a future annuity client. Life insurance protects the family. Annuities protect the retirement.”

Ways to uncover annuity opportunities in your existing client base

1) Start with the “already trusts you” segments

Pull simple lists from your CRM and target in this order:

- **Term policies 3–8 years old** (clients have more assets now; protection plan may need a retirement plan)
- **Ages ~50–70** (retirement timing + risk tolerance shifts)
- **Recent life events** noted in files: job change, inheritance, divorce, business sale, home sale
- **High cash in bank / “conservative savers”** (the “money in the mattress” mindset)
- **Clients nearing retirement who still have market exposure** (401(k)/IRA rollover conversations)
- **IUL owners approaching a review window** (policy review naturally opens “where else is your safe money?”)
- **Beneficiaries / spouses** on existing policies (often overlooked and highly receptive to planning conversations)

2) Tie annuity conversations to life insurance reviews

Give them an easy bridge:

- “We’ve protected income. Now let’s talk about protecting **retirement.**”
- “Your term covers the ‘what if I die’ risk—what’s the plan for the ‘what if I live a long time’ risk?”

3) Use “safe money” triggers instead of product pitches

Replace “annuities” with outcomes:

- **Principal protection**
- **Crediting strategies tied to an index** (no direct market investment language)
- **Guaranteed lifetime income options** (if appropriate)
- **Tax-deferred accumulation** (if appropriate)
- **RMD/retirement distribution planning** (in general terms)

4) Build a simple “Annuity Discovery” micro–fact finder (5 questions)

Here are questions that naturally surface annuity fit:

1. “How much do you prefer to keep safe from market swings?”
 2. “Any CDs or savings that will renew in the next 6–12 months?”
 3. “Do you want income later, or is growth with protection the priority?”
 4. “Any upcoming retirement date, pension decision, or rollover?”
 5. “What rate would make you comfortable moving money from cash/CDs?”
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Opening: Reconnecting With Existing Life Clients

“Hi [Client Name], this is [Agent Name]. We’ve worked together in the past on your life insurance planning, and I’m doing a quick annual check-in with my clients to make sure everything still aligns with your retirement and income goals. Has anything changed with your savings, retirement timeline, or concerns about market volatility?”

Transition: Identifying the Retirement Gap

“One thing I’m seeing with a lot of families right now is that they’re well-protected with life insurance, but their retirement income strategy may not be as secure as they think. They often ask:

- ‘How do I turn my savings into guaranteed income?’
- ‘How do I protect my principal if the market drops?’
- ‘How do I avoid running out of money if I live longer than expected?’

That’s where annuities can play a powerful role alongside your life insurance.”

Discovery Questions (Soft Prospecting)

“Let me ask you a couple of quick questions so I can see if this is even relevant for you:

1. Do you currently have a guaranteed lifetime income source besides Social Security or a pension?
 2. How comfortable are you with market risk on the money you’ll need in the next 5–10 years?
 3. If the market dropped 20–30%, would that change your retirement plans?
 4. Have you ever looked at ways to create income that you can’t outlive?”
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Education: Positioning Annuities as a Solution

“Annuities are designed to do for retirement income what life insurance does for your family’s protection:

- **Guarantee** (income you can’t outlive)
- **Safety** (principal protection from market loss, depending on product type)
- **Predictability** (knowing what income will be there, no matter what the market does)
- **Legacy** (passing remaining value to beneficiaries, often probate-free)

Just like life insurance protects against dying too soon, annuities protect against living too long and market downturns at the wrong time.”

Prospecting Angle #1: Existing Cash or CDs

“Many clients have money sitting in CDs, savings, or money markets earning modest interest and fully taxable each year. Annuities can potentially offer:

- Tax-deferred growth
 - Principal protection
 - Higher credited interest or income guarantees than traditional CDs”
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Prospecting Angle #2: 401(k) Rollovers

“When people retire or change jobs, their 401(k) becomes a major opportunity to:

- Protect part of their nest egg from market swings
 - Convert a portion into guaranteed lifetime income
 - Create a personal pension they control”
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Close for Appointment

“My goal isn’t to replace what you already have—it’s to see if adding a safe, guaranteed income layer makes sense.

Why don’t we schedule a short review where I can show you how annuities might fit alongside your life insurance and retirement accounts, and you can decide if it’s worth exploring further?”
