

TRACY LOWNSBERRY

FOUNDER OF ANNUITY GIANTS



I am a family man who places God first, family second, and ethical business practices third in my life. My journey has been one of dedication and growth, both in my personal life and my professional career. I have been married to my beautiful wife Elizabeth since 2017 and have 3 amazing boys, with my youngest two being identical twins. I served eight years in the US Army and am a former certified police officer.

LICENSED INSURANCE AGENT

Since 2017, I've been a licensed insurance agent, starting with a captive agency focused on Medicare and Life Insurance. My dedication and drive led me to break rookie sales records for eight consecutive months. Seeking further knowledge and opportunities, I transitioned to work under an RIA, handling their clients' insurance needs while studying for my Series 65 exam. This experience introduced me to the intricate world of annuities and financial planning where I eagerly absorbed as much knowledge as possible.

VIRTUAL PLATFORM

In December 2019, I took a leap of faith and started my own firm, just before the onset of the COVID-19 pandemic. I shifted my business entirely to a virtual platform, selling Medicare policies from the comfort of my home. This bold move yielded remarkable success, resulting in a tenfold increase in my income within a year and opened my eyes to the possibility of working completely virtual long term

FIRST FULL-TIME ANNUITY MONTH

During this time I had accumulated a significant knowledge around the annuity markets and decided to start being more intentional with adding them to my practice. By September 2021, I embraced annuity sales full-time, and my accomplishments spoke volumes—I wrote over \$3 million in premium, earning almost \$300,000 in commissions in a single month, but I quickly found out I had made mistakes. I was fortunate enough to rectify those mistakes, but this started my journey down the path of consuming Annuity knowledge so I would never make those mistakes again.

SUCCESSFUL SOCIAL MEDIA GROUP

Driven by the desire to share my knowledge and help others succeed in this field, I began mentoring other agents, leading to the creation of a successful social media group. This group has grown to become the largest social media community for Annuity Agents & Advisors. We follow a simple yet powerful mission: ethically educating agents on effective problem-solving approaches without overpromising or compromising our morals for a sale. The group quickly turned into a subscription based training platform which now hosts some of the top advisors in the nation as well as those whom are still in the novice learning phase of their career.

TOP 1% PRODUCER

Today, I have helped educate and train over 40,000 licensed advisors. I have been a top 1% producer and helped advisors write millions in annuity sales, experiencing exponential growth year after year. Our success is rooted in a process that anyone can plug and play into, backed by data, research, experience, and historical perspective.

MY MISSION

My mission remains steadfast: to educate agents, advisors, and consumers on the realities of these financial products, both their benefits and potential drawbacks. Through our collective efforts, we empower individuals to make informed decisions and secure their financial futures.

As I continue on this exciting journey, I am grateful for the opportunity to contribute positively to the lives of others, all while cherishing the blessings I have received and strive toward leaving a positive impact on others, as that is what God has called me to do.