



# SPIA Sales Solutions



## Targeting Small Business Owners for Annuity Sales

### When to Prospect for Annuities with Business Owners

When does a business owner have a need for annuities? If so, which annuity product is the best fit? Every situation can be different, especially depending on the business owner's age. The following chart provides general guidelines.

	Single premium immediate annuities (SPIAs)	Single premium deferred annuities (SPDAs)
Business owner has a lot of non-qualified assets from the sale of a business	X	X
Business owner doesn't have a qualified retirement plan		X
Business owner retires and wants a stable income	X	
Business owner has a profitable year and wants to set money aside for retirement savings		X

### Three Reasons Annuities Make Sense for Business Owners

Once you establish contact with a business owner, you have the potential to prospect for other products we offer. There are three likely scenarios in which a small business owner is a good fit for single premium immediate or deferred annuities:

#### Saving for the future

Some business owners probably haven't done an adequate job of saving money for their retirement. They could start putting money into a single premium deferred annuity, which can offer the business owner a tax deduction when included in an IRA or Simplified Employee Pension.

#### Security of stable income

Businesses have good years. They also could have bad years. The up-and-down financial roller coaster isn't something the business owner and his family want to experience in retirement. Putting a portion of the business owner's assets into a single premium immediate annuity can provide a guaranteed, reliable income stream in retirement.

#### Selling the business

After the sale of a business, the business owner likely has a lot of money that needs to go somewhere other than in a bank account. The business owner could put some of the proceeds from his sale into a SPIA for a dependable income source. There may also be a need to place a portion of those funds in a safe investment. A deferred annuity provides safety and tax deferral, two appealing characteristics to retiring business owners.