

# SPIA Sales Solutions

## Why Should Selling SPIAs Be Part of Your Business?



### Four key reasons to make Single Premium Immediate Annuities (SPIAs) part of your business

How many insurance products can provide your clients a guaranteed, reliable income that can last a lifetime? That list starts and ends with annuities.

Here are four reasons to make United of Omaha's single premium immediate annuities a consistent part of your business.

- 1. Prospects galore** – By 2030, all Baby Boomers will be 65 or older, closing in on retirement. With one in every five Americans reaching traditional retirement age, the market is primed to sell SPIAs.
- 2. Large cases** – Clients who purchase a SPIA are likely to invest tens of thousands, if not hundreds of thousands or more, to help provide the income they'll need in retirement. And obviously, the larger the sale, the more you'll earn.
- 3. Guaranteed issue, quick pay** – Since SPIAs require minimal underwriting, they are issued quicker than most other products. The quicker the policy is issued, the sooner you get paid.
- 4. Working the crossover markets** – If you've sold long-term care or Medicare supplement policies, those clients are a captive audience for a SPIA discussion. Working these crossover markets can help you maximize your business opportunities and increase sales.

### Think about SPIAs when your clients need income

Have you considered a single premium immediate annuity to satisfy your clients' income needs?

Fixed SPIA	
Primary Purpose	Guaranteed income during retirement
Amount of Annual Retirement Income/Cash Flow	At age 65+, often exceeds 6% of the original principal
Total Policy Fees and Expenses	None
Tax advantage of the Exclusion Ratio for Non-Qualified Annuities	Yes
Overall Product Complexity	Uncomplicated product design — Very straightforward
Impaired Risk Underwriting to Increase Payouts	Yes



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