

# ADVISOR TIPS

## Topics to Spark an Annuity Conversation with Your Clients

**InSource** INC.  
Your Source for Financial Solutions



Now is the perfect time for you to talk about annuities with clients and prospects planning for their retirement. Get started by using these topics to begin an annuity conversation.

Annuities that provide guaranteed income plus optional riders to address healthcare and illness costs, supplemented by Social Security, are an excellent starting point to help ensure your clients have their most basic needs met as long as they live.

**1 Americans are Living Longer** – According to the Social Security Administration, in 1940, the life expectancy of a 65-year-old was 14 years; today, it's over 20 years. Living longer means our assets need to last longer to secure retirement income needs.

**2 Pensions are Being Replaced with 401(k)s** – The responsibility of saving for retirement is rapidly shifting from the employer to the employee as defined benefit plans are being replaced with defined contribution plans.<sup>[1]</sup>

**3 Social Security Dependency** – On average, Social Security is designed to replace 40% of pre-retirement income. However, according to SSA, many retirees rely on it for more than 50% of their income. Further, 21% of married couples and 45% of single individuals depend on it for 90% or more of their income.<sup>[2]</sup>

**4 Rising Healthcare Costs** – According to Healthview Services, a 65-year-old couple retiring in 2021 can expect lifetime healthcare costs of \$662,156. What's more, healthcare care cost inflation continues to rise at a rate of 2-2.5 times that of U.S. inflation.<sup>[3]</sup>

**5 Longevity Risk Multiplier** – The longer your clients live, their chances of facing any of these risks multiply, which can quickly derail their retirement income plan.

Please contact InSource for more information about annuities:

Toll-free: (800) 732-1489

Text: (317) 434-8060

Email: [info@insourcemg.com](mailto:info@insourcemg.com)

Web: [insourcemg.com](http://insourcemg.com)



[1] <https://www.cnn.com/2021/03/24/how-401k-brought-about-the-death-of-pensions.html>

[2] Social Security Administration: 2021 Fact Sheet.

[3] Healthview Services: 2021 Retirement Healthcare Costs and Data Report