FOR WHOM THE BULL TOLLS

Catherine Weatherford
President and CEO
Insured Retirement Institute (IRI)

On August 22, the bull market in U.S. stocks became the longest in Wall Street history as the S&P 500 index reached 3,453 days without losing 20% or more in value. That’s just a few months shy of 10 years of an upward trajectory, a time over which a $100,000 investment in an S&P index fund would have grown to about $375,000. And yet, during a time of almost unprecedented opportunity for passive wealth creation, there were many who did not participate in those gains – a 2017 study from BlackRock noted that Americans were holding 58 percent of their investible assets in cash. Assuming a portfolio split between 58 percent cash and 42 percent in an S&P 500 index fund, that $100,000 nest egg would have only grown to about $275,000...and that’s assuming no rebalancing along the way!

Many investors, especially retirement savers, are not saving and investing according to a plan, and are a nervous lot when it comes to financial markets. And small wonder, given the events preceding this historic era of positive returns. As painful as it is to contemplate the missed opportunity to have accumulated one-third more in retirement savings, for many it is more painful to think about the possibility of losing even more, as someone fully invested would have in 2008 when the S&P 500 index fell 38 percent. Asset allocation appropriate to an investor’s life stage, goals, and risk tolerance is important, of course, but so is the use of solutions that can help investors sleep at night when they don’t know when the bull will continue to run, or the bear will return. Especially now, after this unprecedented period in history, advisors should be introducing their clients to annuities that can secure their retirement income, protect their principal and their gains, and give them the peace of mind to stay invested. As our research clearly shows,
while most of today’s retirees enjoy the security of a pension in addition to their Social Security retirement benefits, the retirees of tomorrow will have to rely on their savings to enjoy a secure and dignified retirement.

As I prepare to welcome a new CEO to IRI in the latter part of this year, I have an opportunity to reflect on what we have achieved at IRI in the last 10 years, and what the next 10 might hold. We’ve made great strides in elevating the retirement conversation, de-stigmatizing annuities, and influencing positive legislative and regulatory change. But we must continue working to improve current legal and regulatory frameworks, and help ensure that retirees, and those saving for retirement, understand the value of professional advice, the importance of setting savings goals based on a realistic assessment of retirement needs, and how critical it is to create one’s own guaranteed lifetime income in addition to Social Security. It’s been a memorable and rewarding decade, and I pass the reins confident that the IRI team, and its new leadership, are equal to these challenges.

IRI FAST FACTS

<table>
<thead>
<tr>
<th>AMERICANS WHO RECEIVE OR EXPECT MEANINGFUL PENSION INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirees*</td>
</tr>
<tr>
<td>79%</td>
</tr>
<tr>
<td>Boomers**</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>Generation X**</td>
</tr>
<tr>
<td>21%</td>
</tr>
<tr>
<td>Millennials**</td>
</tr>
<tr>
<td>26%</td>
</tr>
</tbody>
</table>

* Receive 25% or more of their total annual income from a public or private pension
** Expect meaningful income from a public or private pension

401(k) GENERATION

By Barry Stowe
Chief Executive Officer
Jackson Holdings LLC

WHEN IT COMES TO RETIREMENT PREPAREDNESS, BOOMERS ARE STRUGGLING, BUT THE NEXT GENERATIONS WILL BE IN WORSE SHAPE

While policymakers, industry experts and financial professionals scramble to address the issue of retirement funding for the very large current wave of Baby Boomers, the real question has yet to be addressed: How will the next generations be able to afford to retire and live well?

The problem is simple. Employer-provided pensions are increasingly uncommon, the future of Social Security is uncertain and more people will need to “self-fund” their retirements — a goal many find hard to achieve.

Defined contribution plans — principally 401(k)s — are the new retirement default for Gen X and Millennial employees planning for retirement, and this “401(k) Generation” is facing a challenging set of issues.

More than half of Gen Xers say they have less than $10,000 saved for retirement. Many live paycheck to paycheck and are focused on more pressing financial needs like repaying student loans, raising kids and paying their mortgage. As a result, they often cannot afford to save for retirement.

For Millennials, who now make up a larger percentage of the workforce than any other generation, there are several additional obstacles. The Great Recession created a difficult early-career job market and, as a result, Millennials have accumulated less wealth than any previous generation at the same age.

Moreover, longevity models predict Gen Xers and Millennials will live longer than any other generations in history, meaning their retirement savings will need to last longer. The “401(k) Generation” now faces the very real prospect of needing to fund a retirement that could last 30 years or more.

To help address this looming retirement crisis, 24 financial services firms have joined together to create the Alliance for Lifetime Income, with a shared purpose to educate Americans.
on the risk of outliving their income so they can enjoy their years in retirement. The Alliance seeks to motivate consumers and financial advisors by offering important educational resources, including an interactive website (RetireYourRisk.org).

The financial planning industry can and must lead the way in making sure Gen Xers, Millennials and the generations that follow understand their options as early as possible so they don’t outlive their money in retirement.

Our mission as an industry should be to raise the overall level of financial education and confidence in the U.S. by providing useful information framed in a way that is relevant, consumable and engaging for the modern investor, while developing educational outreach programs to help avoid this money gap for future generations.

PLAN FOR THE REST OF YOUR LIFE
According to a recent study by the Society of Actuaries, 40 percent of retirees underestimated the life expectancy of people their age by at least five years. Once we reach midlife, odds are we will live into our 80s. In fact, 25 percent of 65-year-old married couples will have one spouse live to at least age 97. It is never too early to start planning for those additional years.

PLAN FOR LIFETIME INCOME
While it is critical to take full advantage of employer-provided direct contribution plans, these plans alone are not the answer, as they were designed only to be a supplement for Social Security and employer-provided pensions. Further, not enough employers offer them, not enough people participate in them and many of those that do are not able to contribute enough.

Gen Xers and Millennials must begin educating themselves about guaranteed lifetime income to last their entire post-career years. Financial advisors can recommend products to help protect and grow assets while also providing guaranteed lifetime income as part of a prudently diversified plan for retirement. The guarantee of a monthly “paycheck” can relieve retirement savers of the fear of running out of money and can supplement income from other sources like Social Security and 401(k)s.

TALK TO AN ADVISOR
Talking with a qualified advisor can be the most important step. Conversations should lead to a plan that is unique to each individual. Understanding the investment and annuity strategies that make sense given individual circumstances is critical to making informed decisions. A financial advisor should help clarify for retirement savers how much they have, how much they will need to maintain their lifestyle in retirement, and how to bridge the gap between the two.

The “401(k) Generation” must take these important first steps to get started on the path toward achieving financial freedom for life. Unlike many of today’s older retirees that have pensions to supplement their Social Security benefits, securing adequate, lifetime retirement income is up to them.

Barry Stowe is the Chief Executive Officer of Jackson Holdings LLC, which includes Jackson National Life Insurance Company® (Jackson®) – a leading manufacturer of retirement products – and all other U.S. subsidiaries and affiliates. Jackson is a founding member of the Alliance for Lifetime Income.

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Call the New York Life Annuities Sales Desk at 888.474.7725 or visit newyorklifeannuities.com.

¹ The Investment Preservation Rider—FP Series (IPR) contains a no-loss guarantee that protects all premium payments made in the first policy year (less any proportional withdrawals) after the completion of a holding period. The IPR guarantees a portion of retirement assets for a holding period. The IPR does not protect the owner’s investment from day-to-day market fluctuations or against losses that could be realized prior to completion of the holding period.

² Please note that in a down market, a traditional fee structure, which is based on the account value, may be more advantageous.

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Before investing, carefully consider the investment objectives, risks, charges, and expenses of the variable annuity. Contact the NYL Annuities Sales Desk for a prospectus containing this and other information which should be read carefully before investing.

Policy Form #s (state variations may apply): New York Life Premier Variable Annuity—FP Series (ICC17V-P01 or it may be NC17V-P01); Investment Preservation Rider—FP Series (ICC17V-R01 or it may be NC17VR02). Some states may offer this rider under a different name and benefits may vary. Issued by NYLIAC, a Delaware Corporation, NYLIFE Distributors LLC, Member FINRA/ SIPC, is the wholesaler distributor and underwriter for these products. Both NYLIAC and NYLIFE Distributors LLC are wholly owned subsidiaries of New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010.

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SMRU1778861 (Ex.05.01.2019)
HELP TURN THE PAGE ON UNNECESSARY RETIREMENT RISK

By Paula Nelson
President, Retirement Global Atlantic

It is said that 97% of writers who begin writing a book never finish it. They may even plan “right” and outline to “the end,” but other factors get the better of them. Maybe it’s the time commitment and they just run out of steam, or perhaps while dreaming of the great American novel, life gets in the way, as it so often does — appointments, family obligations, bills to pay.

As I thought about these reasons why would-be authors might not finish successfully, I started to see parallels with the pitfalls retirees today may face in that critical chapter of their lives. Even if they have done what the experts recommend by outlining — and executing — a saving plan, will the time commitment get the better of them and outlast their savings? Retirement today could last 30 years. What if life gets in the way and medical expenses, for instance, or maybe even a long-term care event, put a damper on their retirement dreams.

According to a recent survey from the Alliance for Lifetime Income, the new industry advocacy group for protected income solutions, of those ages 45-72 with $75,000-$1.9 million in assets, 48% are relying on Social Security as their only protected income source for retirement. Now consider the fact that 25% of those over 65 today will live to age 90 and 10% will live to be at least 95, according to the Social Security Administration. The risk of running out of money is real. It’s so real that debt.org reports that 20% of people filing for bankruptcy are age 55 or older.¹

Then there’s this potential plot twist. The chances of a person age 65 and older today needing long-term care is almost 70%,² and 15% of those people will need to spend more than $250,000 on care.³ The effects can be devastating.

Retirees have spent decades focusing on saving for retirement. That’s the message from planners, in the media and even from employers encouraging participation in 401(k)s and the like. Saving is certainly a necessary and vitally important part of the equation. However, an equally vital component that is largely missing from the cultural retirement conversation is ensuring the ability to successfully live in retirement once the accumulation phase is complete.

Only protected income sources can provide this level of confidence. Social Security is one source most people rely on, but it’s rarely enough, replacing only 40% of the average American’s income. Pensions are another source of protected income that previous generations have heavily relied upon, but pensions in the private sector are dwindling and nearing extinction.

Annuities can play an important role in retirement planning as one of the only financial assets that can leverage savings to provide a predictable, guaranteed income stream throughout retirement—regardless of how long retirement lasts.

Continued on page A6
Americans need greater awareness of the risks they are taking. They are making a leap of faith by relying on lump-sum savings to fund retirement when the length of that retirement is an unknown, and other unpredictable factors can unexpectedly deplete the money they are counting on.

To help raise the level of awareness, 24 financial services organizations, including Global Atlantic, recently launched the Alliance for Lifetime Income. The Alliance’s mission is to educate Americans about the importance of protected lifetime income solutions using content, tools and resources, both online and off, that empower Americans to take action.

To inform and validate its mission, the Alliance conducted a survey of Baby Boomer and Gen X households, which, along with other new research conducted by the Alliance, revealed that substantial savings alone do not alleviate financial anxiety about retirement. In fact, those who have incorporated protected monthly income from sources other than Social Security — such as an annuity or pension — are far more confident in their retirement preparations.

Through a multi-faceted, multi-year educational program, the Alliance seeks to raise awareness and empower consumers and financial advisors to discuss the need for a protected lifetime income approach within a comprehensive retirement strategy. With guaranteed income for life, advisors and retirees can help mitigate the impact of rising costs of living and healthcare, market volatility and longer lifespans.

A writer who abandons a work in progress always has the option to start again or to revisit the work at a later date. Here is where my analogy begins to break down. Retirees don’t have the luxury of a do over. They have one chance to get it right – no rewrites.

The entire financial community has an important role to play in following the Alliance’s lead. We need to empower consumers with education, resources and advocacy for protected income in retirement and raise awareness of the risks they are assuming if they choose not to protect their income. Let’s help keep suspenseful thrillers on their bookshelves and out of the story of their lives.

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Annuities are issued by Forethought Life Insurance Company, 10 West Market Street, Suite 2300, Indianapolis, Indiana. Variable annuities are underwritten and distributed by Global Atlantic Distributors, LLC. 2184385.1

HELP CLIENTS BECOME LESS VULNERABLE TO FRAUD

Advisors Can Play a Key Role in Keeping Clients’ Assets Safe

Financial scams can carry a heavy toll, both in terms of monetary losses and emotional harm. In 2017, there were 1.1 million reported incidents of fraud, resulting in $905 million in losses.¹ And while all consumers are at risk of fraud, seniors may be especially vulnerable. Some older people experience cognitive declines that make them more vulnerable, and some scammers specialize in targeting older victims.

Fortunately, financial advisors can play an important role in helping raise clients’ awareness of fraud and giving them tools to protect themselves and their wealth.

WHAT FRAUD LOOKS LIKE

For victims of all ages, scams often arrive in the form of an email, letter, phone call or advertisement presenting what appears to be a promising opportunity or a solution to an urgent problem.

Telemarketing scams are one of the most prevalent fraud schemes in the country. Fraudulent telemarketing calls tend to most heavily impact older people, who make double the number of purchases by phone than the national average.²
Consider a case reported by National Public Radio in 2016: In a phone call, a scammer posing as an IRS agent told a woman that she owed money. If she didn’t pay, the caller said, she would lose her home and could even go to prison. During the hour-long call, the scammer’s tone became increasingly harsh. Fortunately, the woman on the other end of the line was not a real victim — she was a researcher investigating phone fraud. But the call demonstrates how scammers target their victims, attempting to pressure them into complying with their demands.

Seniors may be at particular risk for this type of fraud. Researchers from the Stanford Center on Longevity say as people age, they may face greater risk as their cognitive function declines and they become more easily confused. In addition, older people who frequently buy over the phone may be comfortable providing personal and credit information to a caller — and less aware of the danger of giving out those details.

Some fraudsters who target older people use tactics that take advantage of victims’ willingness to help someone in need. The “grandparent scam” is one such example. These incidents occur when a scammer calls an older person and says, “Hi, Grandma, do you know who this is?” A grandparent may respond with the name of a grandchild. The caller then uses this information to establish rapport with the victim and beg the grandparent to wire them money to solve some financial trouble.

Fraud does not only occur in situations in which a scammer has personal contact — by phone, email or in person — with a victim. Victims often fall prey to advertisements for phony medical products such as diet or anti-aging pills. Making clients aware of the wide variety of scams that exist can help them understand what to look for and when to examine an advertisement or email more closely.

FRAUD BY THE NUMBERS

Fraud victims represent a full range of ages and income levels, so all of your clients stand to benefit from understanding the risk. However, research shows that some older people experience cognitive impairments such as forgetfulness, slower information processing and more impulsive decision-making — all of which can make a con artist’s scam seem more persuasive.

Consider the following statistics:
• A quarter of fraud victims are age 60 or older.
• More than a third of seniors experience financial abuse in any five-year period.

The median sums victims lose to fraud tend to increase with age. Victims in their 30s lose a median of $380, while those in their 50s and 60s lose a median of $500. Meanwhile, victims age 80 or older lose more than $1,000. Certain personality traits can also put people at higher risk for being defrauded. A 2015 study found those who are described as “extremely friendly” face a four times greater risk of elder financial abuse than those who have a more typical level of friendliness. In addition, people who are described as frugal and driven by bargains are at five times greater risk for fraud.

Seniors lose an estimated $36 billion per year to fraud and financial abuse. However, experts say it’s difficult to know exactly how many people are affected by fraud and how much money is lost because incidents of fraud are significantly underreported. In fact, a study by the Stanford Center on Longevity found that only 14% of victims file a report, and 39% never tell anyone. Victims who made no report told researchers they felt embarrassed or didn’t believe reporting the incident would make a difference.

WHAT YOU CAN DO TO HELP CLIENTS

Through education and raising awareness, financial advisors can help prevent clients from becoming fraud victims. Here are some ways to help clients become less vulnerable to financial scams:
• Understand that as clients age, they may
experience a decline in cognitive ability. Changes in brain function can make them more susceptible to fraud.

• Talk to your clients often about potential scams. Don’t aim to inspire fear, but suggest that they remain vigilant and cautious with sensitive personal and financial information.

• Strive to eliminate jargon from any communications — written or spoken — with your clients. Especially as clients age, it’s important that messages are simple and easy to understand.

• Scammers may be skilled at manipulating victims’ emotions and pressuring or persuading them. Encourage clients to consult with you when they’re unsure about an offer.

• Tell clients about the National Do Not Call Registry (donotcall.gov) and encourage them to add their phone numbers.

• Make your clients aware of email scams. Warn them about the risks of giving out financial or personal information to strangers who demand it in emails or phone calls. Show them how to report a suspicious email.

• Encourage clients to keep an eye out for fraudulent charges by reviewing their bills closely and following up on any charges they don’t recognize.

• Phrase your advice and suggestions in the affirmative — “do this” rather than “never do this.” Older people tend to remember positive messages more than negative ones.

With your support, clients can learn to protect their finances and their emotions from wrongdoers.

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Talking ’Bout the Generations

Every individual experiences market events in a way that is unique to his or her circumstances. But when advisors can see how market perceptions are influenced by one’s age and stage of life, they can better understand how to approach communication and advice with clients of different generations.

Investor Profile

<table>
<thead>
<tr>
<th>Birth Year</th>
<th>Age</th>
<th>Initial Investment</th>
<th>Peak Investment</th>
<th>Transitioning to Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982–1995</td>
<td>22–35 Years</td>
<td>little to no asset accumulation, mostly equities</td>
<td>some asset accumulation, mostly equities</td>
<td>peak asset accumulation, shifting to fixed income</td>
</tr>
<tr>
<td>1946–1964</td>
<td>53–71 Years</td>
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</table>

Cumulative Wealth

The Great Recession impacted investors differently—depending on their investment life stages. Baby Boomers experienced the greatest absolute loss, but were more likely protected by fixed income than either Generation X or Millennials. Millennials had not accumulated much and still haven’t gained much momentum.

Source: LPL Research, Bloomberg 08/07/17. Chart represents the cumulative growth of a $10,000 investment in the S&P 500 Index on the first business day of the year the investor turns 18. Birth years represented are 1946 for Baby Boomers, 1965 for Generation X, and 1982 for Millennials. Great Recession occurred from December 2007 to June 2009. Past performance is no guarantee of future results. All indexes are unmanaged and cannot be invested into directly.

Continued on page A10
Generation X may have been the most psychologically damaged by the markets, having lost a significant amount of assets at a critical stage of growth. While the markets may have recovered, many may still feel wary and may have missed investment opportunities out of fear.

The Early Years Matter

Baby Boomers and Millennials experienced similar return environments in the early stages of their investing careers; however, standard deviation has increased with each generation, which can have a lasting impact on an investor’s attitude and risk tolerance.

Return on Investment and Standard Deviation
(18–35 years old)

Cumulative Price Return of $10,000 Invested in S&P 500 at Age 18 by Generation

3-Year Standard Deviation

Source: LPL Research, FactSet, Bloomberg 08/07/17

Financials
(18–35 years old)

All data shown are adjusted for inflation, 2013 $.

Over the generations, investors have become financially savvy earlier. Millennials started investing earlier on, but have lower net worth at this stage of life than previous generations, due in part to higher debt levels and lower incomes when adjusted for inflation.

Median net worth
Millennials $10,400, Generation X $15,400, Baby Boomers $14,100

Retirement holdings
Millennials $12,000, Generation X $7,200, Baby Boomers $5,400

Median income
Millennials $55,300, Generation X $43,900, Baby Boomers $37,300

Stock holdings
Millennials $7,100, Generation X $9,200, Baby Boomers $5,400

Median debt
Millennials $35,900, Generation X $79,700, Baby Boomers $22,000

Education debt as a % of total median debt
Millennials 47.9%, Generation X 35.4%, Baby Boomers 24.5%


1 Includes direct and indirect stock holdings. Indirect stock holdings are those in pooled investment funds, retirement accounts, and other managed assets.
What it means: Millennials are starting their investing careers in a more difficult economic environment than the generations that came before. Higher volatility in the markets and higher debt may slow the path to growth and require patience from a group that is accustomed to instantaneous communication and access.

Attitudes

At Early Stage of Investing (18–35 years old)

Optimism vs. Pessimism
Generation X had the highest ratio of optimism to pessimism regarding their financial futures.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Optimism Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial</td>
<td>3.6x</td>
</tr>
<tr>
<td>Gen X</td>
<td>10.8x</td>
</tr>
<tr>
<td>Baby Boomers (BB)</td>
<td>5.9x</td>
</tr>
</tbody>
</table>

Pooled in 2013
Pooled in 2001
Pooled in 1989

Source: General Social Survey (1987, 2000, 2012). Ratio of respondents who are optimistic to pessimistic about their future. Responses were gathered when each generation was between the ages of 18 and 35 (1989 for Baby Boomers, 2001 for Generation X, and 2013 for Millennials).

Distrust of Institutions
Millenials were twice as wary of financial institutions as Baby Boomers and nearly three times more than Generation X.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Wary Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial</td>
<td>32%</td>
</tr>
<tr>
<td>Gen X</td>
<td>12%</td>
</tr>
<tr>
<td>Baby Boomers (BB)</td>
<td>16%</td>
</tr>
</tbody>
</table>

Pooled in 2013
Pooled in 2001
Pooled in 1989

Source: General Social Survey (1987, 2000, 2012). Percentage of respondents who say they have hardly any confidence in the people running banks and financial institutions. Responses were gathered when each generation was between the ages of 18 and 35.

At Current Age

Confidence in Retirement
Today, Millenials are showing the greatest confidence of the three generations that they can retire comfortably.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Confidence Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial</td>
<td>68%</td>
</tr>
<tr>
<td>Gen X</td>
<td>56%</td>
</tr>
<tr>
<td>Baby Boomers (BB)</td>
<td>62%</td>
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</table>

Confidence is percentage of respondents who said that they were “very confident” or “somewhat confident” in their ability to retire comfortably.

72% have started saving for retirement. This is a financially savvy group.
54% intend to continue working after age 65.
74% of retirees say they have enough money to live comfortably. Let them know this.
17% are highly confident that social security will be there for them.
30% have borrowed against retirement savings, the highest of the three generations.
87% believe social security will be there. Use this in their plan.

Source: Transamerica Retirement Survey (2016)
Attitudes can impact the way people choose to invest. But despite generational differences, retirement is still the number one financial goal among investors.

**Talking to the Generations**

**Millennials**

- They want advice! Use of financial professionals is increasing.
- They are highly skeptical of large corporations. Make them trust you, not an institution.
- They expect to be delivered content. 80% use mobile technology for financial matters.
- They are interested in taxes and planning, less so on product recommendations.

**Generation X**

- Be realistic. Generation X is skeptical and fearful. Overly elaborate promises and strategies will likely ring hollow for them.
- Focus on the now. Boosting 401(k) contributions and repaying debt (especially from retirement savings) are key.
- Create a written plan. Most of Generation X does not have one. Developing a plan may help reduce anxiety.

**Baby Boomers**

- Focus on security. Discuss long-term care and related planning concepts to address concerns around healthcare costs.
- Take advantage of catch-up provisions for retirement savings if available.
- They want to travel! Since it’s the most frequent retirement dream, make sure it is part of the plan.
- Don’t forget growth. 37% of Baby Boomers expect to live past the age of 80, and portfolios will need to keep up.

Source: Transamerica Retirement Survey (2018)

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing.

The Standard & Poor's 500 Index is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries.

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<th>Not FDIC/NCUA Insured</th>
<th>Not Bank/Credit Union Guaranteed</th>
<th>May Lose Value</th>
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<tr>
<td>Not Guaranteed by Any Government Agency</td>
<td>Not a Bank/Credit Union Deposit</td>
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</table>
Roughly 40 percent of financial advisors see cases of suspected financial abuse of elder investors several times a year. It's time to talk about how we can prevent elder abuse at IRI's annual no-cost Summit.

### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00am – 10:00am</td>
<td>Networking Breakfast</td>
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<tr>
<td>10:00am – 10:15am</td>
<td>Welcome and Opening Remarks</td>
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<td></td>
<td>IRI Protecting Older Investor Board Working Group Co-Chairs.</td>
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<tr>
<td></td>
<td>Robert DeChelli, President and Chief Strategist, Allianz Exchange</td>
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<td></td>
<td>Jerry Patterson, Senior Vice President, Retirement &amp; Investor Services, Principal Financial Group</td>
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<tr>
<td>10:15am – 10:45am</td>
<td>POI Industry Research: What’s New &amp; What’s Next?</td>
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<td>How is the current generation of retirees faring in retirement? We’ll review new IRI research on retirees and discuss how they are faring in retirement, their concerns and aspirations, and how subsequent generations of retirees will differ.</td>
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<td>Facilitator: Frank O’Connor, IRI</td>
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<td>10:45am – 11:15am</td>
<td>POI: The Changing Profile of the Older Investor</td>
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<td>With the population of older Americans expected to double in size to nearly 84 million Americans by 2020, the protection of the millions of older Americans who could lose a lifetime of savings because of financial exploitation is critical. As a result, more concerted efforts will need to be undertaken to prevent our nation’s most vulnerable population of retirees from being exploited. As a result, the provision of advice and guidance from financial professionals will become even more important to older Americans as they seek to build a path for a financially safe and secure retirement. This session will examine the profile of today’s older investor, the challenges they face in building a plan and saving for their retirement, and the important role that financial professionals can play in recognizing that an elderly client may be suffering from cognitive decline or be a victim of fraud or financial exploitation.</td>
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<td>Facilitators: TBD</td>
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To see the rest of the agenda, visit [www.myirionline.org/pois18](http://www.myirionline.org/pois18)
Celebrating 30 years of helping clients plan for long-term care expenses

by Bill Nash, VP of MoneyGuard® Distribution, Lincoln Financial Distributors, Inc.

One of the most satisfying feelings you can have as an advisor is knowing your clients feel confident about their financial future. Understand that reaching this point is the culmination of hard work and a strong interpersonal relationship.

Lincoln Financial recognizes all you do to make a difference in the lives of clients, and we’re especially appreciative when that includes helping them plan for long-term care (LTC). This year marks Lincoln’s 30th year of providing long-term care funding solutions. We believe a collaborative effort with advisors anticipates and meets the ever changing LTC-planning needs of clients.

While advisors and clients agree on the need for long-term care planning, not nearly enough clients plan early for the risks of long-term care. Many clients postpone planning until an event triggers the conversation, which may leave them with limited planning options.

95% of advisors believe it’s important for clients to consider LTC as part of their retirement planning.

97% of consumers agree that families ought to discuss LTC plans before they’re actually needed.

75% of advisors indicate that clients are triggered to talk about LTC when someone close to them needs it.


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Too often, advisors report (60%) that they’ve seen the costs of long-term care severely impact families. Lincoln doesn’t want this outcome for your clients, and we’ve been steadfast in our commitment to make long-term care expense funding accessible, affordable and attractive to more clients.

If you’ve found talking with clients about long-term care challenging, or have postponed the conversation at a client’s request or in favor of other priorities, we have several new tools that may help get the conversation back on track. These tools were designed to complement the retirement planning discussions you have with your clients. In addition, recent enhancements have been made to the application process, giving clients the convenient, digital experience that they expect.

If you’re new to Lincoln, ask a colleague about their success with Lincoln MoneyGuard® solutions and the benefits and features of hybrid life/long-term care combination solutions that have made them popular with advisors and their clients.

<table>
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<th>Benefits of Lincoln MoneyGuard solutions</th>
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<tr>
<td>Greater affordability</td>
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<td>Benefits if your clients don’t need care</td>
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<tr>
<td>Concierge Care Services*</td>
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<td>Reimbursement for care when clients need it</td>
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Let’s work together to make the LTC conversation a priority and an integral part of your retirement planning with clients.

To learn more about Lincoln MoneyGuard solutions and the resources we offer to simplify the process of planning for LTC, please contact your Lincoln wholesaler.


This material should be regarded as educational information and is not intended to provide specific advice. If clients have questions regarding their particular situation, they should contact their legal or tax advisors.


Lincoln MoneyGuard® products are universal life insurance policies with optional long-term care benefit riders. For agent or broker use only. Not for use with the public.
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- Global Atlantic Financial Group
- Jackson
- Lincoln Financial Group
- Wells Fargo

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- Exchange
- American Century Investments
- BlackRock
- Cetera Financial Group
- eMoney Adviser
- J.P. Morgan Asset Management
- New York Life
- PIMCO
- Sammons Financial Group
- Symetra
- T. Rowe Price