In publishing my book on women and wealth early in 2017, I was first and foremost trying to show that women can attain financial freedom and reach their goals, despite facing challenges very different from those of their male counterparts. Our research strongly backs this contention and shows how crucial the financial advisor is in helping women on this journey to financial success. More than eight in 10 women are concerned that they won’t be able to save enough for retirement, be able to afford the lifestyle they want in retirement or be able to stop working when they want. In fact, 65 percent of women who don’t know when they will be able to retire say it is because they don’t expect to have adequate savings, while only 35 percent of men feel this way. This is a huge concern, especially given that almost three in four women can expect to live to age 85, and more than one in two will reach age 90. On average, women will live five years longer than men, tend to experience health issues like cardiovascular disease about 10 years later than men, and are 60 percent more likely to need some form of long-term care – in fact more than two-thirds of current long-term care service recipients are women. So, women need their money to last longer, and will likely need more of it to pay for health care and long-term care. For Boomer women, the problem is acute and immediate: more than 40 percent do not have any retirement savings, and less than half of those that do have saved at least $100,000. Women need help from financial professionals to create retirement saving and spending plans that acknowledge their unique risks, and enable them to live with dignity throughout their retirement years.

Continued on page A2
Female investors represent an enormous opportunity. Only one in five women classify themselves as “DIY” investors – the rest are either seeking, or need, help from financial advisors. And, while four in 10 women believe they share responsibility equally with their partners when it comes to making investment decisions, only one in four men believe this to be true. The implication is that the advisor can play a critical role not only in educating and coaching women to help them save and invest more effectively but can also help ensure partners are on the same page about their joint goals. But advisors need to understand, and be responsive to, the dynamics of a professional relationship that are important to women. Relative to men, women are particularly interested in advisors having deep financial product expertise. However, knowledge is not enough: they want advisors to explain financial concepts clearly without talking down to them, to be proactive and creative in making suggestions and crafting solutions for meeting financial goals, and to consistently follow up as planned. Women are also far more likely than men to seek financial advice from family or friends, a fact which advisors ignore at their peril; imagine making a recommendation, only to have that recommendation challenged by a member of your client’s family – a far less likely scenario for advisors who take the time to clearly explain both the recommended product, and the rationale for its use.

Most men, women, and couples are, or will be, challenged to make their financial resources last throughout retirement. Those who forge deep and lasting relationships with financial professionals have a much better chance of doing this successfully, by saving and investing, using annuities to ensure they have income that lasts throughout their retirement years, and using insurance, HSAs and other strategies to manage health care and long-term care risk. A parting thought to reflect upon: nine in 10 Baby Boomer women believe they need a source of guaranteed lifetime retirement income, other than Social Security, but only 5 percent say they would use a portion of their retirement savings to purchase an annuity. Sounds like an opportunity to explain a financial product and concept to a vast market that needs, and wants, such a solution.

Sources: “Boomer Expectations for Retirement 2018” (IRI, 2018)
“Women’s Perspectives on Saving, Investing, and Retirement Planning” (IRI, 2015)
American Association for Long-term Care Insurance

IRI FAST FACTS

5 THINGS TO KNOW ABOUT BOOMERS AND RETIREMENT READINESS

| 25% | Only 25 percent of Baby Boomers are confident their savings will last throughout retirement. |
| 7 in 10 | Seven in 10 Boomers say it is very important for retirement income to be guaranteed for life, yet only 14 percent plan to purchase an annuity with a portion of their 401(k) or IRA and only 3 percent have done it. |
| 4 IN 10 | Four in 10 Boomers plan to withdraw from their 401(k) “as needed” to pay for their basic expenses. Despite this, only half as many (22 percent) consider their 401(k) to be a major source of regular retirement income. |
| 84% | Eighty-four percent of Boomers with financial advisors have income from an annuity in the financial plan created for them by their advisor (43 percent), or their advisor has discussed using annuities for retirement income with them (41 percent). |

MONTHLY GUARANTEED INCOME is the most important single trait Boomers look for in a retirement investment, ranked number one or number two in importance by 41%.

Source: Boomer Expectations for Retirement 2018 (IRI, 2018)
ENGAGING FAMILIES IN LTC PLANNING

By Bill Nash  
VP of MoneyGuard\textsuperscript{\textregistered} Distribution  
Lincoln Financial Distributors, Inc.

Have a client discussion about caregiving to engage families in long-term care planning.

Caregiving is familiar to many. The majority of Americans we surveyed have either provided care to a loved one or know someone who has.\textsuperscript{1}

These nonprofessional, unpaid individuals providing care can be a spouse or partner, family member, friend or neighbor. Their involvement may range from light support to more intense responsibilities, up to and including assistance with activities of daily living and/or medical tasks both in one’s home or in a care facility.\textsuperscript{2} They are in many ways selfless, juggling the tasks of providing care and managing work, while maintaining family and social obligations.

The caregiving experience—both good and bad—is bound to leave a lasting impression on people’s attitudes toward their own potential care needs.\textsuperscript{3} For this reason, caregivers—and those who have a familiarity with it—are most willing to have a caregiving discussion that includes their own plans for care.
Ask your clients what their caregiving experience was like

One thing caregivers generally have in common is that their experience was much more than what they anticipated. In fact, we found nearly two-thirds of caregivers (63%) had no idea how demanding it would be.  

It takes stamina and emotional strength to care for a loved one. Almost three-quarters (72%) of parents and children worry they would not be able to provide adequate care if somebody in their family needed it.

If you talk with people who have provided care for a loved one, you’ll find that the experience has changed their attitude about their own possible care.

- Of those Americans who have provided care, 53% say their experience as a caregiver changed how they are planning for their own future.

- Among family caregivers, 63% say that long-term care insurance would have made their caregiving role easier.

Help family members get on the same page

Education and discussion around caregiving, and the risks it poses to families, can help sway preconceived attitudes.

Clients may have formed a care preference for themselves or their spouse, without ever discussing it. When asked who they have spoken to about long-term care, only one-fifth to one-half of Americans surveyed admit to having had such conversations.

- People who have spoken about long-term care did so:
  - With a spouse 52%
  - With their children 29%

Women caregivers bear an extreme financial burden: $325,000 in estimated lost wages and Social Security benefits over their lifetime if they leave the workforce to provide care.
Common concerns about family caregiving

These findings imply that more couples and their families need to have an open discussion about their caregiving concerns. Through dialogue, families can learn what attitudes they share and where they differ when it comes to how each individual wants to be cared for in the event they need long-term care.

When given the opportunity to express their feelings openly, family members can come closer to being in sync with each other’s wishes, so they can confidently plan for long-term care together.

Understand the cost of care

Clients who do not want to shoulder the responsibility of caregiving alone should be familiar with options for other types of care. Lincoln has created an interactive website, www.WhatCareCosts.com, to help clients understand the cost of care in their state, from in-home aides to assisted living facilities to full-time care in a nursing home. It’s important to show clients the actual costs, so they have a realistic expectation of the various types of long-term care available where they live or where they plan to retire.

Continued on page A6
Summary

Of the Americans we surveyed, 97% agree that families should discuss plans for long-term care before they actually need it. However, long-term care planning is not being discussed by clients and their advisors in great enough numbers.

To make it easier for clients to discuss their own plans for long-term care, advisors can jump start the conversation by encouraging clients to discuss their own experiences or perceptions about caregiving. Part of that conversation needs to be educational, as many clients are unaware of the challenges of providing care and the burden that caregivers carry. Raising their awareness can help them understand why a loved one may not want to shoulder the burden of caregiving alone. And that planning for professional assistance before it is needed can help relieve any anxiety among their loved ones about their ability to provide adequate care.

Finally, the cost of care is fluid and trending upward. Advisors can help clients by keeping them informed about the costs of care in their area and what it’s projected to be in the future. This way clients can more accurately plan for the funding they will need.

Start the conversation

Anytime advisors discuss financial planning or retirement with clients is a good time to talk about long-term care planning. By better understanding the dynamics of caregiving and the costs of options available, clients will be better able to make informed choices about the care they may want for themselves and their loved ones.

To learn more about long-term care planning, visit our financial advisor website at www.LincolnFinancial.com today.

---


About Versta Research: Versta Research is a third-party research firm commissioned by Lincoln Financial Group to design and conduct two surveys — one among consumers and one among producing financial advisors, including licensed insurance agents — on the topic of long-term care attitudes, experiences and planning. The surveys were conducted from August 28 to September 22, 2017.

Consumer Survey: 1,012 U.S. adults recruited from a national online research panel used exclusively for polling and research. Sample was stratified by age, gender, sexual orientation, race and ethnicity, region, and income. Final data were weighted to match U.S. Census on age, gender, race, ethnicity, and region.

Advisor Survey: 500 producing financial advisors recruited from a national online business panel used exclusively for research. To qualify for the survey, advisors had to have familiarity with long-term care or hybrid products, minimum five years’ tenure as an advisor, and a minimum average client portfolio of $100,000. Advisors represent a full range of channels, including independent broker-dealers, wirehouses, regional and insurance broker-dealers, banks, and others.

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.


For agent or broker use only. Not for use with the public.
YOUR CLIENTS HAVE A LOT OF RESPONSIBILITIES IN LIFE — WHAT HAPPENS IN THE MARKET SHOULDN’T BE ONE OF THEM

Introducing Lincoln Level Advantage℠ indexed variable annuity

Bring protection, growth and income into balance

Guard it.
Guard your clients’ assets during market downturns with four distinct levels of protection.

Grow it.
Help your clients diversify across a range of indices and 14 investment options for maximum growth opportunities.

Get it.
Give clients the confidence of knowing they can get income if and when they need it, with Lincoln’s optional income benefit rider, i4LIFE®.*

* i4LIFE® Indexed Advantage is available on the indexed anniversary for an additional annual charge of 0.40%. Indexed accounts with indexed terms greater than one year are not available for allocation or reallocation.

Variable products are sold by prospectuses, which contain the investment objectives, risks, and charges and expenses of the variable product and its underlying investment options. Please call 888-868-2583 for free prospectuses. Read carefully before investing.

Lincoln Level Advantage℠ indexed variable annuities (contract form 30070-B and state variations) are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. All contract and rider guarantees, including those for optional benefits, payment of the amount from the indexed accounts, or annuity payout rates, are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer or insurance agency from which this annuity is purchased, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer. This product and the components and features contained within are not available in all states or firms. There is no additional tax-deferral benefit for an annuity contract purchased in an IRA or other tax-qualified plan. Not available in New York.

For broker-dealer use only. Not for use with the public.

To learn more visit: www.LFG.com/LevelAdvantage
OPTIMIZING SOCIAL SECURITY BENEFITS: ADVISORS’ NOBLE PURPOSE

By Tina Ambrozy
President of Sales and Distribution
Nationwide

Unexpected health care costs and misconceptions of what Social Security will cover contribute to the retirement readiness crisis facing America’s workers.

Nearly all financial advisors agree there is a retirement readiness crisis in America and that they are essential to helping provide a solution. And having more conversations with clients on the importance of optimizing Social Security is a crucial step.

While there are good reasons for some people to take Social Security when first eligible at 62, they are locking into a lesser amount of income by doing so. More need to discuss with an advisor how and when to claim Social Security before making this decision of a lifetime.

However, a new survey from the Nationwide Retirement Institute® reveals only 13 percent of America’s workers have discussed Social Security with a financial advisor. And of those who were counseled by their advisor on Social Security, 40 percent say that they had to bring it up.

The survey conducted online by The Harris Poll among 1,013 U.S. adults ages 50 or older who are retired, or plan to retire in the next 10 years, finds that over half (55 percent) of future retirees say Social Security will be their main source of retirement income, followed far behind by just 18 percent of older adults relying on their pension.

And even more concerning, one in four (26 percent) future retirees think they can live comfortably in retirement on Social Security alone. Part of the reason they believe this may be that they are drastically overestimating how much their benefit will be.

Future retirees expect to receive $1,628 on average as a monthly payment from Social Security. However, that’s almost 30 percent more than what current retirees say they collect ($1,257).

Our survey also found key differences between how future retirees anticipate spending their Social Security compared to how current retirees actually do. Four in 10 (41 percent) older adults do not expect to spend any of their Social Security income on health care, yet 58 percent of recent retirees report spending their benefit on health care.

Together, unexpected health care costs and misconceptions of what Social Security will cover contribute to the retirement readiness crisis facing America’s workers.

FINANCIAL ADVISORS DRIVE BETTER OUTCOMES

When and how Americans file for Social Security is one of the most important financial decisions they will make in their lifetime.

Consumers crave knowledge to help combat their misconceptions and concerns, but are often relying on other sources for advice. Sixty-two percent of recent retirees and 66 percent of 10+ retirees relied on the Social Security Administration to best identify their monthly payment prior to retiring.

However, advisors can help clients understand Social Security and its role in a holistic retirement plan. And those working with a financial advisor report receiving over 20 percent more ($1,500 v. $1,234) in Social Security benefits.

What’s more, those working with a financial advisor are over 30 percent more likely than those not working with a financial advisor to say they were able to do the things they wanted in retirement.

Advisors need to make sure they are having these important conversations about Social Security or risk losing those clients to an advisor that will. In fact, nearly three in four future retirees who work with a financial advisor said they would switch advisors in order to maximize their Social Security benefits.
SIMPLIFYING SOCIAL SECURITY

Many financial advisers don’t bring up Social Security with their clients because they feel they don’t know enough about the topic.

To help advisors start conversations with clients about important claiming decisions, Nationwide’s free Social Security 360 Analyzer® provides a comprehensive look at Social Security filing strategies and helps position Social Security in the context of an individual or family’s retirement income needs.

The retirement income landscape is changing for the next generation of retirees. Preparing for retirement holistically by working with advisors and online tools can help future! retirees overcome their own retirement readiness crisis.

For more information visit www.nationwidefinancial.com/ssinsights

ABOUT THE SURVEY

The 2018 Social Security Survey was conducted online by The Harris Poll on behalf of Nationwide from January 22 to February 5, 2018 among 1,013 U.S. adults aged 50 or older who currently collect or plan to collect Social Security benefits, and plan to retire within the next 10 years (“Future Retirees”, n=339), retired within the last 10 years (“Recent Retirees”, n=339), or retired more than 10 years ago (“10+ Retirees”, n=335). Data are weighted where necessary on age by gender, race/ethnicity, region, education, income, size of household, marital status, retirement status, and propensity to be online, to bring them in line with their actual proportions in the population.

ABOUT NATIONWIDE

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor’s. The company provides a full range of insurance and financial services, including auto, commercial, homeowners, farm and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; excess & surplus, specialty and surety; pet, motorcycle and boat insurance. For more information, visit www.nationwide.com.

1 Nationwide Retirement Institute Retirement Income Planning advisor survey, 2017

This material is not a recommendation to buy, sell, hold, or rollover any asset, adopt an investment strategy, retain a specific investment manager or use a particular account type. It does not take into account the specific investment objectives, tax and financial condition or particular needs of any specific person. Investors should work with their financial professional to discuss their specific situation.

This information is general in nature and is not intended to be tax, legal, accounting or other professional advice. The information provided is based on current laws, which are subject to change at any time, and has not been endorsed by any government agency.

Social Security 360 Analyzer is a service mark of Nationwide Life Insurance Company. Nationwide, the Nationwide N and Eagle, Nationwide is on your side and Nationwide Retirement Institute are service marks of Nationwide Mutual Insurance Company. © 2018 Nationwide
REAL TALK: WHAT CLIENTS SAY WHEN THEIR ADVISOR ISN’T PRESENT
An Inside Look at Investors’ True Feelings About Saving for Retirement — and How Their Advisors Can Help

Advisors count on conversations with clients for critical information. In particular, advisors rely on the information they derive from meetings and other client interactions to create comprehensive financial plans — which in turn are the key to connecting clients with their goals. But these conversations may not provide a complete picture. Clients may omit information for a number of reasons. They may be afraid of being confrontational or coming off as rude; they may not feel comfortable admitting what they don’t know; they may feel ashamed about aspects of their financial lives.

Recognizing that dynamic led us to wonder: What do people say when their advisors aren’t there? And what can advisors learn from those conversations?

We conducted a series of ethnographic interviews of pre-retirees and retirees so we could get a clear view of subjects’ feelings about retirement, thoughts on guaranteed income products and expectations of financial advisors. We’ve compiled these interviews in a series of videos, which will be released later this year. Taken together, the videos give financial advisors a window into what clients think and say when their advisor isn’t in the room.

THE VALUE OF QUALITATIVE RESEARCH
In an industry that often relies on numbers and quantitative data, ethnographic interviews may seem out of the ordinary. Yet qualitative interviews can provide valuable, real-world insights that can empower advisors to improve their service to clients. After all, quantitative research has its own limitations. It is often aggregated in ways that obscure the distinctions between cases, forfeiting nuance related to individuals’ behaviors. What’s more, information that isn’t part of responses to specific research questions may not even appear in materials presented to advisors.

THE IMPORTANCE OF LONGEVITY, HEALTHCARE AND GUARANTEED INCOME
Certain key findings were common across interview subjects. Here’s a look at the issues that were of greatest concern to interviewees:

Longevity
Americans are living longer overall, and interviewees anticipated that their retirement could last 30 or 40 years. Interviewees acknowledged that preparing for long lives is of utmost importance, but said that financial stability should not be a financial advisors’ only longevity-related focus. Subjects also emphasized the importance of independence and mobility in retirement. “You could have all the money that you ever need, and if you’re incapacitated, what is it really going to do?” says Chris, age 58.

Interviewees want to be financially stable, but within the context of holistic wellness in retirement. The interviews suggest that advisors should focus on the following:

• Money. Clients want to understand how much financial resources they need to cover their annual cost of living, including difficult-to-predict items such as healthcare costs. Interviewees are considering how to fund long-term care to cover their healthcare needs.
if they should become incapacitated later in life.

- **Mind.** Some interviewees have considered ways to keep their minds active, including taking classes at community colleges and regularly socializing with friends.

- **Mobility.** Maintaining mobility as long as possible improves quality of life and allows clients to move independently at home, work, in their communities and when traveling.

By focusing on these three core aspects of longevity, advisors can help their clients prepare for a more fulfilling retirement.

**Healthcare**

The importance of planning to cover retirement healthcare costs weighed heavily on interviewees’ minds. Some were so worried about healthcare issues that they hesitated to even broach the topic with their advisor — or with anyone else. “I think that I do need a counselor to talk about healthcare,” says Ken, age 63.

Others aren’t discussing their concerns with their advisor and instead are simply hoping for the best. Still others have fully planned for their healthcare in retirement, discussing elements of money, mind and mobility with their advisors.

When looking for help from advisors, interviewees want someone who understands current healthcare costs and can discuss them clearly and thoroughly. “With the whole healthcare climate changing as much as it seems to be changing, I think you need to have somebody who is up to date,” says Anne, age 64.

**Guaranteed income**

Guaranteed income can be a valuable tool in client retirement plans, providing a baseline source of cash flow to cover essential expenses. Remember, guarantees are subject to the terms and conditions of the contract and the claims-paying ability of the insurer. An annuity product with the potential to capture some market upside with measures of downside protection resonated with interviewees, many of whom were interested in conservative investments. “Considering that we have what we have now, growth may not be as important as the safety factor,” says Kathy, age 60.

When asked what they liked about guaranteed income products, interviewees reported that the products make them feel safe. Some were skeptical, worrying that guaranteed income might be “too good to be true.”

Advisors can bear this dichotomy in mind as they work with clients to determine whether guaranteed income products like annuities are a good fit, being sure to explain them in the clearest and simplest terms possible.

---

This information is for educational purposes only and is not intended as financial planning or investment advice. The comments reproduced in this material were obtained in response to questions posed by a third party hired by Great-West Financial. The individuals were paid for their interviews. Their experiences and opinions may not be representative of the experience of other individuals and is not a guarantee of future performance or success.

Great-West Financial™, Empower Retirement and Great-West Investments™ are the marketing names of Great-West Life & Annuity Insurance Company, Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: New York, NY, and their subsidiaries and affiliates, including registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC.

©2018 Great-West Life & Annuity Insurance Company. All rights reserved.

NOT FDIC, NCUA/NCUSIF INSURED | NOT A DEPOSIT | NOT GUARANTEED BY ANY BANK OR CREDIT UNION | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | FUNDS MAY LOSE VALUE | NOT A CONDITION OF ANY BANKING OR CREDIT UNION ACTIVITY

B1016-OTH-16368-1805
Preparing for and running a marathon is just like retirement – they both take discipline. While the past several decades may have felt like a marathon as your clients worked hard and saved their money in preparation, reaching retirement isn’t the finish: it’s actually the starting line. There are three things investors can do to help make their money last throughout retirement: keep it safe, keep up with inflation and pace their spending wisely.

Managed volatility strategies aim to help make retirement money last by seeking to shield investments from drastic ups and downs in the market. They can shed equities during periods of high volatility and reintroduce them during periods of stability to help maximize growth with the goal of preserving capital, no matter which way the market moves.