

Annuity Watch

Everything you need to stay one step ahead



Starting the conversation

Explore **conversation starters** that are designed to help you **connect with clients, uncover their financial priorities, and introduce annuity solutions** that fit their lives.

[Discover more](#)

American National

Smart Start Accumulator Series 5 coming soon!

Built with the same great features as the current series, **Smart Start Accumulator Series 5** introduces a **shorter surrender duration**, giving clients **another option to align their annuity strategy** with their unique needs and timelines.

[Learn more](#)

5

The all-American five by five

The **right five-year annuity** delivers a **strong guaranteed rate**, a **shorter commitment**, and **tax-deferred growth**. Together, American Equity and American National provide a versatile lineup for almost any client profile.

[See the lineup](#)

American National

Less Hassle, More Hustle with FireLight

FireLight streamlines **annuity processing** by providing a **fully digital, end-to-end solution**. **Submit applications quickly, reduce NIGOs, and ensure faster turnaround times.**

[Be FireLight fast](#)



Qualifying for 2027 Partner Conference

American Equity and American National **invitation-only Partner Conference**, reserved for **top producers**, is set for **Sept. 20-24, 2027**, in one of the world's most iconic locations: **Italy!**

[Learn about qualifications](#)

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Smart Start Accumulator Form Series: FIA25.

In consideration of travel incentive programs and/or any production-based incentives, top priority should be given to your clients' financial circumstances, objectives, and needs. Incentive programs should not be used as the basis for determining suitable products for your clients.

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