

# ANNUITY WATCH

## Empowering New Generations

Take a look at our new suite of marketing materials tailored specifically to help you connect with Millennial and Gen Z clients.

Whether you're preparing for client meetings or following up after a conversation, these tools are designed to save you time and boost your credibility.

With messaging that aligns with what these generations care about, you'll be equipped to lead with relevance and build stronger connections.

[Get the details](#)

## Defining Generations



Leaflet: *Supporting the Independent Generation* Brochure: *Empowering Future Generations* Leaflet: *Future-Proofing Gen Z*

## Growth Potential Without Guesswork

Rate Certainty Annuity offers a streamlined approach to growth potential, built around a single, powerful market index – the S&P 500® Dynamic Intraday TCA Index. With multiple accumulation-focused strategies, including innovative performance triggers, Rate Certainty Annuity simply and safely puts your clients in the driver's seat of their financial future.

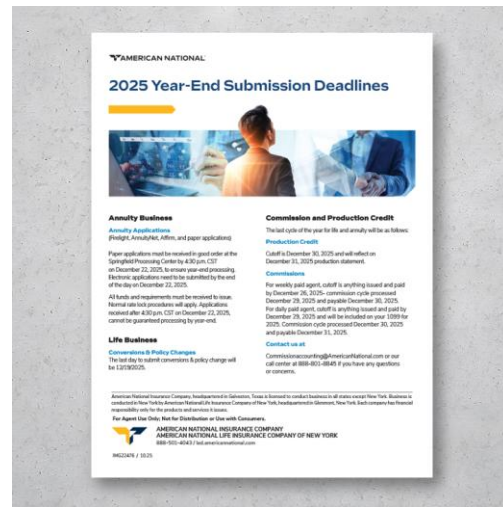
[Discover more](#)



## 2025 Year-End Submission Deadlines

As we approach the end of 2025, please review these deadlines to ensure that your Life and Annuity business gets credited to 2025, and commissions are paid before the end of the year.

[Review the deadlines](#)



## Service Hub

Our offices will be closed Wednesday, Dec. 24, and Thursday, Dec. 25, in observance of the Christmas holiday.

Policy Form Series: RCA24

LAD10702 / 12.25

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