

Annuity Watch

Everything you need to stay one step ahead



American National

Enhanced Smart Start Accumulator Series live now!

It's finally here! Don't let your clients miss out, all fully funded, pending Smart Start Accumulator Series **applications submitted July 7 through Sept. 7** will receive a **6% guaranteed floor rate** for the first contract year. Applications submitted after this 60-day window will receive the standard 4% rate. **Now available in California!**

Explore Smart Start

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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



Unlock your potential. Earn more.

Your commitment deserves recognition. As a member of the Loyalty Rewards Program, you can earn **Loyalty Reward payments** on qualifying premiums — starting at **25 bps** — with opportunities to **increase your payout as you reach higher tiers.**

Start earning



American National

New digital rate page

American National's **new Digital Rate Page** gives users a more **flexible way to view annuity rates**, making it simple to customize selections and quickly spot changes at a glance.

[View rates](#)



Service center update

We've centralized our service operations. Our **dedicated pre- and post-issue customer support team** is now your **single point of contact** for all American Equity and American National contract needs, ensuring **you always reach someone who can help**.

[New support number: 1-833-817-4411](#)



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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Policy Form Series: FIA25.

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