



ATHENE
ACCELERATE
DRIVE YOUR BUSINESS FORWARD



8 strategies to help Sandwich Generation clients

Your Sandwich Generation clients are doing it all. Guide them through multigenerational caregiving with tips to help support family and protect their financial future.

[Discover how](#)

Below are ideas to help you grow your business

For You



Rethinking retirement: Confidence, income, and the clock

Gen Xers and millennials could have 25- to 30-year retirements, and many of them may not be financially prepared. See what Rod Mims, EVP and Head of Retail Sales at Athene, shared with *InvestmentNews* about helping Gen X and millennial clients plan for the future.

[Read the story](#)



A new retirement is taking shape

Explore the financial challenges and perspectives of Gen Xers and millennials as they close in on retirement. Discover ways you can help make sure they're moving toward a retirement that works for them.

[Get started](#)

For Your Clients



How Gen X and Millennials are Overcoming Retirement Uncertainty

Gen X and millennials are juggling more financial pressures than any generation before, from market volatility to caring for both kids and parents. See the steps real people are taking to help them build a more secure future in this new piece from WSJCustom and Athene.

[Get more insights](#)



How divorce can affect finances for those over age 50

Clients going through a “gray divorce” can benefit from a strategic look at their finances to help ensure long-term goals and retirement stay on track.

[Learn more](#)

Get the sales tools you need to succeed

Check out our Sales Toolkits for timely insight, in-depth product information and multiple client-approved materials designed to help you build your business — and better retirements.

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