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DRIVE YOUR BUSINESS FORWARD



The financial professional's expanding role in caregiving conversations

With almost 25% of American adults caring for aging family members, financial professionals may need to address more than just retirement planning. Explore steps you can take to help prepare for caregiving conversations.

[Discover steps](#)

Ideas to help you grow your business

Access Athene's online content hubs for valuable information and tips.

For You



Introduce clients to the potential benefits of a Roth IRA

Partial Roth IRA conversions can offer control, flexibility and long-term tax benefits for the right clients. Find out more about identifying the “ideal” client candidates.

[Explore more](#)

Are you ready for the next generation of clients?

The face of retirement is shifting. Our new article in ThinkAdvisor includes tips that will help you expand your appeal to Gen X and millennial clients.

[Learn more](#)

For Your Clients



The retirement gap is real — here's how women can help close it on their own terms

For many women, the retirement gap is not created by one decision. It's a byproduct of life. Read our article in Forbes for practice-ready tips that can help your female clients build an income plan that fits the life they want.

[Explore questions](#)

Why Gen X needs a retirement income plan built for longevity

Your Gen X clients may spend 30 years or more in retirement. Share this article to help them better understand longevity risk and the role guaranteed income can play in a financially sustainable retirement.

[Learn more](#)



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