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ATHENE
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DRIVE YOUR BUSINESS FORWARD



The next generation of annuity buyers

Younger generations are showing stronger interest in annuities than many assume. Learn how to adapt messaging, simplify conversations and better connect with evolving retirement needs.

[Explore ideas](#)

Ideas to help you grow your business

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

For You



Helping clients plan for a longer life

Longevity risk in retirement planning is inevitable, but that doesn't mean clients want to talk about it. Learn why they avoid it and strategies to help you reframe the conversation.

[Discover tips](#)

Diversify fixed indexed annuities with custom indices

Find out how custom indices can help diversify within fixed indexed annuities, manage volatility and support clients' long-term retirement planning through broader allocation strategies.

[Learn more](#)

For Your Clients



6 fixed indexed annuity myths busted!

Understand common misconceptions to help your clients decide if a fixed indexed annuity is right for them.

[Find out](#)

Do you know these 3 pros of FIAs?

Does a fixed indexed annuity make sense for your client's retirement strategy? Consider using these 3 hypothetical situations as conversation starters.

[Explore](#)

Stay on your clients' radar

Need an easy way to stay connected with clients? Share our Smart Strategies library. It's an easy way to provide helpful tips and stay top of mind.

[Start here](#)

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