

3 TOOLS TO HELP YOU SELL MORE ANNUITIES – TODAY!

Fisher Annuity Index

Tool # 1 **Print Copy**

The **Fisher Annuity Index** compares current interest rates and contract features on about 700 annuities with 70+ companies. It is the largest listing of **TRADITIONAL FIXED ANNUITIES** in the world. It gives you the edge you need to meet and then beat your competition



When you order the **Fisher Annuity Index...**

You will know:

- ✓ Effective annual yields
- ✓ Surrender penalties
- ✓ Minimum premium amounts
- ✓ Free withdrawal privileges
- ✓ Maximum issue age
- ✓ A.M. Best, Moody's, and Standard & Poor's ratings
- ✓ Date of next known interest rate change
- ✓ Expected new interest rate
- ✓ New money rate history, & **much more...**

Whether you order the **Fisher Annuity Index** in book format, to keep at your fingertips, or on CD ROM, to query annuities by the criteria you select, you will know that you have the most current information available in order to make the best marketing decisions.



You'll feel safer knowing that you've done your homework!

Fisher Annuity Index

Tool # 2 **On CD ROM**

While our print copy provides a complete listing of all **TRADITIONAL FIXED ANNUITIES** included in the **Fisher Annuity Index**, the CD ROM is designed to provide you with **more in depth information**.

On CD ROM, you will have a multitude of options for reviewing and printing a list of annuities based upon the criteria you select.

CRITERIA	EXAMPLES:
1.	Best rating of A- or Higher
2.	Issue Age of 50 and over
3.	Single Premium of \$50,000+
4.	CD Type Annuities Only
5.	Non-Qualified or IRA Only
6.	Approved in State
7.	Yield of 6.00% or Higher
8.	5 Year Penalty Period or Less
9.	Send Monthly Income Checks
10.	\$1 Billion+ & 20+ Years

Other Features Include:

- ✓ Pop Up Screens with Key Policy Features Explained in Detail
- ✓ Ability to Select and Print Your Favorite Top 10 Annuity Picks
- ✓ Summary of Important Company Financial Information
- ✓ Copies of Sales Brochures, Applications, Transfer Forms and Interest Rate Histories are being added.
- ✓ **PLUS - Up-to-Date Info can be downloaded from our Website DURING each month.**



The **Fisher Annuity Index** on CD ROM gives you the maximum capability for reviewing key policy features on hundreds of annuities. It is unique! ...And it is the only system of this magnitude available!

The Book on Annuities

Tool # 3 **Print Copy**

- ◆ Do you want to know how an agent consistently qualifies for "Top of the Table" on annuity sales alone?
- ◆ Danny Fisher, known as "Mr. Annuity," has updated his short, easy-to-read and understand outline of the sales methods he has used, for over 25 years, to sell millions in annuity premium every year!

- ◆ **The Book on Annuities** is full of need-to-know, money-making techniques that will **quickly increase your annuity sales**.

- ◆ It's written in syllabus format so you can quickly scan to learn:

- ✓ Sales Tips
- ✓ Tax Information
- ✓ Direct Mail Techniques
- ✓ Any many more creative ideas that will increase your annuity sales by millions of dollars each year!



- ◆ Also included are:

- ✓ Ownership designation charts
- ✓ IRA minimum distribution tables

Danny Fisher, CLU, ChFC, is the Editor and Publisher of the **Fisher Annuity Index**.

As one of the nation's foremost experts on Tax Deferred Annuities, the top insurance companies and "client oriented" agents seek his advice on the sales, marketing, and design of annuities.

He is a life and qualifying member of the Million Dollar Round Table and the prestigious TOP OF THE TABLE.

Danny has served as President of the National Association of Life Insurance & Financial Advisors - Dallas and is a recipient of the NAIFA-Dallas "Advisor of the Year" award in 1990 and was elected to the "Hall of Fame" in 2002.

You Need This Information Today!

ORDER FORM

The *Fisher Annuity Index* contains the most current, comprehensive source for **deferred** annuity information available. It displays policy highlights on about 700 **TRADITIONAL FIXED ANNUITIES** from 70+ insurance companies. Companies are listed alphabetically in an easy to read and understand format. We assure it to be completely free of policy or company bias.

Subscription Rates

Prices Subject to Change without Notice

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Yes, I want to sell more annuities:

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