

AnnuityAdvantage.com Sales Experts Craft Tailored Product Packages Designed to Fit Any Need

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MEDFORD, Ore., Aug. 26, 2013 /PRNewswire/ -- AnnuityAdvantage.com is much more than an online annuity shopping service. With exhaustive research backing up every one of its diverse fixed annuity products, the company creates value for clients that competitor services simply cannot match. Perhaps the greatest value add provided by AnnuityAdvantage.com is its personalized recommendation service. By carefully analyzing each client's needs, the company can choose the ideal mix of annuity products from its vast selection.

The following case studies demonstrate the client-centric perspective that has made AnnuityAdvantage.com a leading destination for fixed annuity shoppers.

Retirement Uncertainty

A female client from California had worked hard to save for a pleasant retirement, but at 55 years of age, she was still uncertain how to make the timing work for her, and was concerned about outliving her assets. Five years later, the economy had experienced a major setback -- the economic recession of 2008. Along with tumbling stock prices, interest rates fell to historically low levels.

AnnuityAdvantage.com suggested a solution that would guarantee lifetime retirement income along with immediate tax advantages. The client added both a five-year renewable deferred annuity and a longevity annuity to her portfolio. Regardless of economic ups and downs, the client now had a shock-proof portfolio and could look forward to retirement with confidence.

"Despite the market situation in 2008, we were able to help the client build a more stable retirement plan. We showed her how her money could work for her by creating a specific mix of annuities," explained Debi Dieterich, a top annuity specialist at AnnuityAdvantage.com.

Curbing Risk

Having built up funds through both careers and day-trading, a couple in their forties was ready to step off the investment roller coaster. AnnuityAdvantage.com helped them rotate into principal protected fixed annuities. Later, when the couple wanted to create an "emergency fund" to hedge against the uncertainty of Social Security changes, AnnuityAdvantage.com presented a solution in the form of a fixed indexed annuity with lifetime income rider.

An increasingly common feature of top-tier fixed annuities, income riders can make up for any Social Security shortfalls, providing a steady and indefinite cash flow throughout retirement.

Dieterich added: "This is a good example of future retirees taking control. By about the age of 48, you want to be in the process of eliminating retirement planning risks. Instead, it's time to make important decisions that will lock in your lifetime income and take risk out of the equation."

AnnuityAdvantage.com wants to remind clients that retirement planning isn't something one can "set and forget." It's a continual process of research and revision. Nevertheless, many of today's fixed annuity products can lessen the stress of retirement planning and help near-retirees avoid a future income crisis.

About AnnuityAdvantage.com

Founded in 1999 by veteran financial and retirement planner Ken Nuss, AnnuityAdvantage.com is the leading online provider of fixed-rate, equity-indexed, and immediate income annuities. Consumers planning for retirement have come to rely on AnnuityAdvantage.com for individualized, expert recommendations and guaranteed, high-value annuity products that have been thoroughly screened by Nuss and his staff. The company's client-centered approach allows consumers to find the best mix of annuity products for their unique needs from the hundreds of annuities available through AnnuityAdvantage.com. There are no fees for the service.

Nuss is an active member of the National Association of Insurance and Financial Advisors (NAIFA), the National Association for Fixed Annuities (NAFA), and the National Ethics Association (NEA). He holds an Oregon insurance consulting license, along with an individual producer license in all 50 states and the District of Columbia.

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