



The Variable Annuity Handbook

Gary H. Snouffer

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The most complete guide specific to variable annuities is now updated. This new edition is your best choice if you want to educate your clients on the benefits of this increasingly popular tool that has become an integral part of the investment and retirement plans of so many Americans.

The Variable Annuity Handbook, 2nd Edition reviews the features and characteristics of variable annuities and provides information on how to weigh them against other financial services products. The book offers up-to-date market approach strategies that you can use to develop marketing programs, refine your sales approach, and develop an in-depth familiarity of the specific features and benefits of the variable annuity.

Updated with the latest tax and regulatory information, this edition includes the following content:

New and revised selling ideas, including ideas involving living benefits.

Updated information on markets for variable annuities.

New information on guaranteed living benefits.

Update and expansion of taxation rules for variable annuities.

Up-to-Date discussion of licensing, compliance, and ethics.

The Variable Annuity Handbook, 2nd Edition also offers in-depth discussion of:

The income and transfer taxation of variable annuities.

Licensing and compliance.

Pricing and fees.

Estate planning uses of the variable annuity.

Compensation of selling variable annuities.

Taxation and ownership provisions.

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