



June 3, 2025

American National

NEW Smart Start Accumulator Series – *COMING SOON* – [Get a glimpse.](#)

Annuity Watch

In [this issue](#):

- Flexible and Secure Retirement Solutions
- The Power of Palladium MYG 6
- Diversified Blend Allocation
- Important Internal Exchange Information
- Annuity Disbursements Through Agent Portal

Athene

Social Security Optimization *Part I* – View the [webinar recording](#).

Which annuity is right for your client? Watch the [webinar recording](#).

The Hidden Cost of Cash

- Watch the [webinar recording](#)
- [Presentation Deck](#)
- [Cash Worksheet](#)
- [Rates Cycle Flyer](#)

Corebridge Financial (American General)

Annuity Updates

In [this issue](#):

- Secure potential growth with no downside market risk
- The Elite Producer Compensation Program (EPCP)
- Updated Advanced Marketing resource
- NJ adopted the revised NAIC Suitability in Annuity
- New York CL6 Clarification: Fixed Annuity Product Training

John Hancock

Spotlight

In [this issue](#):

- Vitality - celebrating a decade of building a better future
- New nutritional health benefit for eligible Vitality members
- Early cancer screening offered to even more policyholders
- LifeCare consumer prospecting letter
- Fund platform updates

Lincoln Financial Group

Weekly Market Intel - [See the latest insights.](#)

A one-stop shop for Lincoln's NEW IULs - [Visit the hub.](#)

Lincoln Leader for Fixed Annuities

In [this issue](#):

- Enhancements to account line-up for Lincoln fixed indexed annuities
- Lincoln Optiblend and FlexAdvantage account line-ups
- New Podcast: Turning Volatility into Opportunity
- Market Intel Exchange
- Streamlined Roth IRA Conversation Process
- Fixed Annuity Resource Guide
- May Forms update
- Holiday Hours
- NAIC training required

MassMutual

DI for Physicians

MassMutual is a leader in Disability Income (DI) Insurance to physicians and they know the importance of DI protection. Take a look at their [latest case study](#) to help your financial professionals speak to Physician's about protecting their income with DI.

New UL Guard and SUL Guard – *COMING IN JULY*
[See the announcement.](#)

Taming a Bear Market in Retirement

These marketing items address how a whole life insurance policy — as an uncorrelated asset — offers clients death benefit protection and cash value accumulation during their working years, while the policy's cash value can be tapped as a source of tax-advantaged income, even during a market downturn.

- [Advanced Sales Success Strategy](#)
- [Simplify Client Presentation](#) (also see [illustration 1](#) and [illustration 2](#))

Mutual / United of Omaha

Express

In [this issue](#):

- Your Go-To for Large Case Underwriting
- Help clients give the kids they love a lifetime of protection with Children's Whole Life
- Mutual of Omaha's Updated Cost-of-Care Brochure
- Help Clients Plan Ahead: Cost-of-Care Calculator
- Help clients protect their retirement with a cancer or heart attack/stroke insurance policy
- Heart Attack & Stroke Rider

In [this issue](#):

- IUL policy fees and premiums will be updated to support long-term product strength
- IULs designed to last
- Inforce LTCi rate adjustments effective August 1
- Why now is the time to consider LTCi
- Critical Illness Insurance - a smart safety net
- Bridging the Gap in Health Care Coverage with Critical Advantage

Protective Life

Classic Choice Term Incentive for June 2025 - [Get details](#).

Prudential Financial

Advanced Planning Insights: Understanding Cross-Purchase Arrangements using an ILLC

A business cross-purchase buy-sell arrangement using a special-purpose life insurance limited liability company (ILLC) may be a strategic alternative both to the individual ownership model of cross-purchase planning and to an entity purchase arrangement. This arrangement is useful with more than two shareholders, and may mitigate certain estate valuation issues in the wake of the 2024 U.S. Supreme Court decision, *Connelly v. U.S.* [Learn more](#).

A new era in tax planning is on the horizon

[Use this piece](#) to understand how to build confidence with clients as the U.S. tax landscape is poised to shift again. Learn the benefits of staying informed, the importance of continuing to have life insurance conversations with clients, and how you can guide them with evergreen strategies to help them build the financial future that they want.

Securian Financial

A sound succession strategy can ensure the value of a business

Securian's [Business Owner Life-stage Design \(BOLD\) strategies](#) and tools can help.