

LIGHT A FIRE UNDER YOUR IRA ANNUITY BUSINESS!!!



If you are like most annuity reps, your **IRA annuity business** is going slow lately. It seems that the people eager to start an **IRA** do not have the money and/or those who have all the money do not get the tax deduction therefore are not as interested as before to do an **IRA**.

WHAT TO DO???

Slow you're prospecting for new **IRA** contributions. Do not turn any down that come your way, but turn most of your sales efforts on the far more lucrative **IRA** market---**IRA** consolidation.

Most people still think of an **IRA** as a thing. A thing they go to the bank or the stock broker to buy. When you ask them what their **IRA** is invested in---many customers are stunned to learn that their bank **IRA** is invested in CD's or they are not sure what the stock broker has them invested in. Encourage your customers to do some house cleaning. Help them gather their **IRA's** and consolidate them into one **IRA** annuity account.

Why one account? Have them consider the benefits of managing one account instead of many scattered accounts! Are they tired of the jigsaw puzzle of **IRA** statements sprawled over the dining room table each year? Many clients are not even aware that **IRA's** can be combined, or that different types of investments can be help in their **IRA**.

Clients can hold a myriad of investments in their **IRA**. Including real estate. Remember that real estate holdings in an **IRA** are very tricky and should only be handled by a qualified tax advisor. Collectibles are the investments that the client must stay away from in their **IRA**. Things such as stamps, coins, Gems and antiques are on the **IRA** list of taboo investments. The IRS will allow certain U.S. minted golds and silver coins, however.

So, get out there and fire up your **IRA Annuity Business**. Target the money not being properly managed; add significant value to the service you can provide your clients---and **WATCH YOUR IRA ANNUITY SALES HEAT UP!!!**