

# HELP YOUR NEW BUSINESS STAY ON THE FAST TRACK

To assist with your suitability review, follow these best practices.



## **Basis of recommendation**

A comprehensive basis of recommendation must be included on the Financial Needs Analysis form and/or Disclosure & Comparison form. A complete response should include the specific benefits of the product to your client, and how it will help them reach their financial goals.



## **Income comparison**

A simple response of “provides more income” is not enough for the suitability team to effectively document a tangible benefit. Make sure to provide a comparison of the annual lifetime income payout for both the existing and proposed policies based on the client’s timeline for distributions within the Basis of Recommendation section.



## **Remember the three-year rule**

If a contract is proposed to be a full replacement of a contract that was issued less than three years ago, a replacement will not be deemed suitable.

And remember, any recommendation you make about the purchase or exchange of an annuity must be in the client’s best interest based on the information you have when you make the recommendation.

For more information, visit [Agents.EquiTrust.com](https://Agents.EquiTrust.com) and click on Compliance and Suitability at the top to access our Annuity Suitability Agent Use Guide.



**Have questions about suitability best practices? Call Sales Support at 866-598-369 or email [Sales.Support@EquiTrust.com](mailto:Sales.Support@EquiTrust.com).**