



“I Don’t Even Buy Green Bananas!”*

How many of your older customers have said this to you? They think they no longer need to plan for their future because they are already in their sixties and seventies. While they like the high yields and tax advantages annuities provide, they think a five or six year commitment is too long.

In many cases your older customers fear they will die before they can reap the rewards of their smart investing. The following table reveals that they may live much longer than they are planning for.

Your customers might be surprised to learn that a sixty year old woman is expected to live for over a quarter of a century! That puts a five or six year commitment into a new light.

When your older customers consider the risks involved with making only short-term investments (such as the risk that taxes and inflation will actually reduce the purchasing power of their investments) and the likelihood they will live much longer than they might have expected, they may come to understand why annuities are so popular among older people.

Female†

Current Age	Life Expectancy
60	26
65	22
70	18
75	14
80	10

Male†

Current Age	Life Expectancy
60	23
65	19
70	15
75	12
80	9

Annuities may be just what your older customers need!

* This is a reference, usually made in jest, to whether people think they will survive the time it takes green bananas to ripen.

† Source: 2000 Individual Annuity and Mortality Tables, Society of Actuaries. Available at www.soa.org

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