



DPL Member Profile:
 Laura Powers, ChFC®
 Strategic Financial Services

AUM: \$1B+
 Type: RIA



Problem

When Strategic Financial Services decided to break away from its broker-dealer, Laura needed help evaluating her firm's 200+ annuities to bring them into their new AUM model.

Solution

DPL's Annuity Rescue+ process

Outcome

Working with her DPL Consultant and DPL's Annuity Comparison Calculator, Strategic Financial Services efficiently evaluated more than 200 annuities, and DPL provided recommendations for each one. In almost every instance, the firm managed to reduce costs while improving benefits for her clients.

For annuities that didn't make sense to exchange, Laura used DPL's Agent of Record service to retain control of the assets, remove the broker-dealer and provide her clients with a greater level of service.

How To Think About Annuity Rescue+



Organic AUM Growth

By transitioning legacy annuities to advisory-friendly solutions, RIAs can grow firm AUM while helping increase client retention and improving the outcomes of the financial plan.



Tax-Deferral

Instead of liquidating the annuity and creating a taxable event, a 1035 exchange to a new annuity preserves the tax-deferred status, and the assets can be redeployed to better fit the financial plan.



Improved Benefits

Because product costs are reduced, benefits can be improved. This can help clients access greater levels of protection or guaranteed income with less investment, further preserving the financial plan and portfolio.

What is Annuity Rescue+?

Annuity Rescue+ is DPL's approach to a strategic 1035 tax-free exchange of a legacy annuity product for a modern, Commission-Free solution. This process allows advisors to not only reduce costs, but improve benefits and align the annuity to the current goals of the financial plan. If an exchange does not make sense, DPL can help transition the asset via DPL's Breakaway Accelerator Program, allowing advisors to retain control of their client's annuity.

To learn more about Annuity Rescue+, call 877.625.5544 to speak with a DPL Consultant.

Before advising a client to purchase or redeem a variable annuity, clients should be advised to consider the investment objectives, risks, fees, charges and expenses of both the legacy variable annuity and the proposed commission-free annuity and the investment options available with both. Clients should always be advised to read the product's prospectus or summary prospectus carefully before making a decision to purchase or exchange a variable annuity. ©2022 DPL Financial Partners, LLC. All rights reserved.