

Weekly News

September 17, 2025

American National

Rate Certainty Annuity - Simplicity Meets Upside Potential

Rate Certainty Annuity provides the simplicity of a Multi-Year Guarantee Annuity while offering the growth potential of a Fixed Indexed Annuity.

Palladium MYG

See this [comparison](#) for the Palladium MYG products; including:

- [Palladium MYG](#)
- [Palladium MYG MAX](#)
- [Palladium MYG Match](#)

Strategy Index 7 Flex Premium Index Annuity

[Strategy Index 7](#) has an 11% Premium Bonus on all deposits in the first 3 years. Add Premium anytime and it WILL NOT create a new 7 Year surrender period. 10% Annual Liquidity is available immediately. Competitive Caps, compensation and more.

Annuity rates – [See the rates](#) effective September 1st.



In [this issue](#) of **Annuity Watch**:

- Flexible and Secure Retirement Solutions
- Discover the Smart Start Options
- Reaching the Next Generation

Athene



In [this issue](#) of **Accelerate**:

- The importance of building your online practice
- 5 ways to create an attention-grabbing website
- 5 essential tactics to build your social media brand
- Help clients strike the right balance with a RILA
- Creating an income plan for retirement

Gerber Life

Help clients learn the truth about Life Insurance

Clearing up misinformation isn't just about correcting what people think they know - it's about empowering families to make informed decisions for their future. Every time you take the time to explain, educate, and guide, you are helping your clients break through confusion and take action that could make all the difference for their loved ones.

Gerber has taken some of the most common myths around life insurance and created a guide to lead discussions.

[Download and share the guide with clients.](#)

John Hancock

Why one producer chose LifeCare — and why it matters

When it came time to choose a hybrid solution for his own family, one producer went in a new direction — and it all started with a conversation with a LifeCare Specialist. In just two minutes, hear how LifeCare's modern approach, Vitality rewards and personalized support changed everything — and why it's now his go-to recommendation for clients. [Watch the testimonial.](#)

Legal & General America (Banner and William Penn)

Banner Life sunset Lab Lift on September 10th

Lab Lift was created to give clients another pathway to exam-free coverage. With underwriting advancements, we've seen that Lab Lift has less impact on outcomes and can now be retired from Banner Life with confidence. With **Horizon**, the intelligent ordering and improved models are delivering faster, simpler results on their own.

Note: Lab Lift will remain available for William Penn Life Insurance Company of New York customers.

Lincoln Financial Group

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

Lincoln OptiBlend 5, 7 & 10 fixed indexed annuities – [See the rates](#) effective September 15th.

Lincoln MYGuarantee Plus fixed annuities – [See the rates](#) effective September 15th.

Mutual / United of Omaha



Express

A Weekly Update for Mutual of Omaha's
Brokerage Sales Distribution

In [this issue](#) of **Express**:

- IUL - the proof is in the rates
- IUL Express - forged to endure
- Inflation Protection is a life raft against rising LTC costs
- Why today's LTC is about more than nursing homes
- The Rising Cost of Recovery: How Critical Illness Insurance helps bridge the gap
- How to start the Critical Illness Conversation without scaring clients
- Ultra Advantage FIA - access, flexibility, confidence

Pacific Life - Lynchburg

Enhanced \$75M Automatic and Jumbo Capacity effective October 6th – [Learn more.](#)

Protective Life

Deliver a smarter term life solution

[Classic Choice term](#) is a flexible, competitively priced solution that works as hard as you do.

This value-packed term solution offers:

- A seamless path to permanent coverage - the conversion rider with optional chronic illness protection meets changing needs
- Built-in control over death benefit payouts - clients choose how beneficiaries are paid with the no-cost Income Provider Option
- 35- and 40-year term periods - one of only three carriers that offer longer coverage

Prudential Financial

Help clients protect their life's work

Download the brand-new video and flyer available on the [September Trimester site](#) and share them with clients to help them protect what they've worked for.

Symetra

Fixed annuities – [See the rates](#) effective September 17th.