

# THE POWER OF ANNUAL RESET



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## AN EDUCATIONAL GUIDE

For retirees looking to preserve their next egg while maintaining growth opportunities, fixed index annuities may be the right fit. Annual reset allows your gains to be locked in every year and any future decreases in the index value will not affect the interest that has already been earned. Just take a look at the chart below to see what happens with the account value during a year that experienced a market downturn.

### S&P 500® ANNUAL POINT-TO-POINT PARTICIPATION RATE:

A crediting method which features **annual reset** which places no limit on your upside potential.

For this example, we will assume a **\$100,000 initial premium** with a **50% participation rate**. Clients simply receive 50% of the S&P 500® upside with **100% principal protection** during the years which experienced a market downturn.

Speak with your financial professional to determine if a fixed index annuity may be the right choice for your retirement needs and goals.

Year	S&P 500® Price Index		50% Participation Rate	
	Return	Account Value	Return	Account Value
1999		\$100,000		\$100,000
2000	-10.14%	\$89,860	0.00%	\$100,000
2001	-13.04%	\$78,142	0.00%	\$100,000
2002	-23.37%	\$59,880	0.00%	\$100,000
2003	26.38%	\$75,677	13.19%	\$113,190
2004	8.99%	\$82,480	4.50%	\$118,278
2005	3.00%	\$84,955	1.50%	\$120,052
2006	13.60%	\$96,508	6.80%	\$128,216
2007	3.52%	\$99,906	1.76%	\$130,472
2008	-38.49%	\$61,452	0.00%	\$130,472
2009	23.65%	\$75,985	11.83%	\$145,901
2010	12.63%	\$85,582	6.32%	\$155,114
2011	0.10%	\$85,668	0.05%	\$155,192
2012	13.29%	\$97,053	6.65%	\$165,504
2013	29.43%	\$125,616	14.72%	\$189,858
2014	11.54%	\$140,112	5.77%	\$200,813
2015	-0.73%	\$139,089	0.00%	\$200,813
2016	9.54%	\$152,358	4.77%	\$210,392
2017	19.42%	\$181,946	9.71%	\$230,821
2018	-6.24%	\$170,593	0.00%	\$230,821
2019	28.26%	\$218,802	14.13%	\$263,436
2020	16.26%	<b>\$254,379</b>	8.13%	<b>\$284,853</b>

The above table is based on actual rates for the same time period shown for the S&P 500® excluding dividends, from the end of 1999 to 2020. The 50% participation rate is presented for illustrative purposes only. The hypothetical fixed index annuity in this example uses the annual point-to-point index method based on changes in the S&P 500® to calculate the indexed credit every year. The model assumes a \$100,000 initial premium purchased 12/29/1999. Rates are subject to change. Indexed interest credited only on amounts held to term. This example assumes no money is withdrawn. Index returns for a given year have been calculated by comparing the close from the last trade of the proceeding year with the close from the trade day of the given year. A fixed indexed annuity is an insurance contract. You are not buying shares of any stock or index. Data used from Yahoo! Finance. Guarantees are backed by the financial strength and claims-paying ability of the issuing insurance company and do not apply to the performance of the index, which will fluctuate with market conditions. This is not a comprehensive overview of all the relevant features and benefits of fixed index annuities. Be sure to review all of the material details about any product and discuss the suitability of the product with a financial professional.

# PROTECT FROM MARKET DECLINES WHILE DELIVERING COMPETITIVE RETURNS

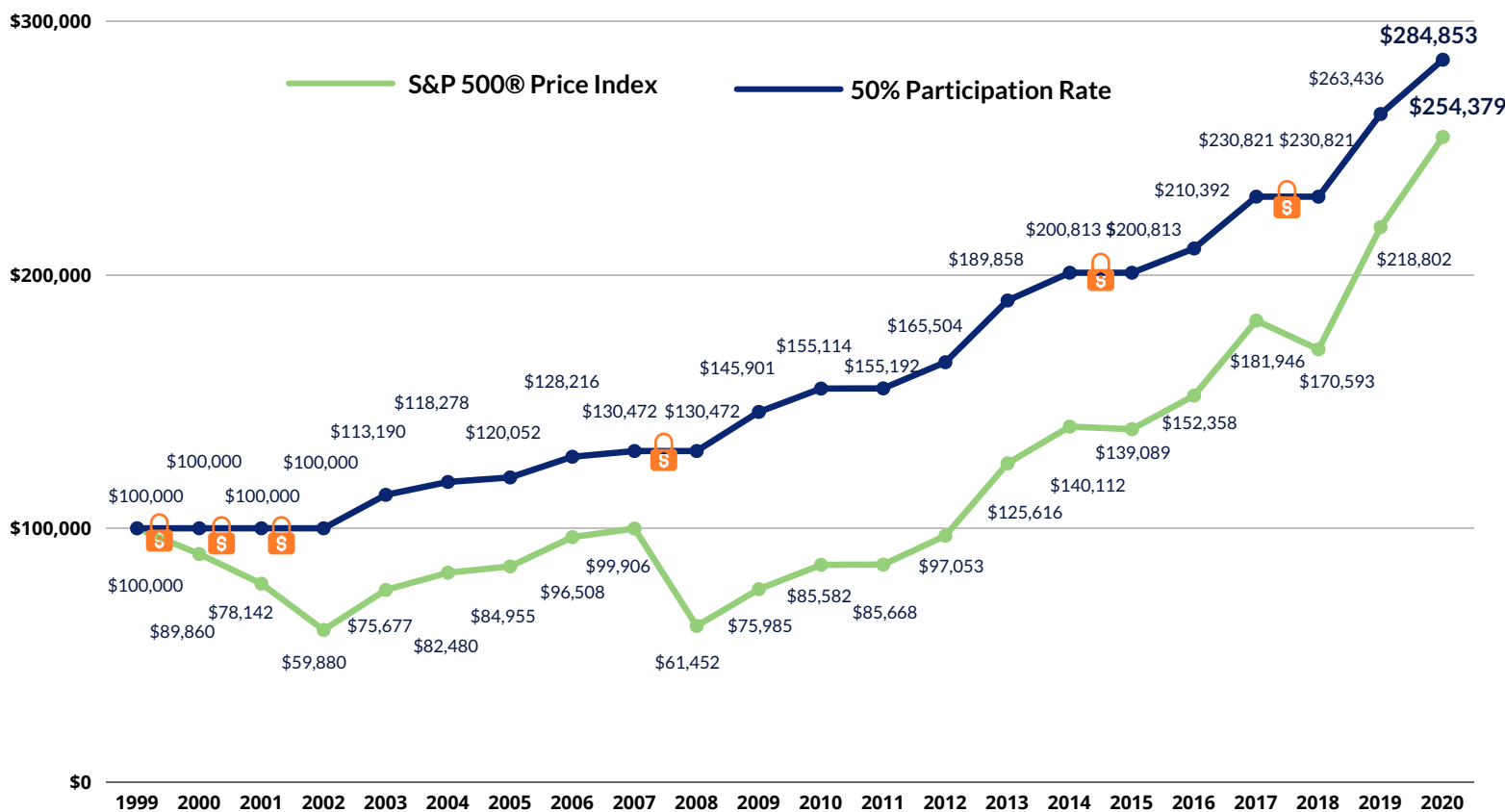
This graph demonstrates how fixed index annuities move with the S&P 500. In up years, the contract's account value is credited interest, but in the down years, it maintains its value. This serves as a hedge against market corrections, especially when market valuations are currently so high. Assets are protected and what goes up, won't come down.

**LOCKS IN INTEREST CREDITS DURING MARKET DOWNTURNS**



**Did You Know?** Fixed index annuities do not have a memory past one year, so interest credits are locked in during market declines. This allows the fixed index annuity account value to remain level during declines and gain on subsequent increases, regardless if the high watermark has been reached.

## HOW INDEX ANNUITIES HAVE PERFORMED IN THE LAST DECADE



Annuity contracts typically require money be left in the annuity for a specified period of time, usually referred to as the "surrender charge period". If you fully surrender your annuity contract at any time, guaranteed payments provided for in the contract and any rider will typically be in force, and you will receive your contract's cash surrender value. The annual reset allows for any interest credited on each contract anniversary to be "locked-in" and it cannot be taken away due to market decreases. The interest credited is added to the accumulation value of your contract, which then becomes the guaranteed accumulation "floor" that will be included in the calculation of the interest that is credited going forward, subject to any withdrawals and applicable rider fees. The annual reset sets the index starting point each year at the contract anniversary. This reset feature is beneficial when the index experiences a severe downturn during any given year because not only do you not lose accumulation value from the downturn, but the new starting point for future growth calculations is on the lower index value. Although an external index may affect your interest credited, the contract does not directly participate in any equity investments. You are not buying shares of an index. The index value does not include the dividends paid on the equity investments underlying any equity index. These dividends are not reflected in the interest credited to your contract. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. The S&P 500® is a trademark of Standard & Poor's Financial Services, LLC and its affiliates. Birdseye Financial is not affiliated with, nor does it have direct business relationship with Standard & Poor's Financial Services, LLC.