



SELLING ANNUITIES IN SIX SIMPLE STEPS

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The annuity market continues to evolve into a multi-billion dollar industry as more consumers are looking for a safe retirement vehicle to grow their hard-earned dollars. An annuity alleviates worries about losing money due to a fluctuation in the market, has guaranteed accumulation, and could provide guaranteed lifetime income! You also could cross-sell these products to your life insurance clients and prospects. **Follow these six steps to start selling annuities!**

1. Life Insurance License

As an active life insurance agent, you should have a National Producer Number (NPN) through the National Insurance Producer Registry (NIPR). If you don't have a license, you can apply for a license through the NIPR website.

Link: <https://nipr.com/>

2. Anti-Money Laundering Training*

Department of Treasury regulations require insurance companies to train insurance producers and brokers regarding responsibilities related to anti-money laundering (AML), including identifying suspicious customer behavior and transactions as well as procedures to report suspicious activities. An ongoing training program is a core element of compliance with anti-money laundering regulations. You have two options for AML training – the RegEd platform (has a cost) or the LIMRA Anti-Money Laundering Training (free to agents, but not all carriers accept this training).

Link: <https://www.reged.com/anti-money-laundering-training-overview> (follow steps on site)

Link: <https://www.limra.com> (click the gold button in the right corner – you must have LIMRA login credentials)

3. NAIC State-Specific Annuity Training*

Each state has different training requirements for selling annuities, and in addition, carriers have specific product training that must be completed (see #6 below). State training is offered through the RegEd/Insured Retirement Institute Annuities Training Platform online. From here, you can complete the necessary requirements and receive updates to ensure your training is up to date. Register online, complete a profile, and then click on the applicable states for training.

Link: <https://www.reged.com/annuities-training-platform>

4. E&O Insurance

Licensed insurance agents should maintain an Errors & Omissions Insurance (E&O) policy, but annuity carriers typically require it. Your selected E&O insurance provides coverage for claims that may happen from the sale and service of life insurance/annuities funded by an insurance carrier. Where you get E&O coverage is up to you, but a few options are linked below. You must submit proof of E&O insurance by the time of contracting submission.

Link: <https://www.napa-benefits.org/nd/errors-and-omissions>

Link: <https://www.agenteoprogram.com>

5. Contracting with Insurance/Annuity Carriers

If you plan on selling annuities through multiple carriers, you will want to get registered through SureLC's SureLC platform. This web-based portal simplifies the contracting process by allowing agents to get contracted with multiple insurance carriers efficiently after the initial registration of your account. **Most wholesalers/agencies have a specific link you must use to register and log into SureLC. Contact your upline for their SureLC link.**

6. Carrier-Specific Product Training*

After completing your AML training, NAIC required training and getting contracted with your selected annuity carriers, you must complete the carrier-specific product training and requirements for selling their products. We have created an Annuity Product Training document with directions to some of the most popular carriers' training links to assist you. Contact us if you have questions.

Link: [Click Here to Access the Annuity Product Training Guide](#)

* All training (Anti-Money Laundering, NAIC/State, and Carrier/Product) must be submitted before the first annuity application can be processed.