



2024 LIFE
INSURANCE
& ANNUITY
CONFERENCE

**Powering
Growth**

Beyond the Basics — Part 1: Suitability and Best Interest, Today and Tomorrow





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Agenda

- Introduction to our Panelist
- Company Approach to Suitability
- “You’re the Only Company” Questions
- Open Mic Questions

How Does Suitability Work At Your Company?

- Who performs the suitability review and where is this team situated within your organization?
- Is your process manual, automated or a combination?
- Have you delegated the suitability review to a third-party distributor?

2020 NAIC Model Suitability Regulation Implementation

As of today, 45 States have adopted the 2020 NAIC Model Regulation Suitability in Annuity Transactions. Aside from the training requirement so the Model Regulation, have you applied the revised Model Regulation's suitability and best interest requirements only in states that have adopted the revised Model Regulation or in all states where your organization conducts business?

You Are The Only Company

Thinking about your company's suitability process, what do you feel is the most challenging aspect or function?

You Are The Only Company

We all have a process or procedure to decline a submission, do you allow for a reconsideration?
If yes, please share how it works.

You Are The Only Company

In 2023, a huge portion of annuity sales involved replacements.

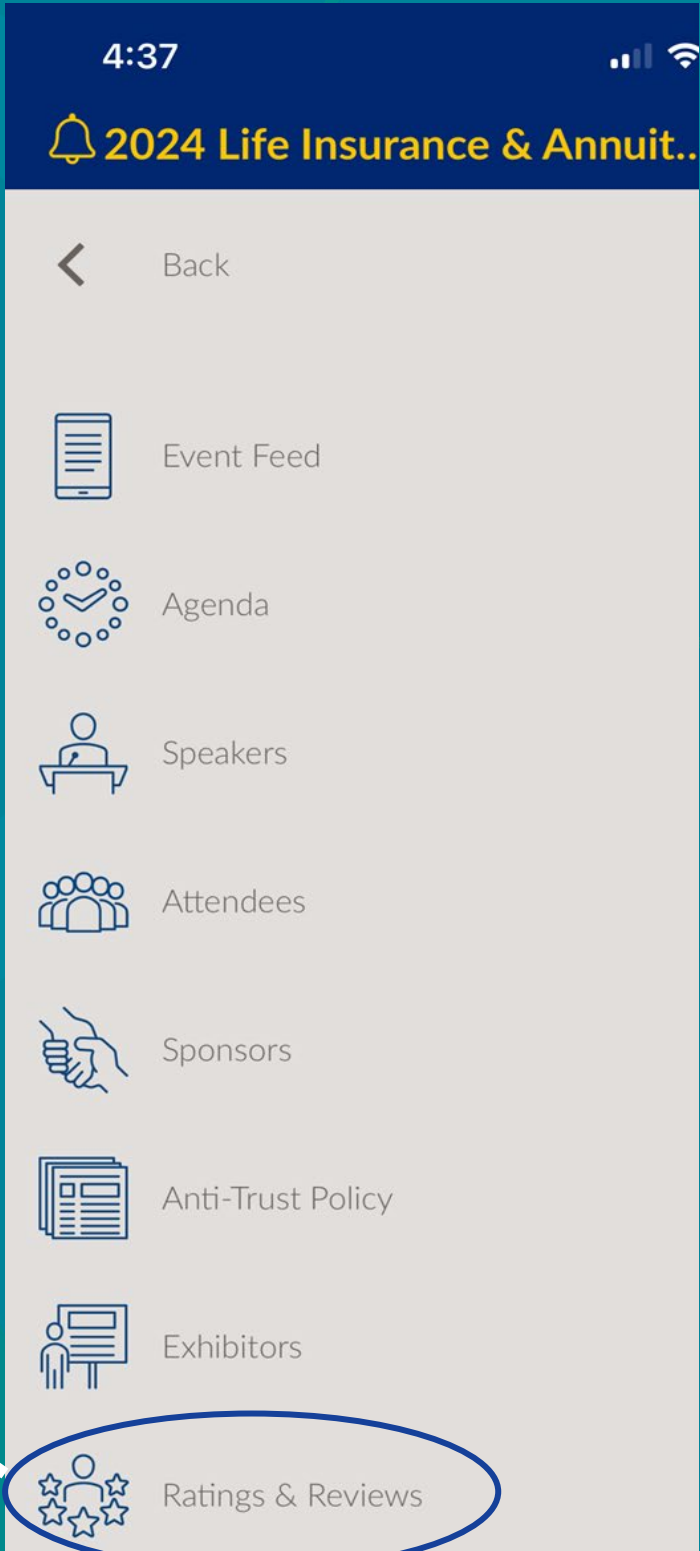
- What is your company position on replacing annuities with a surrender loss?
- How about replacing annuities that have been inforce less than 36 months?
- How about contracts that have an income benefit rider?

Open Mic

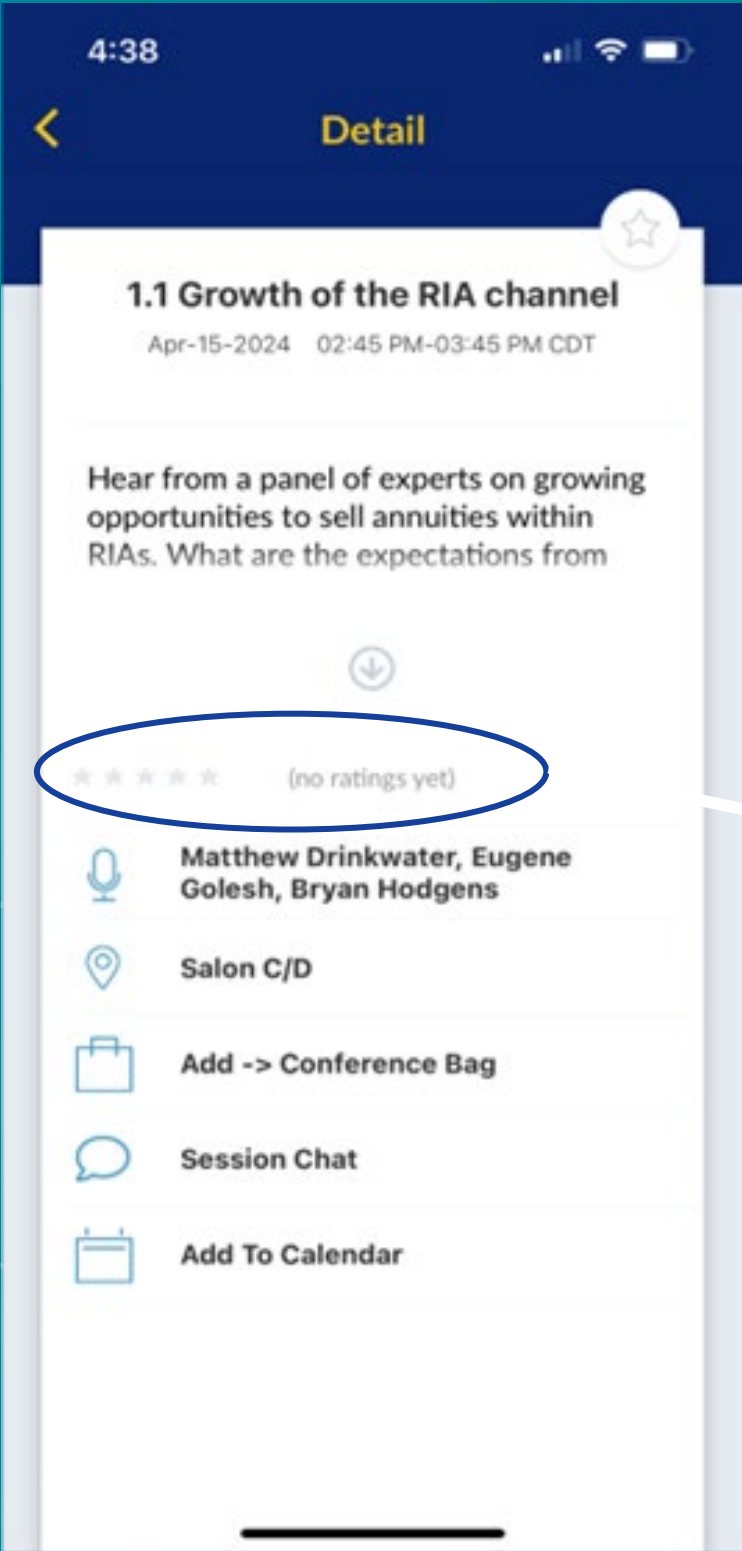


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OPTION 1



OPTION 2



Thank You

