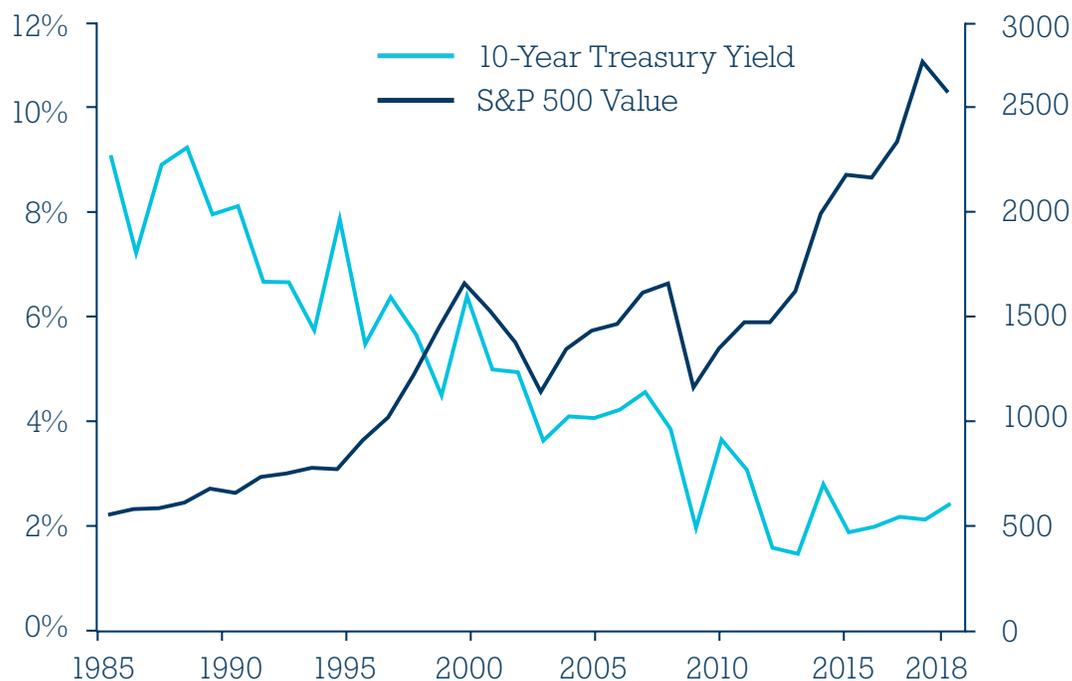


## An Alternative Solution

Over the last 30 years, fixed income yields have trended down. In fact, in July 2016, the 10-year Treasury hit an all-time low. This may have your clients looking for higher returns than those offered by traditional fixed income investments, like bonds.

On the other hand, the S&P 500 is hovering near all-time highs, but there is no knowing where it will go from here. As history has shown, when long bull markets end, the declines can be dramatic. This may have your clients wanting to move a portion of their money into less risky options.



Consider those who invested in the S&P 500 in 2000. It would have taken nearly a decade to make up for market losses. Do your clients have time to make up for a significant market decline, should a similar situation occur?

Consider a **fixed-indexed annuity** from Great American Life®. A fixed-indexed annuity protects your clients' money from loss, regardless of what's happening with the 10-year Treasury or the S&P 500. Plus, your clients will receive these great benefits:

- Potential for higher returns than fixed income investments
- Opportunity for market-linked growth
- A guaranteed minimum surrender value
- Optional riders that add even more benefits



**It pays to keep things simple.®**

*Sources: S&P Dow Jones Indices and <https://fred.stlouisfed.org>. Data as of December 31 of each year.*

*Optional riders are available for an annual charge. Products issued by Great American Life Insurance Company, member of Great American Insurance Group (Cincinnati, OH). Form numbers, product features and availability may vary by state. All guarantees subject to the claims-paying ability of Great American Life.*

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