

Senior Market Sales, Inc. Answers All Your Annuity Income Rider Questions in its New Report: 'Income Riders: A Balanced Perspective'

OMAHA, Neb., Oct. 15 (SEND2PRESS NEWSWIRE) – The annuity experts at Senior Market Sales, Inc. announced today the release of their Free White Paper "Income Riders: A Balanced Perspective," which offers insurance agents the entire story on one of today's most popular annuity products.

"Income Riders are a fantastic innovation-for the right client," says Joe Elsasser, Associate Director of Annuity Sales for Senior Market Sales. "Our goal with this paper is to equip agents with the right questions to ask in determining whether an income rider-type product is the right choice to meet a particular client's needs."

"Income Riders: A Balanced Perspective" delves into the fine print of these often misunderstood products, offering an in-depth look at:

- * The tax implications of Income Riders
- * The fees associated with Income Riders
- * Qualified vs. non-qualified money
- * And the issue of spousal continuation

These are all commonly overlooked details that can greatly affect the product's performance, illustrated here using concrete examples that will help agents decide if an income rider is appropriate for their clients. For example, did you know there is a significant chance that a client who invests non-qualified funds in an annuity will pay taxes twice on money withdrawn using an income rider?

Senior Market Sales has been helping agents sell insurance in the senior market for more than 25 years. Offering leads, sales ideas, online quoting and access to products from top-rated carriers, Senior Market Sales is committed to helping its agents stay ahead in an industry that is constantly evolving.

Download your free copy of "Income Riders: A Balanced Perspective" or call 1-877-645-4939 for more information.

About Senior Market Sales, Inc.

Senior Market Sales has marketed insurance products geared toward America's seniors for more than 25 years. Specializing in life insurance, Medicare Supplement, Medicare Advantage, Plan D, annuities, long-term care, travel insurance and international medical insurance, Senior Market Sales is committed to supporting independent agents with industry-leading products and

services, such as online quoting tools and lead programs. With 20,000 contracted agents, SMS has established itself as a premier distribution channel for some of the industry's largest insurance carriers. SMS has operated out of the same location in Omaha, Neb., since 1982.

Visit SeniorMarketSales.com for more information, or email us at SMS@SeniorMarketSales.com.

News issued by: Senior Market Sales, Inc.



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Original Story ID: (4380) :: 2008-10-1015-001

Original Keywords: Senior Market Sales, Inc., insurance products geared toward America's seniors, Income Riders: A Balanced Perspective Senior Market Sales, Inc.