

NAFA Sample Letter

I am contacting you to ask that you consider becoming a co-sponsor of important legislation - being introduced by Congressman Greg Meeks - that would nullify a recently adopted SEC regulation that is bad for consumers and will seriously hurt my business. In the next few days, Congressman Meeks will be seeking co-sponsors for important legislation called the "Indexed Annuities and Insurance Products Act of 2009". This legislation clarifies that Fixed Indexed Annuities are not securities ensuring that consumers continue to have access to fixed indexed annuities at a time they are needed most. Please contact Congressman Meeks office right away to let him know that you will sponsor and support this legislation.

Rule 151 will be bad for consumers, bad for the insurance industry, and bad for my business at a time when things are already difficult. Rule 151A provides no additional consumer protection and will reduce consumers' access to fixed indexed annuities by making them available only through broker-dealers, who sold less than 2% of all fixed indexed annuity sales in 2008. The availability of these products through licensed insurance agents is a mature and established resource for consumers seeking annuities. [Add a point about your business, client relationships, etc. relationships]

Rule 151A will severely impact my livelihood. It would force me to register as securities broker-dealer – a time consuming and expensive process that provides no additional expertise about annuities. My business is struggling just like everyone else. 151A would force me to restructure, face significant new regulatory costs and burdens and possibly lay off employees.

Rule 151A is highly disruptive to insurance companies and it would force companies to develop new products and marketing systems, establish new distribution and create new business infrastructures which will undoubtedly result in loss of jobs and revenues.

Fixed index annuities are insurance products that protect consumers with guarantees that the consumer will receive the premiums paid and the interest credited at the end of their contract period – regardless of market activity. Thousands of consumers rely on indexed annuities to plan for their future, for income, and to pass on wealth to their loved ones. Our industry wants satisfied customers. It's why the industry has made customer satisfaction a priority. Indexed annuity carriers require thorough suitability review procedures, open and transparent disclosure of product features and in a free-look period during which time consumers can return unsuitable or unwanted purchases.

Thank you for your help –please let us know if you have questions. I would be happy to talk with you or your staff about rule 151A and its harmful effects on my business or put you in touch with Kim O'Brien, Executive Director for NAFA, the National Association for Fixed Annuities or their lobbying firm, Blank Rome Government Relations, LLC.

Sincerely,