



# Allen Marketing & Associates, Inc.

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Dateline-“Tricks Of The Trade” Selling Annuities To Seniors!

**Response By:**

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\*Note: The following views and thoughts are those of Patrick H. Allen, III immediately following the above televised Dateline Segment!

If you are like me and the many people who called me at home tonight, you are quite disturbed with the Dateline segment televised tonight on “Selling Annuities to Seniors”.

It is time (past time) for companies, marketing organizations, and agents to be proactive and stand up for what we are doing for the consumer and the economy. I encourage you to get involved and **do it now!**

The following are a number of points that I noted after watching the segment. This information will be noted on our website and I welcome your input. It will also be sent to Chris Hansen at Dateline NBC.

## **Dateline-“Tricks Of The Trade”**

- 1.) Right off the start...The title was inappropriate...I didn't see any so called “**Tricks**” performed.
- 2.) Show the public the complete presentations, not just what you want them to hear and see. Also, I understand that the agents were told they only had 40 minutes to talk.
- 3.) The word **Investment** was used way too much in the segment as it relates to annuities. Annuities are insurance products with guarantees, not investments!
- 4.) It is hard to believe that anyone would lock up or put all of their money into an annuity or anything, as was insinuated in the segment.  
-This, even before the new suitability measures were put in place.
- 5.) It is hard to believe that the one guy lost his house because of the surrender charge on his annuity. How many seniors would lose money right now if they sold their house? Did they plan on this? Who gave them the wrong advice in this regard? I can tell you right now when the next real estate challenge will be and it has nothing do with annuities.

6.) How many seniors are living on less now because of lower incomes from market driven securities or investments? Many of them, you can read about them every week in Investment News.

7.) I did comment that the agents could have been dressed more professionally.

8.) I really did not see any outright misrepresentation by the agents.

9.) Do a hidden camera segment where nobody, including the prospects know that it is being video-taped. A much different picture would most likely be portrayed.

10.) Some of us know that Tyrone Clark has walked the line at times in the past, but show his complete annuity university and let us and the public be the judge and the jury.

11.) Better yet, come and video-tape our (Allen Marketing & Associates, Inc.) Annuity University and judge for yourself what agents are taught.

12.) The Alabama Securities Regulator and Lori Swanson from Minnesota were good...why do the regulators approve these very same products for sale in their states if they are not good for their consumers? It would have been good for Chris Hansen to ask both of them this question.

13.) As one of our top agents asked me tonight, how many 10%, 14%, 18%, or 20% potential returns do you need to get to offset a surrender charge? Even though these types of returns are not guaranteed, just think about it.

14.) Look at how a fixed index annuity actually compares to other investments and the potential for loss.

15.) Chris Hansen referred to the “**Fine Print**” in the sales brochures. Most current company brochures do not have any fine print in them.

16.) How about the disclosure form that all applicants have to sign at time of application? This would have presented an opportunity to disclose everything once again. Disclosure statements are not new to our industry.

17.) How about the suitability form? Is the annuity right for the person? Were any of the agents allowed the time to get this far?

18.) I do have to say that I liked the ratchet idea in the seminar example. This is a good way to explain one indexing method.

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19.) In regards to the self promotion or agents pictures on the cover of the Financial Playbook next to Fed Chairman Bernanke, I say... Mr. Bernanke owns annuities and has stated publicly that they are good financial vehicles. (See link on last page) As insurance agents, we over the years have done a terrible job of personal marketing and we are just catching up to other professions that mastered it long ago like the real estate world. I know this because I live with a very successful real estate agent that for years has had her face plastered all over the place including bill boards and grocery carts. I don't know of anyone who thinks she is phony or fake and not qualified to provide her services. I have considered on more than one occasion to use one of the book promotion ideas or even the video business card to promote myself to the public and potential clients and still would. I have been at this for 33 years and have a lot of knowledge and experience to promote and share with others.

20.) I am also not in agreeance with the designation issues. I recently renewed my "CSA" designation even though most of our companies now fail to recognize it or approve of it's use. I renewed my membership designation because of the value it has to me and the knowledge that I gained from the training and ultimate certification. It would be good to see Chris Hansen and the regulators go sit through the CSA course, then take the certification exam, then go take the 40 hour course (required in Ohio) for an Insurance License and pass the test and then see if they feel any different about the value of designations.

21.) I love the guy at the end of the segment that said he would just put his money in the bank rather than purchase an index annuity. This reminded me of "9/11/01" when I went over to my bank to get \$500.00 in cash and the ladies at the bank (whom I knew well, imagine that!) asked me if I was coming to take all of my money out because of what was happening. I told her to look at her computer screen and that there better be a lot more than \$500.00 in there. She said that there was but, they just got a call from the main office downtown and the most they could give was \$5,000.00. I have to tell you that there was much, much, much more than \$5,000.00 at their bank in that account. I went back to the office and told our people what just happened and someone said, "They can't do that!" I said, "They just did!" They said, "It's your money." I said, "Not today!" Now folks, think about what I just said and in my lifetime, I never thought about something like this ever happening. **F.D.I.C. or not!** Think about it some more! The F.D.I.C. was mentioned a few times in the dateline segment. (See link on last page for public information on the F.D.I.C.)

22.) How about the Bear Stearns issue recently and why the fed stepped in to prevent a run on the bank(s). How about this in modern day times? How does the F.D.I.C. handle this? Scan the external emerging environment out there and see how much writing is going on likening these times to 1930's depression type times. **"The Time Is Right For Fixed Index Annuities!"** (Contact me for a few of these articles.)

23.) It was very sad to see that the Dateline segment did not address the benefits of owning annuities at all.

24.) The agents in the Dateline segment were independent agents and not employees of the companies or the marketing organizations. There are bad agents out there just like any other profession. We need to continue to weed out the bad ones.

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25.) Dateline could do “Tricks of the Trade” segments on many other professions that really do harm and hurt seniors. You can probably think of a few right now. I know I can!

26.) Our industry and companies have made many pro-active moves recently to make sure annuity sales are suitable and to weed out the bad agents. They just need to be careful not to go too far the other way. I have it figured that when they are done with suitability and disclosure, that seniors will know more about annuities than they will about their securities, social security, medicare, medicaid, a mortgage and many others. **They probably already do!** (Ask me about a recent speaker from Social Security.)

In closing, maybe we can get Dateline to do a segment on the **“Rest of the story”**. Feature company representatives where you televise everything they say and not just what Dateline wants. Also include people like Kim O’Brien from “NAFA”, Pat Allen from Allen Marketing & Associates, Inc., and professional agents that do a complete job of planning for their clients and don’t just make sales.

**“The Time Is Right For Fixed Index Annuities!”**



**Founder, President, Leader  
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