

## FIXED INDEX UNIVERSAL LIFE

# Start from the middle

Grow your business with middle-market clients

The middle market has big potential for increased revenue, new client relationships, and more life insurance sales.

### Who is the middle market?

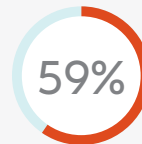
As detailed in the 2022 Allianz Middle Market Study,<sup>1</sup> they are:

- 30-45 years old.
- Contributing to a 401(k) plan to the full company match.
- Able to use additional funds to purchase another financial vehicle.
- Interested in a financial product that offers access to cash for emergencies, protection from volatility, the ability to manage inflation, and the potential to supplement their income during retirement.

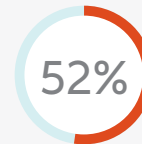
About **50%** of the middle market are not currently working with a financial advisor.

### The opportunity is there.

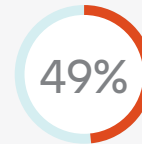
- The potential for more revenue right now
- A new source for future referrals
- An opportunity to build new client relationships that can grow as the client ages



Worry that inflation will prevent them from enjoying their retirement



Don't think they have enough saved for the retirement they want



Want to keep their tax bill as low as possible in retirement

With **fixed index universal life insurance**, you have the opportunity to potentially address all these concerns with one product.

TO LEARN MORE, contact the Life Case Design Team  800.950.7372 or visit  [www.allianzlife.com](http://www.allianzlife.com)

<sup>1</sup>The 2022 Allianz Middle Market Study was conducted by Allianz Life as an online survey in August 2022 with 800 respondents, ages 25-40 years. Respondents have an annual household income of \$100,000+ and either 1) contribute \$20,500 or more to retirement investment accounts, or 2) meet or exceed their employee-sponsored match and are making/interested in making additional contributions to another account.

Product and feature availability may vary by state and broker/dealer.

Guarantees are backed solely by the financial strength and claims-paying ability of Allianz Life Insurance Company of North America.

Products are issued by Allianz Life Insurance Company of North America, 5701 Golden Hills Drive, Minneapolis, MN 55416-1297. 800.950.1962. [www.allianzlife.com](http://www.allianzlife.com)

This content does not apply in the state of New York.

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