
Advisors' Favorite Annuity Issuers

By No Author *Thu, Mar 7, 2019*

Advisors' Favorite Annuity Issuers

(By product type; based on
responses to a survey of 712
advisors in 2018)

Variable annuities

Jackson National

Lincoln Financial Group

Prudential Financial

Nationwide Financial

Pacific Life

Fixed annuities

Lincoln Financial Group

Pacific Life

Brighthouse Financial

Jackson National

Nationwide Financial

Indexed annuities

Lincoln Financial Group

Allianz Life

Pacific Life

Jackson National

AIG

Source: Market Strategies International.
Cogent Reports. Annuity Brandscape.
December 2018.