
Annuity Specs is now “Wink”

By Editor Test *Thu, Aug 22, 2013*

Wink’s portal for life insurance and annuity information is LooktoWink.com. Visitors can find the AnnuitySpecs and LifeSpecs tools, which provide product details and comparisons.

Two sources for annuity and life insurance product information, AnnuitySpecs and LifeSpecs, have consolidated under a new brand name: Wink. Wink is also the distributor of *Wink’s Sales & Market Report*, a source of indexed insurance product sales and trends.

The rebrand “encompasses all of the company’s tools, reports and resources under one name, one new dynamic website, in order to ensure the company’s clients remain the most informed in the industry, via a new, innovative, and progressive approach,” the company said in a release. Wink’s founder, president and CEO is Sheryl J. Moore.

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Each quarter, *Wink’s Sales & Market Report* provides sales information on indexed annuity and indexed life products as well as analysis and updated details on all currently available indexed insurance products.

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