
Brighthouse makes it easier for advisors to sell its annuities

By Editorial Staff Thu, Oct 25, 2018

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Brighthouse Financial has launched the Brighthouse Financial Digital Desk, an online platform designed for firms to help their advisors process fixed annuity sales.

Advisors can use Digital Desk to educate clients about fixed deferred and fixed income annuities and to demonstrate the value of those products in a client's portfolio. Advisors can submit a suitability questionnaire and application electronically for faster processing and issue.

"This can help firms without a fixed suitability process in place, allowing them to add fixed and income products to their shelf," said Myles Lambert, chief distribution and marketing officer, Brighthouse Financial, in a release.

The Digital Desk supports four Brighthouse Financial fixed and income annuities, including its new Brighthouse Fixed Rate Annuity and Brighthouse Fixed Rate Annuity MVA (market value-adjusted). The platform also supports the Brighthouse Income Annuity and Brighthouse Guaranteed Income Builder fixed deferred income annuity.

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