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## **New sites from Jackson National Life focus on alternatives**

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By Editor Test     *Mon, Apr 1, 2013*

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Jackson National Life has established two new “thought-leadership” platforms: The Alternative Investment Learning Center, a LinkedIn group for registered advisors, and a public site, the [Center for Financial Insight](#), for consumers, advisors and Jackson employees.

The two new online resources are intended to serve as part of Jackson’s educational strategy by “offering insights on many aspects of financial planning,” the company said in a release. Jackson’s Elite Access variable annuity, a vehicle designed for tax-deferred use of alternative investments, was ranked 12<sup>th</sup> in sales among all VA contracts in 2012, according to Morningstar, Inc.

Content at the Center currently includes:

- A survey on “Social Media and Technology Adoption Among Advisors.”
- A video: “60 Years and Growing: The History of Variable Annuities,” presented by Greg Cicotte, president, Jackson National Life Distributors, LLC.
- A presentation entitled, “Alternative Investments in Today’s Changing Environment.”

The Alternative Investment Learning Center is a forum for registered representatives who hold at least a FINRA Series 6 or 7 registration. Advisors will be able to access educational materials on alternatives and discuss alternative investment strategies.

Advisors from Jackson’s affiliated broker-dealer network, National Planning Holdings, Inc., will be invited to join the group first. Jackson will invite advisors from other broker-dealers to join as the company receives approval from their broker-dealer back offices.

In addition to the LinkedIn group and the Center for Financial Insight, Jackson’s educational efforts include a focus on alternative investment strategies. In January, Jackson announced a plan for alternative education training in 2013, including 30 regional half-day training events, six national full-day training sessions, 120 alternative education training sessions, 130 alternative investment Continuing Education (CE) training sessions and a variety of virtual opportunities, including Quarterly Alternative Market Webcasts and monthly alternative investment conference calls.

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