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## **Pacific Life and tech partners develop annuity tool**

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By Editorial Staff    *Thu, Nov 25, 2021*

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*The tool, developed with assistance from [Ensignt](#) and [Insurance Technologies](#), can compare the hypothetical performance of multiple annuities and the amount of lifetime income they could generate under varying circumstances.*

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Pacific Life is collaborating with [Ensignt](#) and [Insurance Technologies](#) on a new sales tool that links to its current illustration software to create an “interactive, personalized presentation or e-brochure” that advisers and agents can share with clients, the Newport Beach, CA-based mutual insurer said in a release.

Financial professionals can use the tool to help clients compare and contrast two or more annuities, based on separate illustrations. The tool shows the hypothetical performance of the annuities over time and the amount of lifetime income they could provide under different circumstances.

To receive the tool, financial professionals should ask their Pacific Life consultative wholesalers for the Ensignt presentation or e-brochure when they request an illustration. If more than one illustration is requested—showing more than one product or solution—the resulting interactive output may help determine which product and optional benefit may be most suitable for that client.

“We have enhanced our application programming interfaces to allow our carrier partners to easily integrate their illustrations within new solutions,” said Doug Massey, EVP of Sales & Relationship Management, Insurance Technologies. “By integrating Ensignt presentation with ForeSight, Pacific Life can leverage its compliant illustration calculations in an interactive solution that makes it easy to communicate the value proposition in its products and riders that best meets the client’s needs.”

For more information about this new tool, financial professionals are invited to contact a Pacific Life consultative wholesaler at (800) 722-2333 or visit [Annuities.PacificLife.com](https://www.PacificLife.com).

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