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## Phoenix in FIA sales pact with eight IMOs

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By Editor Test     *Wed, Mar 2, 2011*

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The Phoenix Companies Inc. is giving a group of independent marketing organizations (IMOs) exclusive access to its Reflections and Reflections Gold Series of single-premium indexed annuities, *National Underwriter* reported.

Saybrus Partners Inc., the wholesaling unit of Hartford-based Phoenix, is developing a retirement planning program that provides formats for group seminars and individual discussions between producers and clients.

There are now eight companies in the program, and several more could join this year, Saybrus said.

“Phoenix’s strategy over last two years has been to build a network of IMOs to distribute our products, primarily our annuity products,” said Alice Ericson, a Phoenix executive. “Some of the eight IMOs have already been doing business with Phoenix, while others are new to the fold.”

The seminars and the discussions cover retirement planning concerns such as longevity, inflation and market volatility. The discussions also cover the role of various funding vehicles, including annuities, in retirement income planning.

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