

Q&A

with **JOHN GILBERT**

Managing Principal, Director of Annuities

Securing the Future: Insights on Annuities and Legislative Advocacy

Exploring legislative changes and their impact on the annuity industry with insights from John Gilbert

In an era where financial regulations are constantly evolving, understanding their impact on financial products is more important than ever. We are excited to present insights from a Q&A with John Gilbert, Managing Principal at Vanbridge and head of our Annuity platform. With over 20 years of experience in financial services, John offers a wealth of knowledge in life insurance and annuities.

As we move into 2025, the financial landscape is being shaped by key fiscal policies, shifting monetary strategies, geopolitical uncertainties, and the rising prominence of digital assets like Bitcoin. The recent inauguration of President Donald Trump has introduced new dynamics, with his administration prioritizing an "America First" economic agenda. These changes are expected to have significant implications for financial markets and the annuity industry.

In this Q&A session, John shares his perspectives on what the annuity industry needs from Congress in 2025, the potential legislative focus on annuities, and how the new administration can support the industry's growth. Join us as we explore John's insights on navigating the future of annuities in a changing legislative landscape. Here, John answers pressing questions about annuities in 2025 and how the political landscape may shape them.

Q: What actions should Congress take in 2025 to enhance the public's acceptance and adoption of annuities?

A: Congress needs to create stability amidst the ongoing uncertainty surrounding the [Secure Act 1 and 2](#). The American public requires access to solid financial advice, and there have been bi-partisan efforts to facilitate this. These efforts should prove beneficial for the annuity industry moving forward.

Q: What legislative actions related to annuities might Congress consider as it evolves in 2025?

A: Congress will likely focus on improving American's access to annuities as a safe and reliable way to enhance or supplement their retirement savings, thereby improving their retirement years. Reducing barriers to entry and simplifying the understanding of annuities could also be on the agenda.

There are also four specific bills in play right now that could boost annuities this year. These are:

- [Automatic IRA Act of 2024](#): Requires most employers to offer automatic retirement plans, allowing participants to choose annuities for part of their balance.
- [Labor Department Appropriations Bill](#): Prevents enforcement of a rule that could limit access to annuities.
- [Retirement Fairness for Charitable and Educational Institutions Act](#): Makes 403(b) plans more cost-efficient by allowing investments in annuities.
- [Lifetime Income for Employees Act](#): Expands the use of annuities as default investment options by removing regulatory barriers.

Q: How could Congress boost public perception of the annuity market and the market itself?

A: Congress could highlight how annuities can complement other types of retirement savings and serve as a hedge against potential changes to the Social Security code. Additionally, enhancing financial literacy among the American public is a crucial step Congress could take to improve knowledge and understanding of these financial products.

Q: What could the Trump administration do in 2025 that would push annuities forward?

A: The new administration could support congressional efforts to raise awareness about annuities among Americans. For instance, if the President were to highlight that purchasing annuities could reduce dependence on Social Security as a primary retirement income source, it could potentially extend the program's solvency and assist more Americans in retirement.

Q: What specific legislative priorities are insurance and annuity companies advocating for in Congress in 2025, and what are their reasons?

A: A few topics that come to mind include the taxation of carriers and the manufacturers of annuity products by the government. Most companies seek stability and clarity, not necessarily lower rates. Another important topic is the upcoming expiration of the estate tax. Uncertainty in the tax code creates paralysis in action, so stability and clarity around estate tax exemptions are highly desirable. Lastly, preserving the tax treatment of annuity products is crucial, as it is something both insurance companies and clients would want Congress to protect.

Curious about annuities or seeking guidance on how to best position you or your clients in today's financial landscape? Reach out to Vanbridge's Annuity team at annuitymktg@vanbridge.com or 800.275.8622.

Connect with us today and take the first step towards informed financial decisions.