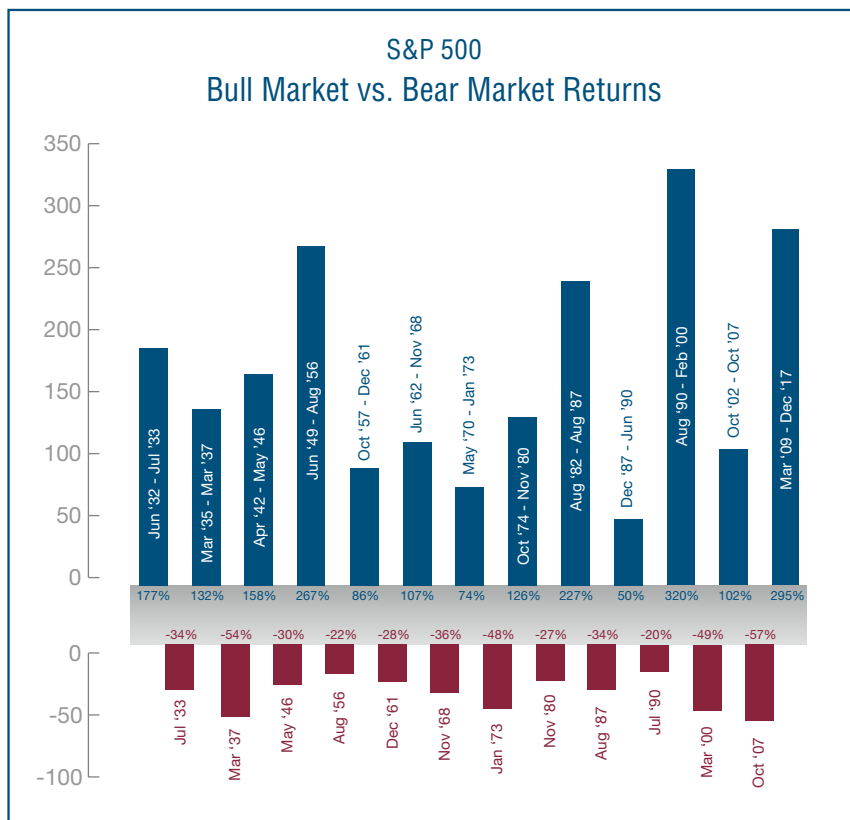


# Where will your clients be when the bull market turns bear?

Since March 2009, the S&P 500 has gained 295%. Pretty impressive, right? But, as history has shown us, when long-run bull markets end, the decline may be pretty dramatic.

This chart shows the historical decline that has occurred after a long bull market.

**Where will your clients be if this current market faces a similar decline? The average bull market lasts around five years, so now may be the time to talk about moving some gains into a lower-risk option.**



Consider recommending to your clients that they move a portion of their portfolio into fixed-indexed annuities from Great American Life®, which feature:

- The opportunity to participate in market growth with a guarantee that the account value will never go down unless the client takes a withdrawal
- A guaranteed minimum surrender value
- Optional riders that add even more benefits
- The strength of a highly rated company. Great American Life is rated “A+” by Standard & Poor’s and “A” (Excellent) by A.M. Best

Sources for S&P data: S&P Equity Research and DQYDJ.com S&P 500 Return Calculator and [www.gold-eagle.com/article/history-us-bear-bull-markets-1929](http://www.gold-eagle.com/article/history-us-bear-bull-markets-1929). Past performance is no guarantee of future results. S&P rating affirmed February 23, 2018. A.M. Best rating affirmed August 11, 2017. Riders are optional and available for an additional charge. All guarantees based on the claims-paying ability of Great American Life. Products issued by Great American Life Insurance Company®, Cincinnati, Ohio.

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