

Client Strategies: Examining a Declining Rate Environment

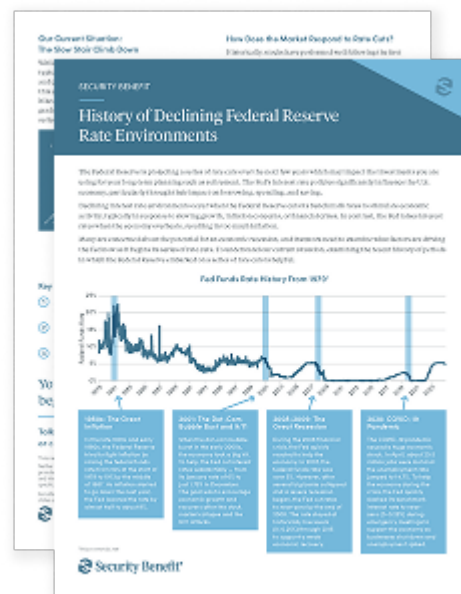
Interest rates are always shifting, and those changes can have a real impact on how clients think about their financial plans. For many, market uncertainty and changing rates can feel overwhelming—especially without the right context or guidance.

Are you having conversations with clients about how interest rate movements could affect their strategies? We’ve created resources to help you lead those discussions with confidence. From market insights to client-ready materials, our toolkit is designed to educate, inform, and empower your clients as they consider risk management options.

Explore the resources below—and be sure to check out our article, **“How Do the Fed's Interest Rate Moves Impact Your Wallet?”** You can share it directly with clients using the “Email Your Clients” button.

[Read the Client Guide](#)

Related Value-Add Marketing Resources



History of Declining Rate Environments

Use this consumer-facing piece to get a sense of historic rate trends and explore projected rate changes from the FOMC.

[Download the Brochure >](#)



Lock In Higher Rates

Explore whether interest rates have reached their peak and examine interest rates on Multi-Year-Guarantee Annuities over the last five years.

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Climb Back to Even: Stock Market Education

Spark conversations to explore savings vehicles like annuities by helping clients visualize exposure to market risk.

[Order the Slider >](#)

¹ FederalReserve.gov (Summary of Economic Projections)

Shareable Content



Share **“How Do the Fed's Interest Rate Moves Impact Your Wallet?”** with your clients.

[Email Your Clients](#)

Related Resources

- [Introducing Annuities to Your Clients](#)
- [Need InspIRAtion for Educating Clients on Roth Conversions?](#)
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