



## To Our Clients and Friends:

We are currently facing a unique challenge to our financial system due to the COVID-19 (coronavirus) pandemic. Fears over the spread of coronavirus have gripped the country and sent stocks in the US and around the world into bear markets. Please know that the Parker Financial Group family is doing what we can to remain open for business for as long as possible during this crisis. Although we cannot physically be in our office at this time due to the current stay at home order, we are still available to answer your questions and concerns, as well as to update your financial plans as necessary. You can still reach us at our usual number and emails, as well as set up virtual meetings with us online, which is a surprisingly simple process (even Rodger was able to figure it out ☐!).

As the coronavirus continues to drive stocks down, we think it's an appropriate time to offer our congratulations to those of you who have Fixed Indexed Annuities (FIAs) in your portfolio mix and as part of your overall financial plan! The funds you have allocated to FIAs have been, and will continue to be, protected from losses due to these severe market declines. Moreover, when the markets eventually do make their climb back up, you'll have the opportunity to participate and benefit from those gains as well.

For those of you that either have not yet opted to include any FIAs in your portfolio mix or have been considering the transference of additional assets to include more – now could be an opportune time to do so. The Fed has recently reduced interest rates to nearly zero, which means that all financial products with underlying guarantees, like FIAs, will likely be affected accordingly very soon.

While the FIA products we have available will continue to be attractive alternatives for preserving and growing wealth, it's likely that we will see reductions to the rates currently being offered in the weeks to come. For example, various product features including, but not limited to, index strategy caps and participation rates, premium bonuses, and fixed rates available may be reduced for contracts applied for after a certain date. Please consider calling, coming in or setting up a videoconference appointment as soon as possible so that you might be able to lock in these extremely attractive features while they're still available.

If your investments have been impacted by the recent market declines, now is certainly not the time for panic, but nor is it the time for complacency. It's one thing to stick to a long-term investment strategy in a good market – or in a down market, if you have time to recover. But what if you don't? In hopes that you will be able to recapture what you've lost, it can be tempting to try and sit tight, hang on to your assets and just wait for a market recovery that will almost certainly arrive at some point in the future. And for some, especially those with longer investment horizons, this may absolutely be the right play. However, if you're close to, or already in, retirement, ask yourself these 2 very important questions:

1. How much **more** can you afford to lose?
2. How **long** can you afford to wait for that market recovery to arrive?

Volatility in the market can add an additional level of complexity to retirement planning. If you get into a position where a market downturn lasts more than a couple of years, it could dig a sizable hole in your portfolio, impact the sustainability of your income and lead to a lower standard of living. No one knows what the rest of 2020 and beyond will bring for the stock market, but it's fair to assume that one of three things will take place. The market will either continue to go down, stay relatively the same or maybe it will go up. Wouldn't it be nice if you could allocate, at least a portion of your portfolio, to be protected and potentially benefit, regardless which of these three scenarios becomes our reality?

FIAs can provide protection of principal in down markets, while maintaining the opportunity for meaningful asset growth during positive markets, and even during flat or volatile ones. At a time where you may feel conflicted about not wanting to lose any more than you already have, but simultaneously not wanting to miss out on potentially recovering what you've lost, this unique combination may offer a solution to your conundrum. You may be able to recoup some of the losses you've experienced, while protecting yourself from future market declines.

We urge you not to wait and to call us now to at least discuss at 913-661-9492.

These are frightening and disorienting times, and we wish you and your families the strength we all need to get through the weeks and months ahead. Stay healthy, stay safe, and as always, our pleasure to be of service to you.

Sincerely,

*Rodger*

*Maddie*

*Connie*

*Amy*

*Jennifer*

**HANK** 🐾

The Parker Financial Group Family

