Actual Performance Returns: S&P vs. IUL

A comparison if you were to put \$100,000 into each account from 2000-2017.

\$400,000 After a 17-year period, the average annual return for the **stock market was 4.96%**. If you take into account management fees (1-2%), inflation (2-3%), and taxes, the **return is more likely 0%**. \$300,000 **IUL Strategy** \$352,271 \$200,000 \$100,000 S&P Strategy \$181,956 \$0 2002 2005 2008 2011 2014 2017

^{*} The above returns are the annual point to point returns from the beginning of one year to the beginning of the next year for each year shown. They exclude any fees associated as well as dividends.

^{**} The IUL strategy is using returns from Bloomberg US Dynamic Balance Index I with 0% floor, no cap, and 130% participation rate.