



LifeYield Social Security+

“In this era of disappearing pensions and record low interest rates, one of the big concerns for clients is guaranteed income. A piece of that is Social Security. Having an advisor help a client optimize that decision is key. The second part of that is incorporating an annuity into that retirement income stream. ”

- Mary Beth Franklin



The Retirement Income Challenge

Social Security benefits are an important financial cornerstone. For most, they're a primary source of retirement income. However, Social Security only replaces 40% of pre-retirement income on average and often isn't enough to fulfill a client's spending requirements in retirement.

With Americans retiring in record numbers, often the first question asked is “when and how should I file for Social Security benefits?” It's difficult for retirees to know where to turn for advice.

Sadly, misinformation is everywhere and unwise filing strategies are all too common. Seven in ten adults over age 50 believe they are eligible for full Social Security benefits before they can file for their first check. And nearly half underestimate their life expectancy by five years or more.

Valuable Social Security benefits can also be forfeited if applied for too early. Often, individuals begin taking Social Security before their full retirement age, which could drastically reduce what is available during their lifetime and undercut benefits for their surviving spouse.



The Solution

An optimized Social Security strategy is a baseline that should work in conjunction with other retirement income streams.

LifeYield Social Security+ is the industry's Social Security optimization leader and employs a proprietary algorithm that determines the optimal strategy for clients when filing for benefits. This solution is available via API or through an out-of-the-box UI.

Using the technology is simple. Advisors input basic information and Social Security+ uses an interactive graph to visually compare different strategies. The graph shows clients how to file given different spousal scenarios and how much more income in dollars they could enjoy over time. The interactivity of the tool helps advisors determine if the optimal strategy is right for the client or provides an opportunity to suggest an alternate path.

Once the optimal strategy is identified, turn on Income Layers to visualize all potential streams of retirement income in one place. Income Layers gives advisors the tools to discuss retirement income with clients in a clear, compelling and interactive way, which is key to engaging in remote client meetings.

Key Benefits

- Visualize all income streams to see how they contribute to an enhanced retirement income picture.
- Easily transition from questions about Social Security to a full retirement income planning discussion.
- Identify opportunities to fill retirement income gaps with different insurance, annuity and investment products.
- Increase revenue by helping clients identify the right filing strategy, reducing the burden on their other retirement assets.

LifeYield Social Security+ has been battle tested by the largest financial institutions in the world to help identify the optimal filing strategy for each client and facilitate discussions on retirement income at scale.

Enabling investors, advisors and firms with household-level wealth technology.