Variable Annuity Sub-Account Monitoring

AppCrown Integration technology offers a complete Variable Annuity Sub-Account Monitoring capability.

Many brokerages have developed a two tier model for their variable annuity sales and both tiers come with inherent pitfalls. The two tiers include:

- The sale of the variable annuity and selection of the initial sub-accounts
- An ongoing investment monitoring service (which may require the rep to be licensed as an advisor) that tracks the performance of the underlying sub-accounts to ensure they continue to meet the investor's objectives

The pitfalls facing these broker/dealers include:

- Inappropriate sub-account selection that is inconsistent with the investor's investment and risk objectives
- Inability to track the sub-account's on-going performance against the investor's objectives
- Limited compliance oversight of the products sold and fees charged

AppCrown has developed a solution that addresses your firm's businesses growth objectives and that helps ensure both broker/dealers and their registered representatives can effectively monitor the variable annuity sub-accounts

Some of the capabilities of AppCrown's solution includes:

- An online, browser-based data entry front-end that can be accessed 24/7 365 globally. The rep or their assistant can enter the details of each variable annuity against their client's record. Data validation checks ensure the information is complete and accurate
- The insurance firm's application form can be "auto filled" using this validated data entered above. The rep can print the application form for the client's signature
- AppCrown contains each client's investment profile including age, investment and risk objectives, tax bracket and much more besides, which triggers alerts if inappropriate sub-accounts are selected for the investor

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- The completed application form can be passed electronically to the compliance team for review and approval (Rule 2821)
- After the annuity has been funded and invested, the underlying sub-account data is appended to the respective client's record using AppCrown's extensive data integration hooks with 3rd party providers such as DST. AppCrown provides ongoing monitoring of the performance of each sub-account, triggering warnings if performance starts to deviate from stated objectives

AppCrown is an inexpensive browser-based online solution that can automate your firm's variable annuity sales and ongoing sub-account monitoring requirements. Contact us today to discuss your firm's specific needs.