



Simplicity’s Digital Annuity Platform Empowers Advisors to Deliver Retirement Income Solutions with Ease



Accelerate Your Annuity Sales with a fully digital, advisor platform



Engage Clients Easily through personalized, streamlined communications



Offer Top-Tier MYGA Solutions from top-rated annuity carriers



Boost Conversion Rates with personalized, data-driven experiences



Recommend with Confidence using our proprietary scoring system



Simplify Every Step from education to application with a seamless digital workflow

Simplicity AnnuityLink™ Supports

- ✓ Independent Agents and Advisors
- ✓ Financial Institutions
- ✓ Health Insurance Agencies
- ✓ Auto and Home Insurance Agencies
- ✓ Community Banks and Credit Unions
- ✓ BGAs and IMOS

Your Gateway to Annuity Sales

At Simplicity, we’re committed to helping financial professionals build stronger, more sustainable retirement strategies for their clients. Simplicity AnnuityLink™ allows advisors to run and compare quotes from several different providers in minutes.

- ✓ Save time and effort in placing cases
- ✓ Impress clients with the ease and convenience of working in today’s digital world
- ✓ Research and get product details all in one convenient spot