

Diversify With The iShares U.S. Real Estate ETF



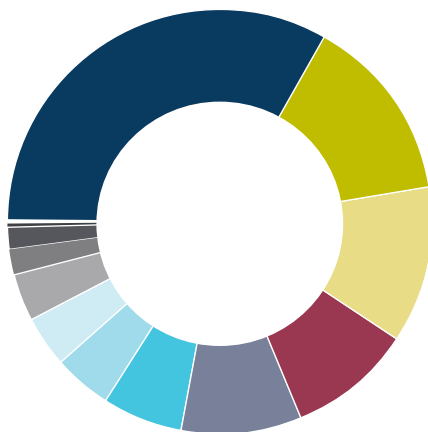
It pays to keep things simple.®

One of the fundamental principles of modern investing is diversification. This practice, which involves allocating assets to a variety of sectors that react differently to a given event, seeks to mitigate market volatility and maximize growth opportunity.

With a fixed-indexed annuity from Great American Life Insurance Company®, your clients may have the opportunity to allocate funds to an indexed strategy that earns interest based in part on positive changes in the iShares U.S. Real Estate Exchange Traded Fund (ETF). This ETF seeks to track the performance of the Dow Jones U.S. Real Estate Index, which is composed primarily of real estate investment trusts (REITs). Those who invest in this ETF are often looking to diversify their portfolio, seek income or express a sector view.

Exposure breakdown

The iShares U.S. Real Estate ETF provides exposure to U.S. real estate companies and REITs, which invest in real estate directly and trade like stocks. While many consumers think of real estate as either commercial or residential, the pie chart below illustrates the diversity of market sectors to which this ETF provides exposure. (as of December 31, 2019).



Type	% of Market Value
Specialized REITs	32.45%
Residential REITs	14.19%
Retail REITs	10.77%
Health Care REITs	9.14%
Office REITs	8.97%
Industrial REITs	7.40%
Mortgage REITs	4.36%
Diversified REITs	3.87%
Hotel & Resort REITs	3.63%
Real Estate Services	2.32%
Research & Consulting Services	1.73%
Cash and/or Derivatives	0.74%
Real Estate Development	0.43%

3 Things To Know About This ETF:

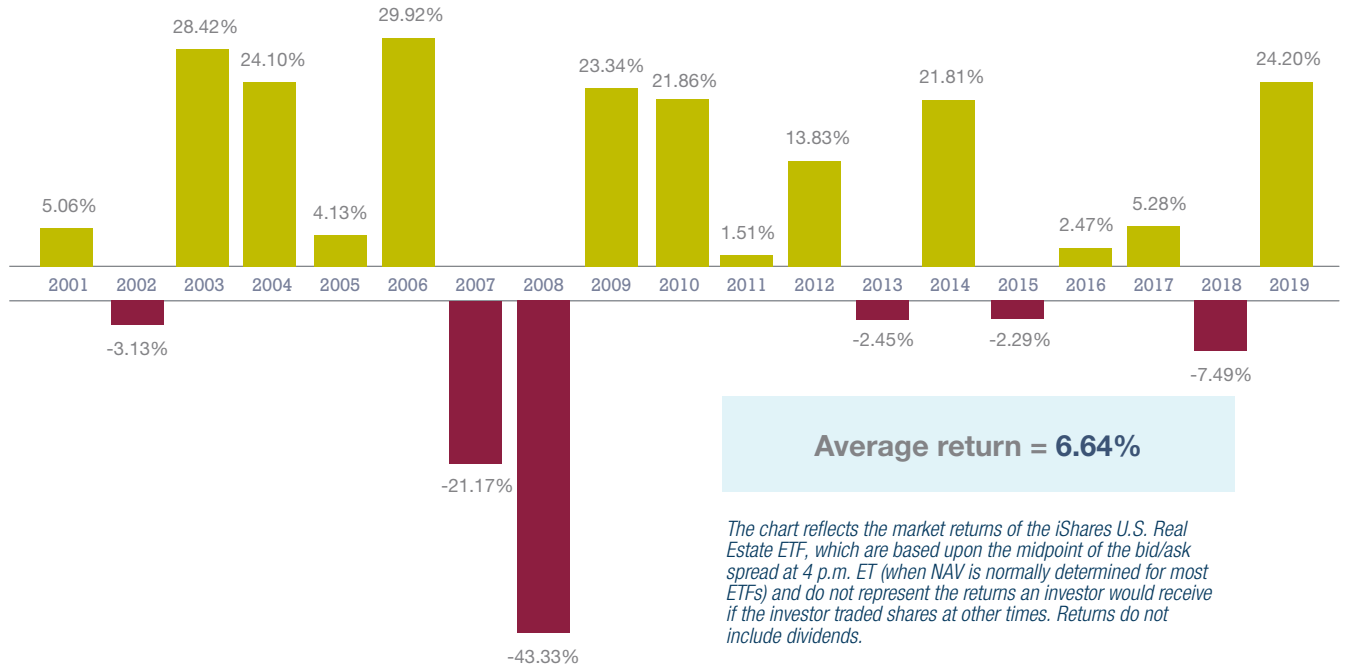
- Measures the performance of the real estate sector of the U.S. equity market
- Traded on the NYSE Arca under the symbol IYR
- Share prices can be obtained by visiting finance.yahoo.com/quote/IYR/history.

The market price for a share of the iShares U.S. Real Estate ETF may be different from its most recent net asset value (NAV).

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Historical index performance

The chart below illustrates calendar year returns for the iShares U.S. Real Estate ETF.



Strategy returns using rolling periods and hypothetical caps

Using one-year rolling returns from June 20, 2001 through December 31, 2019, you can see how an iShares U.S. Real Estate point-to-point strategy with an 8.00% cap would have performed compared to an S&P 500® point-to-point strategy with a 6.15% cap. The following analysis includes more than 4,900 observations.

	S&P 500® Annual Point-to-Point with 6.15% Cap		iShares U.S. Real Estate Annual Point-to-Point with 8.00% Cap
Maximum Return	6.15%	Maximum Return	8.00%
Average Return	4.17%	Average Return	4.77%

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To learn more about the iShares U.S. Real Estate ETF, visit [iShares.com](https://www.ishares.com) and search ticker symbol IYR.



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Past performance does not guarantee future results.

The launch date of the iShares U.S. Real Estate ETF was June 12, 2000. Historical index returns are not indicative of the interest that would have been credited to a fixed-indexed annuity during the same time period. Strategy returns may be significantly less than the index returns.

Maximum and average rolling returns shown for the indexed strategies are reflective of the data that was available to us when this flier was created. The rolling returns do not represent the returns of the corresponding indexed strategy for any given term. Indexed interest rates for a strategy are based on changes in the applicable index over one-year terms, which begin on the 6th and 20th of a month. The information presented above reflects hypothetical caps, which are not guaranteed rates and may vary by term and product. The actual caps that we might have applied during this period would have been different and might have been significantly lower.

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