MassMutual Ascend
Life Insurance Company

What Investment Advisor Representatives Should Know About Fee-Based Deferred Annuity Contracts

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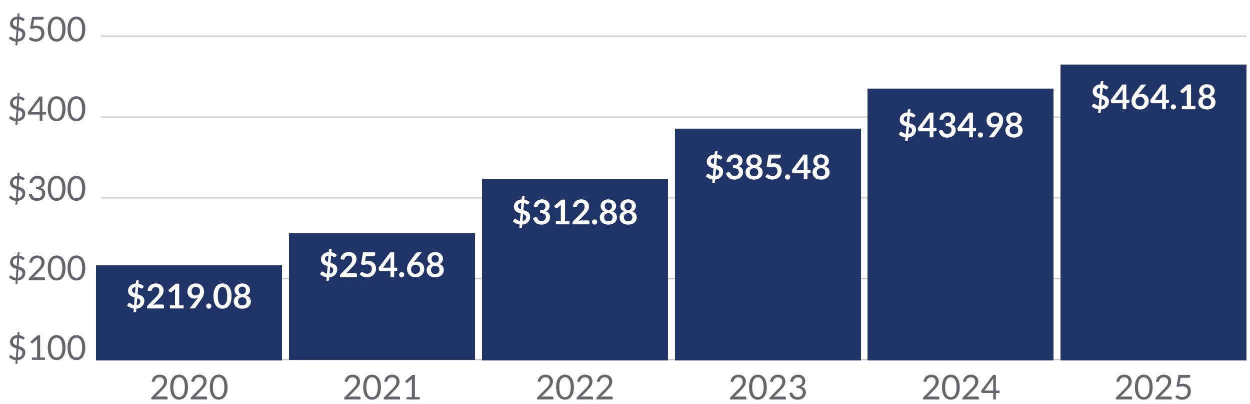
Fee-Based Deferred Annuity Contracts

Fee-based deferred annuity contracts are some of the most misunderstood products in the financial services industry. This lack of understanding has made them easy targets for pundits to vilify, causing Investment Advisor Representatives (IARs) to underutilize them and their clients to miss out on prudent investment opportunities. It's always easiest to dismiss what we don't fully understand. However, as industry professionals, we have far more to gain by expanding our toolkits than by closing the door to viable solutions.

Also consider that we've recently spent more than a decade in a near zero interest rate environment. The shifting interest rate environment has allowed today's fee-based deferred annuity contracts to be designed with better guarantees and higher payouts. As a result, since 2020, individual annuity contracts continue to set new records year after year.[1]

Explore 2020–2025 total market activity



This article will reorient IARs to the unique characteristics of fee-based deferred annuity contracts, including common liquidity provisions such as the free withdrawal and market value adjustment (MVA). After defining what is meant by "fee-based deferred annuity contracts," we'll highlight the different types available in their order of popularity, based on industry statistics. Then, we'll review the requirements for IARs to manage fee-based deferred annuity contracts for their clients and collect advisory fees directly from the account value (if desired). We'll end by exploring five ways clients are able to access funds within fee-based deferred annuity contracts.

[1] From Life Insurance Marketing and Research Association's (LIMRA) Annuities in Focus: 2025 Sales Performance and the Forecasted Path Through 2028 (account needed to access). LIMRA maintains multiple statistics related to the sale of life insurance and annuity contracts in the United States and abroad. For more than a century it's "served as the largest trade association supporting the insurance and related financial services industry." It currently has over 700 member companies.

Defining Fee-based Deferred Annuity Contracts

I'm using the rather long phrase "fee-based deferred annuity contracts" to distinguish the particular annuity product I'm writing about from others:

- **Fee-based.** Fee-based deferred annuity contracts are annuity contracts that do not pay a commission to the IAR whose client puts money into the contract, but do allow the IAR to earn an advisory fee for investment management services. The advisory fee may be taken from the annuity contract, or it may be paid from other assets under management.
- **Deferred.** Deferred annuity contracts are distinguishable from immediate annuity (IA) contracts. The first payment from an IA contract must be made no later than one year from the issue date. With a deferred annuity contract, the contract values are not applied to pay a stream of periodic payments until the "annuity starting date" defined in the contract, at least one year after the issue date.
- **Annuity contract.** Describing these products as "annuities" is not only grammatically incorrect but also pays short shrift to their many other important features.[2] By referring to them as "annuity contracts," I hope to invite a broader understanding of what someone is actually investing in and spark inquiry into the unique and dynamic terms of a particular product.[3]

Fee-based deferred annuity contracts are unique wealth accumulation tools that can also provide guaranteed income your client can't outlive. How they accumulate wealth is unique[4] and the fact they can provide a guaranteed income your client can't outlive is what distinguishes them from all other investment options. Depending on the type of contract selected, contributing money to a fee-based deferred annuity contract can have similarities to putting your money in a savings account or a certificate of deposit, placing funds in a hedged or structured investment, or investing in a stock or a bond fund. They can be owned by individuals, trusts or business entities ("non-qualified"), or by retirement plans ("qualified") including all types of IRAs and inherited contracts.

Fee-Based Deferred Annuity Contracts: The Lineup

One of the essential differences among the different types of fee-based annuity contracts is how their account values grow.[5] Some are 100% known quantities, as dictated by the contract; others grow their account values derivatively; and still others grow their account values directly with the performance of the selected investment. Despite these differences, all fee-based annuity contracts can provide the ability to receive guaranteed income that your client can't outlive. That is, they can be annuitized. It may be helpful to think of fee-based annuity contracts as investments with an insurance element – the option to annuitize is a form of longevity insurance that is built into the contract.

The most popular annuity contracts in 2025 were fixed-rate annuity products, commonly referred to as multi-year guarantee annuity products, or MYGAs ($160.6 billion, up 5% year over year).[6] The growth of the account value of

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[2] Merriam Webster tells us that an annuity is "a sum of money payable yearly or at other regular intervals."

[3] Another slight nuance is in order: The deferred annuity contracts I'm writing about aren't the same thing as deferred income annuity (DIA) contracts. Deferred annuity contracts are better thought of as accumulation products whereas DIA contracts can be thought of as income products. A qualified longevity annuity contract is an example of a DIA contract.

[4] Fee-based deferred annuity contracts offer tax deferred growth when owned by individuals, certain trusts, and entities acting as an agent for a natural person ("non-qualified"). See generally IRC Section 72(u). Deferred annuity contracts, in general, accumulate wealth for clients in specific and appealing ways as will be more fully explored in the next section.

[5] For better readability, I will often refer to "fee-based deferred annuity contracts" as "fee-based annuity contracts."

[6] Total U.S. annuity product sales increased 6% to $461.3 billion in 2025, according to preliminary results from LIMRA U.S. Individual Annuity Sales Survey. LIMRA data captures both qualified and non-qualified, immediate and deferred, and commissionable and fee-based annuity contracts, broader than fee-based deferred annuity contracts, which are the subject of this article.

a MYGA is 100% determined by applying a fixed interest rate to the account value for a particular period (the "guarantee period"). The guarantee period will differ by MYGA contract. Guarantee periods ranging from three years to ten years are common. The insurance carrier will set a new fixed interest rate prior to the end of the guarantee period (also referred to as a renewal rate) based on then-current market conditions. Clients use MYGAs as savings tools; that is, as a safe place to put their money on par with high-yield savings accounts and certificates of deposit. However, it is important to note that, unlike savings accounts and certificates of deposit, MYGAs are not protected by Federal Deposit Insurance Corporation guarantees, and all payments are subject to the claims-paying ability of the insurance carrier.

Fixed-indexed annuity products (FIAs) and registered index-linked annuity products (RILAs) are currently at the forefront of market trends.

Fixed-indexed annuity products (FIAs) and registered index-linked annuity products (RILAs) are currently at the forefront of market trends.[7] According to LIMRA, these two products accounted for 45% of total volume in 2025, with FIAs topping $128.2 billion (fifth consecutive year of annual growth) and RILAs nearly $80 billion (11th year of growth).[8] The growth of their account values can provide the client with the best of both worlds: upside potential with downside protection.

Both FIAs and RILAs tie account value growth to a selected index (or indices), such as the S&P 500® and Russell 2000, or exchange traded funds (ETFs), such as SPDR Gold Shares ETF or iShares U.S. Real Estate ETF. Neither is actually invested in the market. Their account value growth is derivative—it's determined by the performance of an index or ETF over a specified term but adjusted up or down for the term according to contractual provisions (e.g., cap rate or par rate).[9]

FIAs generally have a floor of 0%, which means a client won't lose money for a term if the index performance is negative. However, in exchange for this downside protection, FIA owners give up unlimited upside potential, typically in the form of caps. For example, the value of an FIA strategy with an 8% cap for a specified term will be credited at most 8% for that term even if the relevant index is up 13% for that term. FIAs are attractive to investors who want more growth potential than MYGAs but don't want to lose money.

RILAs are for a more growth-oriented investor who accepts some risk of loss in exchange for greater upside potential.[10] That risk of loss is typically in the form of a buffer, negative floor, or downside participation rate. The type of downside protection varies depending on the particular RILA strategy selected. Assuming a 15% down year, the following example shows the impact on a RILA account value of $40,000, with four different strategies (i.e., investment options), each with different downside protection. As you can see, the client ends up with a significantly lower loss (- 5.63%) and a greater account value (+$3,750) because of the various downside protection strategies in place. Without any downside protection strategies in place, this client's ending account value would have been $34,000 (-15%).

[7] Registered index-linked annuity contracts are also known as structured products. Although they're registered with the Securities and Exchange Commission, they're not directly invested in the stock market.

[8] See supra note 6.

[9] A "cap rate" or "cap" is the maximum interest rate that can be credited to the account value for a particular term when the index rises. A "par rate," or participation rate, is a percentage of any positive index change that can be credited to the account value for a particular term. Both cap rates and par rates may be changed by the insurance carrier before the start of each term. For RILA products, there also may a downside par rate, discussed below.

[10] Upside RILA strategies can include uncapped strategies, cap rates, upside par rates, a performance trigger, or a dual performance trigger. A performance trigger credits the "trigger rate" (e.g., 15%) if the relevant performance is flat or positive. A dual performance trigger credits the "trigger rate" (e.g., 15%) if the relevant performance is flat, positive, or experiences negative performance that does not exceed the selected buffer strategy. The upside cap rates on RILAs are typically higher than the upside cap rates on FIAs.

Downside Protection on Strategy	Amt. Invested in Strategy at Beginning of Term	Strategy Performance	Impact on Strategy at End of Term	Amt. Invested in Strategy at End of Term
10% floor	$10,000	-15%	-$1000. *The 10% floor limits the amount of loss to 10%.*	$9,000
50% par rate	$10,000	-15%	-$750. *The 50% par rate is applied to the strategy performance (-15%), so the strategy only experiences a 7.5% loss.*	$9,250
10% buffer	$10,000	-15%	-$500. *The 10% buffer shields the strategy from the first 10% of losses, so the strategy only experiences a 5% loss.*	$9,500
20% buffer	$10,000	-15%	-$0. *The 20% buffer shields the strategy from the first 20% of losses.*	$10,000
	$40,000 account value			**$37,750 account value**

Rounding out the remaining annuity products tracked by LIMRA are variable annuity contracts, or VAs ($65.2 billion in 2025, up 7% year over year).[11] VAs are attractive to investors who want direct exposure to equity and bond funds and don't want any "guardrails" on gain or loss. A VA contract will generally offer a number of different investment options, such as asset allocation funds, bond funds, traditional equity funds and specialty funds. The full upward or downward swings in the chosen funds are directly reflected by the VA account value. Unlike other types of annuity contracts, VAs are typically able to accept ongoing, periodic deposits rather than a single lump sum contribution. And like other annuity contracts, the ability to rebalance and buy and sell different investment options is completely tax-free.[12] However, VAs generally have mortality and expense charges and administrative charges that may reduce performance below what might be obtained by a direct investment in comparable mutual funds, and distributions from a VA are not eligible for preferential long-term capital gain treatment that generally applies to distributions from comparable mutual funds.

Offering Fee-Based Deferred Annuity Contracts

Whether your business model is fee-only or fee-based, you have an insurance license or not, you are a registered representative (RR) or not, there is likely a path for you to offer fee-based annuity contracts to your clients.[13] When it comes to fee-based annuity contracts, an IAR is able to:

- **Include such contracts in a managed portfolio;**
- **Charge an advisory fee based on the account value;**
- **Provide ongoing fiduciary advice regarding the annuity contract; and**
- **Rebalance, recommend allocations and integrate the annuity contract into an overall financial plan.**

Both fee-only and fee-based IARs may incorporate fee-based annuity contracts into their business models because these products do not compensate the IAR by a sales or trail commission. Instead, IARs can collect their customary advisory fee by including the annuity contract's account value as part of their assets under management (AUM).

[11] See *supra* note 6. Note that MassMutual Ascend no longer offers variable annuity contracts.

[12] See *supra* note 4.

[13] An RIA's Form ADV must permit offering annuity contracts. To check if your RIA has an agreement with MassMutual Ascend, please visit: registered-investment-advisor-list.pdf. If you are an RIA interested in offering MassMutual Ascend fee-based annuity contracts, complete the RIA submission form, available here: For Registered Investment Advisors.

Fee-only and fee-based IARs may or may not hold a life/health insurance license. Depending on relevant state law, those IARs that aren't insurance licensed may still be able to offer clients fee-based annuity contracts through their RIA internal insurance desk or by partnering with an outsourced insurance desk (OID). It is a good idea to check the business practices of your RIA to determine if you will be able to offer a fee-based annuity contract without an insurance license.[14] An IAR or dually registered advisor with a life/health license can offer fee-based annuity contracts through certain independent marketing organizations (IMOs). The OID or IMO can fulfill the role and responsibilities of the insurance agent, and many have deep product expertise that is helpful when navigating the particulars of various carriers' fee-based annuity contracts.

Another unique development with the majority of fee-based annuity contracts is the ability for IARs to integrate the value of the annuity contract with the rest of a client's AUM when assessing a fee, as well as being able to take an advisory fee directly from the annuity contract's account value. The ability to take advisory fees directly from the account value may be dictated by your firm's practices. If this is allowed by your firm, you have the option of taking the advisory fee from the annuity contract or from other assets that you manage for the client.

In selecting a company and product that meets your client's needs, it's important to consider whether advisory fees withdrawn from the account value will be taxable to your client, and if advisory fees withdrawn from the account value will incur an early withdrawal charge or a negative market value adjustment, or will adversely impact the value of annuity contract benefits. The advisory fee's impact on the account value is likely addressed in the annuity contract itself or in an endorsement to the contract. In Private Letter Ruling (PLR) 201945006, the IRS found that advisory fees taken directly from the account value of a fee-based annuity contract that was an FIA or a RILA were not an "amount received" by the owner of the annuity contract and thus did not cause any income tax consequences to the owner.[15]

Assuming you have received client authorization, the insurance carrier will be able to share annuity contract data with third party software programs – for financial planning, statement reporting, and billing – and you will be able to make investment allocation changes on your client's behalf, online or over the phone. Your firm or back office may also be granted access to the client's account. If authorized, you can even transfer advisory fees directly from the fee-based annuity contract account value to your RIA's bank account.[16]

Finally, a common misconception regarding fee-based annuity contracts is that they are "expensive." However, fee-based MYGAs and FIAs typically do not have ongoing insurance carrier fees or charges apart from early withdrawal charges and/or market value adjustments that are only applicable to certain withdrawals and distributions during a specified period. The guaranteed interest rate for a fee-based MYGA is the actual credited rate. A fee-based FIA or RILA has insurance carrier profit margins built into the caps, upside participation rates or performance trigger rates, but still offers a cost-efficient way for a client to hedge investment risks. Typically, a fee-based VA will have lower mortality and expense and administrative charges than a commissionable VA.

[14] If the relevant fee-based annuity contract is a RILA or a VA, the firm with which the IAR works would also have to qualify as a broker dealer (BD).

[15] Although the IRS has not confronted the same issue concerning a fixed annuity (i.e., MYGA), it is uncertain that the same result would ensue.

[16] Currently, MassMutual Ascend fee-based annuity contracts can integrate with the following platforms: Pershing, Albridge, Envestnet, Envestnet Tamarac, Black Diamond, Orion, DTCC, eMoney, Morningstar, byallaccounts, portfoliopathway, ias, fusionADVISOR Wealth Portal, FinFolio, FAN Mail, blueleaf, Broadridge, Broadridge Advisor Solutions, TradePMR, Advyzon, AssetBook, AdvisorsAssistant, Addepar, jaccomo, and PortfolioCenter. List accurate as of July 2026. MassMutual Ascend can accommodate annual, semi-annual, quarterly, and monthly fee withdrawals.

Show Me the Money (i.e., liquidity provisions)!

There are at least five different ways for clients to access funds from a fee-based annuity contract:

1. Surrender

2. Withdraw

3. Systematic payments

4. Income rider benefit payments

5. Annuitization payments

The ability to access funds from a fee-based annuity contract that is part of an IRA or qualified retirement plan - and the taxation thereof - depends on the rules surrounding accessing funds from those accounts. Those rules are beyond the scope of this article. In this section, we will explore the liquidity provisions and taxation of distributions from fee-based non-qualified annuity contracts owned by individuals.

At any time before annuitization, it's possible to fully surrender a fee-based annuity contract. Any gain will be taxable as ordinary income.[17] Unless the taxpayer is age 59 ½ or older or an exception applies, any taxable gain will also be subject to a 10% penalty tax.[18]

Short of surrendering, it's possible to withdraw smaller amounts. Withdrawals are taxed under the "income first" rule: all gains are taxable (as ordinary income), followed by a tax-free return of the investment in the contract (cost basis). Unless the taxpayer is age 59 ½ or older or an exception applies, the 10% penalty tax on any gain withdrawn will also apply.[19]

To allow insurance carriers to effectively invest for longer periods and to dissuade owners from surrendering or from withdrawing significant sums from their contracts in the early years, many fee-based annuity contracts impose early withdrawal charges or market value adjustments, or both. However, it is almost always possible to withdraw a certain percentage of the account value, for example 10% each contract year, without incurring an early withdrawal charge or market value adjustment ("free withdrawal").

For contracts with early withdrawal charges, they are typically imposed on a sliding scale, declining over time (e.g., between 8% and 3%), during the first three to ten years of a contract. If a fee-based annuity contract has early withdrawal charges (some don't have any!), they are likely lower than early withdrawal charges under a commissionable annuity contract. For fee-based annuity contracts with a market value adjustment (MVA), there is an adjustment made to contract values at the time of a surrender or a withdrawal above the free withdrawal allowance within the early years of the contract.[20] MVAs function similarly to how the value of a bond may change in response to interest rate changes: if interest rates have gone down since the contract was purchased, the MVA may be positive; if interest rates have gone up since the contract was purchased, the MVA may be negative. Let's look at an example.

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[17] Technically, a tax-free Internal Revenue Code Section 1035 exchange is also a surrender and allows a policy holder to exchange one annuity contract for a new annuity contract without current taxation of any gains.

[18] See generally IRC Section 72(q) (exceptions include the death of the holder or primary annuitant if the holder is not an individual, the taxpayer becoming disabled, amounts allocable to investment in the contract made before August 14, 1982, amounts under an immediate annuity, etc.).

[19] See id.

[20] At MassMutual Ascend, our Index Protector 5 (MVA), which is a fee-based FIA, and our Index Achiever Advisory product, which is a fee-based RILA, do not have early withdrawal charges. They do have MVAs which apply to withdrawals in excess of 10% of the account value within the first five contract years.

Example: A $100,000 lump sum was used to purchase a fee-based annuity contract. At this time, the relevant benchmark market interest rate was 5%. For simplicity, assume no account value growth. This contract has no early withdrawal charges but does have an MVA for the portion of withdrawals in excess of 10% of the account value during the first five contract years. In the beginning of year three, your client wants to withdraw $25,000.

Relevant benchmark interest rate: time of purchase (5%) vs. time of withdrawal	Market Value Adjustment	Remaining account value after $25,000 withdrawal
Same (5%)	No impact on account value	$75,000[21]
Higher (>5 %)	Negative impact on account value	<$75,000
Lower (<5%)	Positive impact on account value	>$75,000

An MVA compares the interest rates in effect when the annuity contract was written versus at the time of a withdrawal. If there was no change in interest rates, there would be no MVA. The withdrawal would result in a dollar for dollar reduction in the account value. If interest rates had gone up since the contract was written, the sale of a bond with a lower interest rate would not be as profitable and the carrier shares that loss with the contract owner in the form of a negative impact on the account value—the $25,000 withdrawal would lower the account value by more than $25,000. Finally, if interest rates had gone down since the contract was written, the sale of a bond with a higher interest would be more profitable and the carrier would share those profits with the contract owner—a withdrawal of $25,000 would actually result in less than $25,000 leaving the account value.

In addition to withdrawals upon a specific request, many carriers support a systematic withdrawal program from fee-based annuity contract account values. Some systematic withdrawal options will pay out the interest earned each year. Others will pay out the free withdrawal amount. Others will pay an amount that is intended to comply with the substantially equal periodic payment ("SEPP") exception to the 10% penalty tax for taxpayers under age 59 ½. Systematic payments are generally treated like any other withdrawal for both contract and tax purposes and will stop once the account value is exhausted.

An income rider is an optional feature that can be added to fee-based annuity contracts at issue (including via transfer or 1035 exchange) and carries an additional cost. An income rider guarantees that the owner may withdraw a guaranteed amount annually for life, whether or not any account value remains. This guaranteed withdrawal amount is often based on the amount deposited increased by a fixed rate (rollup amount) that may exceed annuity contract earnings. When income rider payments begin, it's incorrect to say that the contract has been annuitized. Because they're withdrawals, monies received via an income rider on a fee-based annuity contract will be taxable under the income first rule until the contract account value is exhausted, and then as a tax-free return of investment in the contract (cost basis);[22] after all remaining investment in the contract is recovered, income rider payments will again be fully taxable.

[21] At MassMutual Ascend, some annuity contracts have a .25% administrative fee included in the calculation of the MVA, so if interest rates remained unchanged, there would be a slightly negative MVA.

[22] If there is any investment in the contract remaining after the account value has gone to $0, there will be a period of exclusion ratio treatment prior to income rider payments becoming fully taxable.

"I thought you said annuity contracts can provide guaranteed income that your client cannot outlive. Why would someone add an 'income rider?'" Good question. Income riders generally provide two benefits. First, income riders typically provide for rider benefit payments based on a guaranteed rollup of values. This guaranteed rollup may provide a rider benefit that is higher than the account value of an FIA, RILA or VA. The result is that a base level of investment performance is built into the income rider benefit. Second, income riders allow the contract owner to receive regular income that looks and feels like annuity payments, without losing access to the account value. Although the account value will be reduced by each income rider payment, the balance remains liquid and accessible to the contract owner if they desire to take out additional funds. Access to the account value is generally lost when an annuity contract is annuitized.[23] An income rider will continue to pay out the same level of income, even after the account value has been fully depleted, and thus, using an income rider can be another great way for your client to get guaranteed income for life from an annuity contract.

In contrast to the use of an income rider, access to the account value is generally lost when an annuity contract is annuitized.

Finally, most fee-based annuity contracts permit the owner to elect to annuitize their contract at any time on or after the first contract anniversary and prior to the latest permitted date stated in the contract.[24] Fee-based annuity contracts provide a variety of annuitization options, generally including payments for a fixed term, payments for life, payments for life with a fixed number of payments guaranteed and payments for joint lives.[25] If annuitization is selected, the investment in the contract (cost basis) is spread out evenly over the expected income payments using an exclusion ratio.[26] As a result, annuity payments are partially taxable until the entire investment in the contract is exhausted. Once the full investment in the contract is exhausted, any remaining annuity payments are fully taxable.

[23] Some annuity contracts may allow commutation, or the ability to take a lump sum payment in lieu of future annuity payments guaranteed for a fixed period. Commutation of payment guaranteed for a life or joint lives is usually not allowed.

[24] The latest permitted date is the latest date specified in the contract by which the owner must surrender the contract or begin receiving annuity payments (for example, it may be the contract anniversary following the contract owner's 95th birthday).

[25] Some annuity contracts may allow "partial annuitization," where only a certain amount of the account value is turned into an income stream; the other part of the account value remains intact. Under IRC Section 72(a)(2), the portion of the amount being annuitized must be paid out over life or a fixed period of at least 10 years. MassMutual Ascend only allows partial annuitization by means of a 1035 exchange into an immediate annuity.

[26] See Treas. Reg. Section 1.72-4(a). The "investment in the contract" is defined in Treas. Reg. Section 1.72-6. The "expected return" is defined in Treas. Reg. Section 1.72-5.

Fee-Based Annuity Contracts: A Bright Future

It has taken almost 3500 words, and this article has barely scratched the surface of fee-based annuity contracts! Despite these physical limitations, hopefully you're beginning to develop a more accurate picture of what fee-based annuity contracts are, how your clients can access funds within them, and how, as an IAR, they may fit into your business model. With the growth in the demand for annuity contracts over the last couple of years, IARs who understand them will be better positioned to help their clients who could benefit from them.

Modern fee-based deferred annuity contracts are innovative and relatively new financial products that have been designed to fit cleanly inside wrap accounts as well as managed accounts and should make IARs want to take a second look as they have overcome many of the traditional objections to offering annuity contracts.

"I don't sell commissionable products."

There's no commission with these products.

"I'm not life or health licensed."

You may not have to be.

"They have too many fees."

Many fee-based annuity contracts have no fees.

"I don't want to lock-up my client's money."

Fee-based annuity contracts are incredibly liquid.

"I don't do annuities."

Well, why not?

Fee-based annuity contracts are wonderful, fascinating financial products. For retirement-focused clients, fee-based annuity contracts offer guaranteed income your client can't outlive. As we are currently in the throes of "Peak 65," and many Gen Xers and Millennials long for the pensions their Baby Boomer parents and Silent Generation grandparents had, the popularity of and need for these guarantees has never been greater.[27] With protection from significant market downturns and guaranteed lifetime income, the future looks exceptionally bright for these products.

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[27] "Peak 65" refers to the record number of Americans who are retiring; more than four million Americans will turn 65 each year between 2024 and 2027 (over 11,000 people per day!). According to Brittanica, the Silent Generation was born between 1928-1945; Baby Boomers were born between 1946-1964; Gen X was born between 1965-1980; and Millennials were born between 1981-1996.

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For the past 15 years, Allison has been working with some of the country's top insurance carriers. She is a proven leader in the financial services industry and joined MassMutual Ascend in 2025, designing and leading a new advanced sales team. She brings a unique blend of technical expertise, sales acumen and thought leadership to MassMutual Ascend's Advanced Sales Consulting team.

Allison is currently a member of LIMRA's Advanced Sales committee, The American College's Industry Advisory Council, Franklin University's Financial Planning Advisory Board, the Society of Trusts and Estates Practitioners, and has been a professional mentor and judge on the Financial ConNEXTion Cruise for the past three years.

Allison earned her JD (juris doctor) from St. John's University School of Law and holds the Chartered Life Underwriter (CLU) designation. Allison resides just outside of Columbus, Ohio with her husband and two young children. Originally from Long Island, New York, she is a long-suffering New York Mets fan and loves "caw-fee" and New York bagels.

About MassMutual Ascend

Taking financial futures above and beyond

At MassMutual Ascend, we are committed to going above and beyond – so when it comes to your financial future, the impossible feels possible. As a leading provider of annuities, the status quo isn't a status we ever want. We'll always be in pursuit of better.

Our "A++" rating by AM Best follows more than 40 consecutive years of an "A" or higher rating. This means you can have confidence knowing we'll be here when you need us. We are a wholly owned subsidiary of MassMutual, one of the largest life insurance companies in the U.S., founded in 1851.

And finally, everything we do is rooted in a culture of service. From our people to our technology, we strive to always provide you with what you need, when you need it so you can navigate your future with confidence.

All guarantees based on the claims-paying ability of MassMutual Ascend Life Insurance Company.

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