

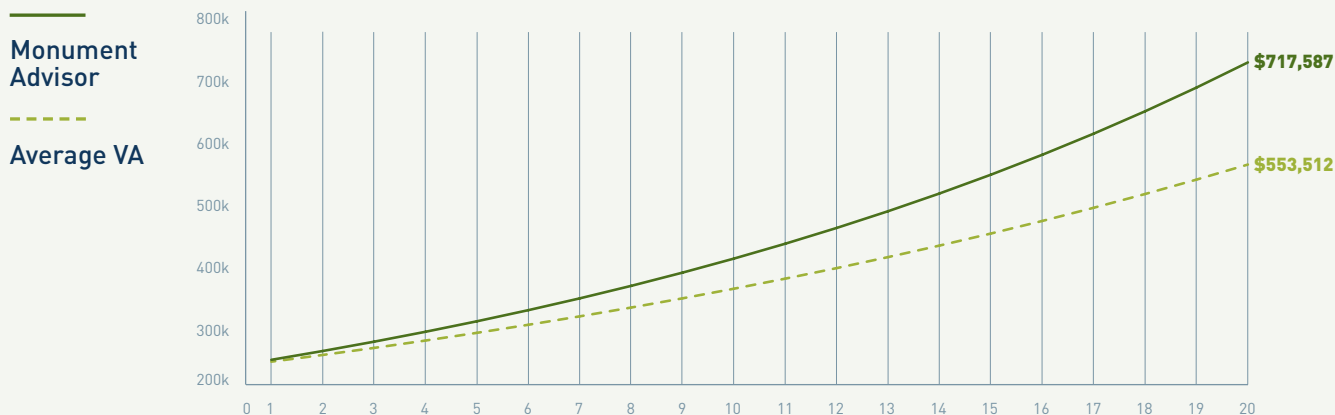
You could save \$2,800 with The JeffNat Annuity Rescue. In addition to the \$2,800 average annual savings,¹ you get the advantages of tax deferral and the potential for extra retirement income.

A 1035 Exchange moves you into our innovative, affordable, flat-fee Variable Annuity without creating a taxable event.²

Accumulated Value

Illustration based on an assumed annual growth rate (6%).

Monument Advisor generates
\$164,075
more than Average VA



Annual savings are based on an industry average M&E charge of 1.35%. Monument Advisor's flat annual insurance fee of \$240, and a Monument Advisor average contract value of \$226,500 (as of 12/16).

Analyze the cost savings.

Most VAs have underlying costs that are charged based on the assets you invest in the contract. They charge an average mortality & expense cost of 1.35%, causing you to pay a hefty annual percentage of your assets for “account management.” Plus you could be paying extra fees for riders that dramatically drag down asset accumulation and negate the power of tax deferral.

Talk to your Financial Advisor about a 1035 exchange to JeffNat’s Monument Advisor VA with its \$20-a-month flat fee.³ This translates to a \$2,800-a-year cost savings which, in turn, continues to accumulate and compound over the life of the contract.

Compare the hard numbers firsthand.

Check out Jeff Nat’s Annuity Comparison Calculator. It lets you compare Monument Advisor against your current VA or any other VA on the market. You’ll get instant, side-by-side annuity comparisons, see savings firsthand, and calculate how those cost savings compound over time. Just go to jeffnat.com. You’ll be amazed at the difference.

Our Annuity Rescue can pay off in other ways, too.

1. Our affordable, tax-deferred investing solution has saved investors like you more than \$174 million in insurance fees.⁴
2. Monument Advisor offers 8x more underlying funds than the average VA, giving you and your advisor great flexibility to manage your account to achieve your goals.
3. It’s completely liquid with ZERO surrender fees.
4. It’s ranked by Barron’s as the top VA in the Alternative Investments category.
5. It’s completely straightforward with no hidden stipulations.
6. Above all, the 1035 Exchange is FREE, so you’re not taxed for making the switch.



1035 EXCHANGE FOR CONSUMERS

174M **\$174 MILLION SAVED** IN UNNECESSARY
FEES WITH MONUMENT ADVISOR

Learn more. Contact your Financial Advisor or a Monument Advisor Specialist at **866-667-0564**. Or by visiting **jeffnat.com**.



1035 EXCHANGE FOR CONSUMERS

¹Annual savings based on an industry average M&E of 1.35% (according to MORNINGSTAR® 12/16), Monument Advisor's flat annual insurance fee of \$240, and an average contract value of \$226,500 as of 12/16.

²Please review your current policy and prospectus for surrender charges and/or loss of benefits.

³Jefferson National's Monument Advisor has a \$20 monthly flat insurance fee. Additional low-cost fund platform fees ranging from .05% - .35% will be assessed for investors wishing to purchase shares of low-cost funds. See the prospectus for details. Certain low-cost funds may only be available to you if you retain certain investment advisors.

⁴Total client savings derived from annual average Monument Advisor contract size multiplied by Morningstar average M&E of 1.35%, minus the \$240 flat-insurance fee of Monument Advisor, and then multiplied by number of policies in force. Data spans May, 2005 through December, 2016.

⁵The IRS may charge a 10% tax penalty on any withdrawal made before age 59½.

Before investing, consider the investment objectives, risks, charges and expenses of the variable annuity. Call or write to Jefferson National or visit jeffnat.com for a free prospectus, and underlying fund prospectuses, containing this information. Read it carefully. Product features and availability may vary by state.

Variable annuities are subject to market fluctuation and risk. Principal value and investment returns will fluctuate and you may have a gain or loss when money is withdrawn.

Variable annuities are long-term investments to help you meet retirement and other long-range goals. Withdrawals of tax-deferred accumulations are subject to ordinary income tax. Withdrawals made prior to age 59-1/2 may incur a 10% IRS tax penalty. Monument Advisor is issued by Jefferson National Life Insurance Company (Dallas, TX) and distributed by Jefferson National Securities Corporation, FINRA member. Policy series JNL-2300-1, JNL-2300-2, JNL-2300-3. JNL201701-C004

10350Ormsby Park Place | Louisville, Kentucky 40223 | 866.667.0564 | www.jeffnat.com

Jefferson National Life Insurance Company | Jefferson National Life Insurance Company of New York

Want more information? Call our Advisor Support Desk at 866-667-0564. FOR FINANCIAL PROFESSIONAL USE ONLY. NOT FOR PUBLIC USE.