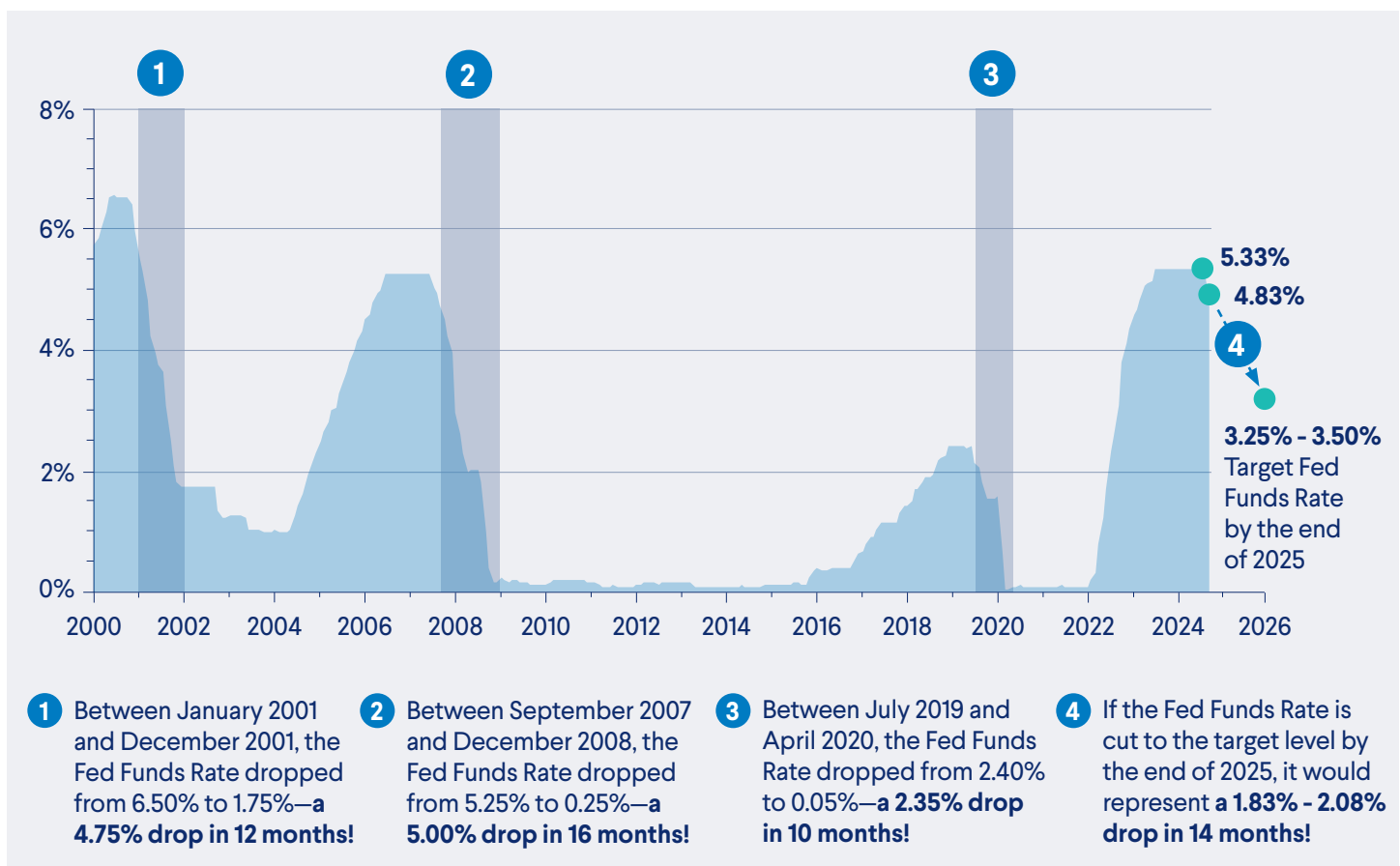


# Annuity armor: Shielding wealth from falling rates

Review the history of the Fed Funds Rate and recessions and an unmistakable pattern emerges. Out of the 13 primary Federal Reserve tightening cycles in history, 10 have ended in a recession with three soft landings. The chart below provides the rate history since 2000 with historical recessions represented as shaded gray vertical bars.

Here's the million-dollar question—now that the Federal Reserve has kicked off a tightening cycle, how low will the Fed Funds Rate go?

## Historical fed funds rate and recessions



Sources: St. Louis Fed, Federal Reserve Economic Database (FRED). Fed Funds Rate data as of 10/1/2024. Forbes, *Where Interest Rates Might Go In 2025*, October 15, 2024.

**Now is the time to discuss the cost of waiting with your financial professional. Take advantage of an annuity with guarantees to help lock in today's higher rates and protect savings from market volatility.**

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