

Ameritas Unveils Net Asset Value Retirement Plan Platform

February 17, 2016//Lincoln, Neb.//The retirement plans division of Ameritas Life Insurance Corp. (Ameritas) announced the launch of Ameritas GPS – an innovative, fully transparent mutual fund based platform. The new Ameritas GPS provides recordkeeping, a wide array of investment options and Mesirow Financial Investment Strategies (Mesirow) investment advisory services for plans in the micro- to small-market space. This platform, available through broker dealers and registered investment advisors (RIAs), is designed to provide financial professionals flexibility in customizing retirement plans to the specific needs of their business owner clients.

“Our new platform is a competitive complement to our successful group variable annuity offering, and enables us to take advantage of the opportunities available in the growing NAV [net asset value] market space,” said Bret Benham, senior vice president – Ameritas retirement plans. “Ameritas GPS allows financial professionals to have a hands-on, individualized approach with their clients. This objective approach puts financial professionals in the driver’s seat and allows them to offer their clients an extensive array of mutual fund investment options while customizing the services to fit their clients’ needs.”

“Also key to the whole platform,” Benham said, “is a high level of reliable, personal service and support that plan sponsors and financial professionals have come to expect from Ameritas.”

The platform, available as bundled and unbundled, features both 3(21) and 3(38) investment advisory services through Mesirow. The efficiency and appeal of the new platform lies in its interactive online capabilities that streamline the processes and procedures required of today’s plan sponsors. Totally objective, reliable, innovative and personal – Ameritas GPS combines it all.

Benham concluded, “We designed Ameritas GPS to meet the needs of highly engaged financial professionals in an ever-challenging and changing regulatory environment. Our fiduciary friendly platform will resonate with them. We’re anxious to showcase our new array of capabilities to the retirement plans’ marketplace.”

For more information on the Ameritas GPS platform, contact the Ameritas sales desk at 800-923-2732.

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About Ameritas

Ameritas – founded in 1887, Ameritas Life and its affiliated companies – offers a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans; investments; mutual funds; asset management and public finance. Securities offered through affiliate Ameritas Investment Corp., member FINRA/SIPC. For more information, visit ameritas.com.