



# DECODING TAX REFORM

Advising the Advisor

---

Friday, 28 September 2018

---

**John Hancock**  
INSURANCE

**AALU**

**WEBINAR:**  
**Staying relevant in a changing environment**  
ADVANCED PLANNING AND UNDERWRITING IN THE WAKE OF TAX REFORM

**Register today!**      **October 4, 2018, 1:00 PM, ET**

Join us on **Thursday, October 4, 2018 at 1pm Eastern** for a special collaborative webinar, featuring AALU's CEO, Marc Cadin, and John Hancock's President and CEO, Brooks Tingle. These senior leaders will discuss changes impacting the life insurance industry, with a focus on life insurance opportunities and underwriting considerations for business owners in the wake of tax reform. They will answer crucial questions such as:

- How is the industry evolving, and how can I make sure my own practice remains relevant?
- What new solutions can I bring to my business clients?
- Will financial underwriting stay the same or shift under these new dynamics?
- How can I position my business owner clients for underwriting success?

We hope you will join us for this exclusive presentation.

[Register Here](#)

## Beyond the Headlines



On Thursday, the House passed two parts of the Tax Reform 2.0 efforts. The Family Savings Act of 2018 (H.R. 6757), which includes a number of provisions that encourage retirement savings, passed 240-177—including 10 Democratic votes. House Ways and Means Chairman Kevin Brady added an annuity safe harbor provision to this bill, which limits fiduciary liability for plan sponsors selecting an annuity. This provision was not included in the bill that passed out of committee last week. The American Innovation Act of 2018 (H.R. 6756), which adds tax incentives for new businesses, passed 260-156. The final piece of Tax Reform 2.0, the Protecting Family and Small Business Tax Cuts Act of 2018 (H.R. 6760), making certain expiring individual and small business tax cuts from last year's tax bill permanent, passed earlier on Friday 220-191 with 3 Democrats voting yes and 10 Republicans voting no.

After the vote, the House plans to adjourn until after the November elections. The final prospects for the follow-up tax reform push are dim, as the Senate has shown no interest in bringing more tax legislation before the midterms. It is possible that the Family Savings

Act or the Retirement Enhancement Savings Act (RESA) will be considered in the lame duck session after the elections.

## Tax Reform Messaging

- [Trump's Tax Cuts Benefit Rich Americans, Not Middle-class Families, Voters Say by 2-1 Margin in Republican Poll \(Newsweek\)](#)

Signs continue to indicate that Americans are not coming around to the benefits of tax reform. There are several motivations that seem to be fueling this response. Some Americans fear that tax cuts could be followed by cuts to Social Security and Medicare. Others simply do not see improvements from the tax changes, while noticing significant increases in compensation for top executives and stock buybacks that have dwarfed bonuses or increased wages for workers.

- [GOP campaigns ditch tax law and focus on immigration, crime ahead of midterm elections \(Washington Post\)](#)

While House GOP leaders continue to view their new tax law as positive, many in competitive midterm races are shying away from leading their messaging with the TCJA. And as Republicans turn away, Democrats have looked to highlight the negatives of the tax changes to spur voter enthusiasm. Republicans are hoping that a strong economy will help with both their own popularity and that of their new tax law. House Ways and Means Chairman Kevin Brady played down concerns earlier this week, saying that misleading claims have let false narratives take hold.

## Supreme Court Nomination

- [The Kavanaugh Fight's Midterm Stakes \(Cook Political Report\)](#)

While Tax Reform 2.0 progressed this week, the news cycle was dominated by the Senate Judiciary Committee hearing delving into accusations against Brett Kavanaugh, President Trump's nominee to the Supreme Court. The confirmation fight was certainly contentious, but it is unclear what impact it will have on the midterm election results. The Left is

already highly motivated and energized, leaving less space for increased intensity in the event of a Kavanaugh nomination, while Republicans could end up galvanized by a failed nomination process. Ultimately, it is unlikely to be a true game changer, with the dynamics of the election already locked-in.

## **YOUR Input Needed - Get Better Content and Value**

Remember to take our brief Member Survey to tell us your thoughts, opinions, and experiences so that we can better serve you in the future. Your feedback will translate into a better AALU and it will only take ten minutes of your time. Use the link below to complete the survey.

**[Complete Survey Here](#)**

## **Upcoming Events**

- **Special Webinar: Staying relevant in a changing environment: Advanced planning and underwriting in the wake of tax reform** | October 4, 2018 | 1:00pm Eastern | Marc Cadin (AALU), Brooks Tingle (John Hancock) | [Register Here](#)
- **Special Webinar: Tax reform 2.0, your business, and AALU's transformation** | October 15, 2018 | 2:30pm Eastern | Marc Cadin, CEO, David Byers, President | [Register Here](#)
- **Strategies For Success: Decoding Tax Reform: After the Apocalypse: Indexed UL Product Development After AG49** | October 16, 2018 | 12pm Eastern | Stephan Mitchell (Pacific Life), Karen Joyner (LifeTrends), & David Lear (LifeTrends) | [Register Here](#)
- **WIFS 2018 National Conference: Come see Suzy Jacobs, Senior Vice President of Business Development & Marketing, speak on the Leading the Way: An Industry**

**Perspective panel.** October 24 - 26, 2018 | Use promo code **AALU18** when registering to receive the WIFS member rate. [Register Here](#)



---

*Copyright Â© 2018 AALU, All rights reserved.*

AALU Member

**Our mailing address is:**

AALU

11921 Freedom Drive

Suite 1100

Reston, VA 20190