

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO
 Form 4
 July 03, 2014

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Neugent Gerard D.

2. Issuer Name and Ticker or Trading Symbol
 AMERICAN EQUITY INVESTMENT LIFE HOLDING CO [AEL]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 6000 WESTOWN PARKWAY
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 07/02/2014

Director 10% Owner
 Officer (give title below) Other (specify below)

WEST DES MOINES, IA 50266
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/02/2014		S		100	D	\$ 24.58	60,203	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014		S		200	D	\$ 24.59	60,003	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is

Common Stock	07/02/2014	S	100	D	\$ 24.61	59,903	I <u>(1)</u>	Trustee. Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	200	D	\$ 24.62	59,703	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	600	D	\$ 24.63	59,103	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	1,137	D	\$ 24.64	57,966	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	1,156	D	\$ 24.65	56,810	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	805	D	\$ 24.66	56,005	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	1,000	D	\$ 24.67	55,005	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	1,200	D	\$ 24.68	53,805	I <u>(1)</u>	Shares are owned by a trust to which Mr.

Common Stock	07/02/2014	S	1,400	D	\$ 24.69	52,405	I ⁽¹⁾	Neugent is Trustee. Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	500	D	\$ 24.7	51,905	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	100	D	\$ 24.74	51,805	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	100	D	\$ 24.78	51,705	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	402	D	\$ 24.8	51,303	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	500	D	\$ 24.81	50,803	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	400	D	\$ 24.82	50,403	I ⁽¹⁾	Shares are owned by a trust to which Mr. Neugent is Trustee.
Common Stock	07/02/2014	S	100	D	\$ 24.83	50,303	I ⁽¹⁾	Shares are owned by a trust to

which Mr. Neugent is Trustee.

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Neugent Gerard D.
6000 WESTOWN PARKWAY X
WEST DES MOINES, IA 50266

Signatures

Debra J. Richardson, by Power of Attorney

07/03/2014

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These shares are owned by a trust to which Mr. Neugent is a trustee.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.