

Weekly News

September 27, 2023



September is Life Insurance Awareness

Visit our 2023 LIAM page!

Industry Articles

Protect Aging Clients Against Undue Influence

The perpetrators of this form of financial elder abuse could be the clients' own children. [Read more.](#)

Assurity

Power your sales with Assurity's longevity in Critical Illness

Assurity was one of the first voluntary benefit insurance carriers to offer Critical Illness Insurance.

What it means to you:

- You can offer one of the most robust plans in the industry.
- You can be confident in our rating and large book of business.
- Your plan covers serious illnesses others may not, including the option to have coverage for Multiple Sclerosis and childhood illnesses.

Share how Assurity's Group Critical Illness Insurance can help protect more employees from the financial fallout of a serious illness.



Secondary Addressee Mailing for CA

Each year Assurity is required to send a letter to policyowners of life insurance, annuity, and disability income policies in California (resident and issue state) offering them the option of adding a secondary addressee to their policy.

The mailing for 2023 was sent on September 20th. Different letters were sent to those policyowners who do not have a secondary addressee named and those who do, but may wish to revise the name.

Corebridge Financial (American General)

Value+ Protector III - premium reduction and improved positioning

- Get complete details in [this bulletin](#).
- Download the [sales concept](#).

John Hancock

In-force rate action notifications for September – [Get details](#).



[Read the September 18th issue](#) of **Spotlight News**, including:

- Putting the "life" in life insurance — a discussion with Brooks Tingle
- It's life insurance awareness month — now is the time to create more urgency with your clients
- Higher enhanced targets
- What the GRAIL partnership means to you — and your clients

Illinois Mutual

Talk to Real Estate Agents about DI

Real estate agents are always on the move; visiting properties, meeting clients and hosting open houses - and are perfect candidates for disability income insurance (DI).

Illinois Mutual has marketing materials to help you grow your business with messaging prompts tailored for specific markets that are a good fit for DI, such as real estate agents. Download the [flyer](#). Use this [letter](#).

TIP: Real estate agents meet with many clients each week, which also makes them a great source for referrals! Check for potential association discounts in your area!

Lincoln Financial Group

Weekly Market Intel – [See the latest insights](#).

MassMutual

How life insurance helps business owners manage the risk of losing a key person

A major risk to the business is the loss of a key person. To manage this risk, a business can purchase life insurance on a key employee to ensure the company has sufficient liquidity to keep the business running in the event of premature death, or early departure. [Learn more](#).

Easily import illustrations into Simplify!

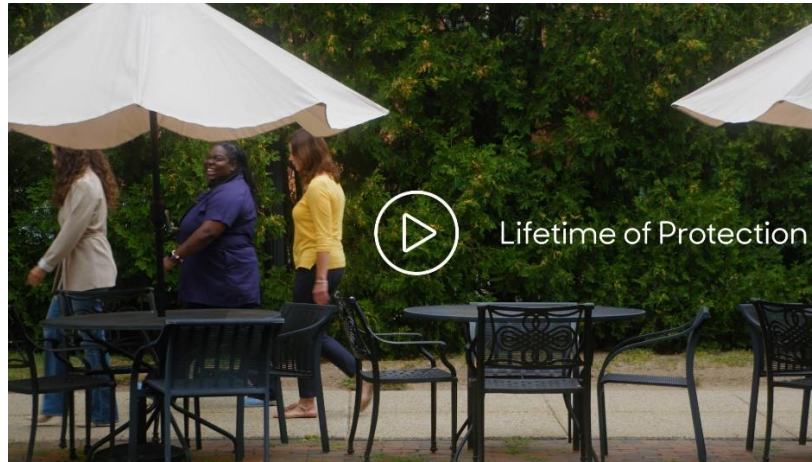
With new updates to Simplify – the powerful, case design tool - you can now import product illustrations directly from Winflex within the reports tab, making it even easier to generate client presentations. [View the training videos.](#)

A lawyer's income protection reality

Designed specifically for lawyers, this [insightful infographic](#) helps kick-start the conversation about the importance of protecting their income with MassMutual's Radius Choice Disability Income Insurance.

Life Claims

Hear from our MassMutual team and view the [new flyer](#) highlighting their personalized claims experience.



Mutual / United of Omaha



Express

A Weekly Update for Mutual of Omaha's
Brokerage Sales Distribution

[Read the September 20th issue](#) of the **Express Newsletter**, including:

- Updated Underwriting Flyers
- Revamped: Living Promise Record Keeper
- Premium Draft Updates for Simplified Issue
- SECURE Transfer Planning Training Webinar
- How LTCi Impacts People's Lives
- Protecting Retirement Assets with Disability Income Insurance
- Did You Know - DI Edition
- The Cancer Insurance Conversation
- Sales Idea: Coverage for a Non-Working Spouse

Protective Life

Classic Choice Term – prices lowered again – [Get details.](#)

Indexed Choice UL – exciting news

This product has now launched in New York, AND the non-NY version was also repriced to improve competitiveness in key scenarios. This indexed universal life insurance solution can help protect your clients' goals while offering the flexibility to adapt to life's changes — including the opportunity to grow and access cash value that's linked to market index performance. [Learn more.](#)



[Read the September 18th issue](#) of **Life Essentials**, including:

- Changes to Index Accounts and Strategies
- Gifting a life insurance policy to multiple owners
- Life Insurance Awareness Month – 20th Anniversary
- Help women achieve financial well-being—by using our new women's digital experience!
- PruFast Track by the numbers
- Compare potential outcomes with LifeInsight's Summary and Scenario Builder
- Webinar replay: Spousal Lifetime Access Trusts (SLAT)

Symetra

Accelerated Underwriting Program explained – [Watch the 2-minute video here.](#)

Transamerica

Attract more Millennial clients by leveraging the power of social media

- [Ready-to-use content](#) - Use these posts to dispel life insurance myths and show how life insurance can address common financial concerns among this generation.
- [Social Media University](#) - For concepts ranging from simple to advanced, refer to the Social Media University page for guides to amplify your voice in social.
- [LIAM Toolkit](#) - For quick access to our full collection of resources.

Winning Millennial Clients – [Watch the webinar replay.](#)

Financial Choice IUL - Reach more clients with [translated materials for CA & DC.](#)