

Weekly News

April 21, 2021

Industry Articles

10 Ways to Be Politely Persistent

Here's how to stay on your prospects' radar, without being annoying, until they're ready to do business. [Read more.](#)

Buy an Annuity Now, Claim Social Security Later: Ex-SSA Official

Jason Fichtner has this one (not so) weird trick for keeping retirees solvent. [Read more.](#)

Advising Clients on IRA Contributions After Age 70

The Secure Act removed the age restrictions on traditional IRA contributions. [Here's what advisors should know.](#)

American General

Help Protect Our Families #helpprotectourfamilies

Did you know that only 54% of Americans have life insurance coverage? Lately we have faced some very turbulent times, and 7 in 10 Americans say they have a heightened awareness of the importance of life insurance due to COVID-19. In fact, over 55% of Americans said this past year was the first time spoke with a loved one about life insurance due to COVID-19, and 68% of people who already have coverage say they are more likely to buy more.

There has never been a better time to help educate your clients on the importance of protecting what matters most-family. Check out the newly refreshed aig.com/HelpProtectFamilies consumer site to show how life insurance can help.

Preserve your client's home with life insurance

For many of your clients, their homes may be one of their biggest and proudest assets. Are they prepared should life takes an unexpected turn, and they find themselves not earning the income to meet their mortgage payments?

Did you know mortgage is one of the top financial concerns for consumers? In fact, paying off a mortgage is an increasingly common reason for people to purchase life insurance.

[Use these ready-to-go promotions to show your clients the value of life insurance in protecting their homes and their loved ones.](#)

Offer clients a powerful retirement income advantage

2020 research has shown that income spending of retirees is largest at the beginning of retirement (the active "Go-Go" years) and declines as they get older (the "Slow-Go" Years)!

The new Lifetime Income Choice guaranteed living benefit offers the Max Income Option with high initial income of up to 7.25% (age 72+, single life) and it may provide potentially more cumulative income than traditional withdrawal strategies. [Learn more.](#)

Non-Permanent Chronic Illness Claim: Here's how it works

When the unforeseen chronic illness does occur, AIG makes life simple with their chronic illness rider - Accelerated Access Solution (AAS):

- No need for Chronic Illness to be Permanent
- Premiums are waived during illness while AAS benefits are paid

- As your client comes OFF claim, they can be completely certain there are no "gotchas" and no "catch-up" premiums.

[Learn more.](#)

Are your clients leaving behind a tax burden?

Many people who have been successful in saving for retirement have established a large enough nest egg to be able to leave a legacy for their children, grandchildren and favorite charities. But did you know that along with that legacy, you could also be leaving an income tax burden?

Introduce affluent clients to two different strategies using life insurance that can help them maximize the after-tax value of their inheritance or help reduce taxes paid on the IRA inheritance.

[Learn more about how life insurance can help build a legacy with IRA strategies.](#)

Value+ Protector

With the sustained low interest rate environment that makes traditional GUL insurance less attractive and more expensive for clients, it may be time to look at other alternative solutions like a guaranteed-focused IUL.

Imagine: Clients can pay the same premium as a traditional GUL policy, but get the added benefits of strong cash value and chronic illness protection! [Take a look at Value+ Protector.](#)

Help your clients look forward to their future with confidence

Having conversations with your clients about Index Universal Life insurance (IUL) can be hard. It can be confusing and even a bit intimidating for your clients.

AIG's interactive consumer tool - [Life with Confidence](#) - can help simplify the conversation. You can use it with your clients to explain IUL in an easy-to-follow and engaging format, so they can learn at their own pace.

Show your clients how adding IUL to a portfolio can provide an important hedge against volatility, death benefit protection and even supplement retirement income.

Turn tough "IUL Talk" into client-friendly concepts

Annuity Connections Newsletter

[Read the April 2021 issue](#), including:

- Show New York clients how they can guarantee lifetime income and enjoy the benefits of an index annuity with our client-use income calculator
- See how the Max Income option on the Lifetime Income Choice rider with the Power Series of Index Annuities compares to other level income riders
- Client brochure to help them assess their retirement readiness
- The Alliance for Lifetime Income has some tips to consider when talking to clients
- 2021 Required minimum distribution (RMD) requirements
- Learn how the DOL Rule impacts annuity products
- What can I do with money that I don't put in an annuity?
- Current rates

Assurity

Nourishing a more human culture – [Listen to the new podcast.](#)

Term Life with Return of Premium - Options millennials want

Turn an all-time high demand for life insurance into sales with a powerful solution most other carriers don't have: [Assurity Term Life with an optional return of premium rider.](#)

Return of premium and accelerated underwriting are both appealing to younger ages - Millennials age 25 to 44 - who are actively looking to buy term life right now. And Assurity's rates are among the best in the business.

See how Assurity can give you an edge with a great product, great rates and a clear commitment to distribution. [Visit \[assurityterm.life.com\]\(http://assurityterm.life.com\) for more information.](#)

Genworth Financial

In-Force Rate Action announcements:

- [Maryland](#): Privileged Choice and Classic Select with FBO
- [Maryland](#): Privileged Choice Flex
- [Maryland](#): PCS I, PCS II with LSPO

Integrity Life

Indextra

See the [new rates](#) effective April 15th. View this flyer - [The Benefit of a Guaranteed Minimum Account Value](#).

John Hancock

The benefits of a John Hancock Vitality life insurance policy – [Share the consumer video!](#)

Advanced Markets News

[Read the April 2021 issue](#), including:

- All about taxes
- Grantor retained annuity trusts (GRATs)
- To gift or not to gift — what are the options?
- Important court rulings and legislative updates

Legal & General America (Banner and William Penn)

Digital Platform Enhancements

LGA recently rolled out several new capabilities within their digital application platform, making the way you do business with them easier, faster and better.

- **Offer, Pay & Issue Updates**
 - Changes to methodology, including agency preferences
 - Revised approach puts you in control of how you're closing the deal with the customer
 - Instead of releasing policy, you're releasing the offer
 - [Training Materials](#)
 - [Listen to a webinar training](#)
 - [Read the FAQs](#)
- **Amend Application**
 - An improved way for you and your customers to revise an application in an easy and seamless way
 - Any and all changes during the underwriting process are reviewed and application re-signed once underwriting is completed.
- **Waiver of Premium**
 - Waiver of Premium will now be included within the digital application platform.

Lincoln Financial

Tax-advantaged assets for business owners

On March 31, 2021, the President announced a set of tax proposals pointing to potentially higher U.S. corporate taxes, which can make business-owned life insurance more attractive.

Be prepared to address what President Biden's proposals mean to your business owner clients and the specific life insurance strategies that can help them avoid a huge tax increase. [Read the article.](#)

Closing the coverage gap

LIMRA researchers join host Steve Sabol for the April episode of the Lincoln ONEmeeting to:

- Understand the scope of the coverage gap that Americans face
- Assess the opportunity for your business
- See the resources you have to efficiently serve these clients

[Register for the on-demand webinar.](#)

Mutual / United of Omaha

Express Newsletter

[Read the April 14th issue](#), including:

- Who is the IUL Express client?
- Help provide your IUL clients with comfort using the GRO Rider
- Tax Advantages of LTCi
- Score a sale with consumer-approved marketing material
- Earn cash by selling Critical Advantage Products
- Take advantage of optional riders on Critical Advantage products
- Complement existing coverage with Critical Advantage products

Pacific Life - Lynchburg

Mining for Conversion Opportunities

When choosing a term life insurance carrier for clients, consider the conversion benefits of [PL Promise Conversion UL](#)—including the ability to mine in-force policy data to identify clients nearing the end of their conversion period through Producer Bay for easier policy review and cross-sell opportunities.

Tool to Help Start the Conversion Conversation

With life changes, opportunities can expand. It may be time for clients make sure they're covered for the long term. Show your policyholders just how easy converting to PL Promise Conversion UL can be with [this handy client flyer](#).

Protective Life

Protective Lifetime Assurance UL

[Discover](#) how the strength of Protective's promise and their solid GUL can support your clients' protection needs.

Securian Financial

Interest-related policy changes coming in August – [Get details](#).

Life Lines Newsletter

[Read the April 2021 issue](#), including:

- All the tax guidelines you need in one spot
- How to look forward to taxes
- Using tax-advantaged dollars for long-term care