

# Weekly News

August 19, 2020

## Industry Articles:

- **Young Consumers Have Noticed Life Insurance: MIB**  
Digital underwriting and the threat of COVID-19 led to a shocking increase in application activity. [Read more.](#)
- **Estate Planning, COVID-19 and Grandparents**  
Clients who are expecting may know they need advice. What about their parents? [Read more.](#)
- **3 Ways to Bridge Retirement Conversation Gaps**  
Here ideas about making sure that clients understand you, and that you understand them. [Read more.](#)
- **Get More Referrals Without Asking – Prospecting in a Pandemic, Part 1**  
In the first of a four-part series, I look at why asking for referrals doesn't work and what to do instead. [Read more.](#)

## American General

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- **Change the conversation**  
Life IQ is changing the life insurance conversation by revealing knowledge gaps around the critical role of life insurance.  
  
When consumers think about life insurance, what do you think comes to mind...a one-time payout to their loved ones?  
  
[This brief engaging quiz](#) makes it clear that things have changed. Modern life insurance can provide all kinds of useful benefits while people are still living. That's why the quiz is called Get more out of life (insurance), and helping people realize all the ways life insurance can help them now.
- **AG News**  
In [this issue](#):
  - PGA debut of new AIG L&R commercial
  - Timely and impactful facts now available in easy-to-understand videos
  - Help explain the value of Value+ Protector in comparison to GUL more easily to your clients
  - Revised underwriting guidelines
  - And more
- **Annuity Connections Newsletter**  
In [this issue](#):
  - NEW! AQR DynamiQ Allocation Index
  - Completing the Regulation 60 Disclosure Statement
  - A worksheet to use with clients to help them figure out their net cash flow in retirement
  - Guaranteed rising income
  - Growth potential with Power Index 7 NY

- Are your customers looking for protection of principal?
  - Income when your clients need it most
  - Replay the index review webinars
  - Current rates
- **Fixed annuities** – [Get the rates effective August 17<sup>th</sup>](#).

## American National

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- **ANICO Strategy Indexed Annuity PLUS 7 & 10**  
[Learn how](#) this indexed annuity can double your money.
- **Palladium MYG** – [Learn about the September 1<sup>st</sup> product update](#).

## John Hancock

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- **Policies in danger of lapsing - offer a sustainable solution when protection is in jeopardy**  
When you sit down with clients for a routine policy review, you may uncover situations where the current policy no longer meets the client's needs and goals. What's more, the policy may be in danger of lapsing because the client has borrowed from the cash value to pay premiums or fund expenses.  
  
A 1035 exchange where the loan is brought over to a new John Hancock policy may be able to offer the customer more value than the current policy.
- **Exploring the LTC informal caregiver crisis – and what it means for your clients** – [Listen to the podcast](#).
- **Advanced Markets News**  
In [this issue](#):
  - Premium financing for high-net-worth clients
  - Illustrating premium finance designs
  - Checkups for life insurance — the importance of ongoing policy review for clients and trustees
  - Read about a high-net-worth client who uses two strategies — a sale to a grantor trust and commercial premium finance — to fund comprehensive life insurance needs
  - Personal Key Person - a solution specifically for those business-owner clients who want to take care of business and personal needs
  - Important court rulings and legislative updates that impact our industry

## Legal & General America (Banner and William Penn)

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- **New term pricing**  
Effective August 11<sup>th</sup>, there are new rates for all Banner Life and William Penn OPTerm series.

### ***What's changed?***

A mix of increases and decreases, with a focus on regaining the top competitive position on the Preferred and Standard Non-Tobacco classes and improving pricing in the Preferred Plus class. Rate changes were primarily focused on 10-30 year level term periods, but have changed for all OPTerm series options.

[Check out the updated term webpage](#) to find administrative guidelines, product specifications, marketing materials and more.

## Lincoln Financial

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- **Revised COVID-19 temporary underwriting guidelines**  
See the full list of changes on [Lincolns Go Digital site](#), but these positive updates include:
  - Increasing internal retention to \$10 million through age 59 for Preferred Plus, Preferred and Standard rate classes only, from \$5 million through age 65.
  - Improving flat extra offer capacity to \$7.50 per thousand, from \$5.00 per thousand.
  - Removing the restrictions for Lincoln Care Coverage ABR and Lincoln LifeEnhance ABR.
  - Removing the restrictions for travel and the future travel amendment.
- **The Lincoln Leader for Life Insurance Newsletter**  
[Read the August 10<sup>th</sup> issue.](#) (Please note, UUI does not offer variable products)
- **Monthly Market Snapshot** – [View it here.](#)
- **Fixed Annuity rates** – *effective August 15<sup>th</sup>*
  - [National](#)
  - [New York](#)
  - [Lincoln OptiBlend 5 California](#)
  - [Lincoln OptiBlend 7 & 10 California](#)

## Mutual / United of Omaha

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- **Updated IUL Illustrations**  
Mutual has made improvements to the look, functionality and speed of their Income Advantage IUL and Life Protection Advantage IUL illustrations in WinFlex Web. They wanted to demonstrate their commitment to delivering high quality, simple, and transparent products to the IUL marketplace.  
  
[Read this article to get the details and take a look at a sample illustration.](#)
- **Long-Term Care Rider**  
Arranging for long-term care services is no easy task. That's why the Long-Term Care Rider on Mutual's fully underwritten IUL products offers care coordination services at no additional cost. When a client initiates a claim, they have immediate access to a licensed health-care professional who will assess their situation, develop a personalized plan of care and help arrange for services.  
  
[See this new flyer to learn more about this valuable benefit.](#)
- **Express Newsletter**  
In [this issue](#):
  - Prospecting materials for Life Insurance Awareness Month
  - Protect what matters most with Childrens Whole Life
  - A video that shows how LTCi offers peace of mind
  - Get maximum benefits for professional home health care
  - A real life story reminds us why producers should talk with their clients on how disability insurance can make a difference.
  - If you knew nearly 70 percent of your clients could be in jeopardy of losing their home, how would you help?
  - Learn how to use the Priority Income Protection quote and e-App
  - Reasons to sell Critical Advantage Portfolio of products
  - Learn the advantages of using an electronic application
  - And more

## OneAmerica

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- **Care Solutions interest rates** – [Download the rates as of August 15<sup>th</sup>.](#)

## Protective Life

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- **Don't miss out on their repriced term**

The likelihood that your clients will buy life insurance is at its highest point in ten years. That's why it's the right time to offer them Protective Classic Choice term. With its' new competitive rates, clients can get a 20-year term policy for as low as \$21 a month.

And what's the best complement to price? **Speed.** The Protective Velocity suite of digital solutions makes submission to commission even faster by saving up to 40 days in the process.

- **Annuities** – [Download the latest rate announcement.](#)

## Securian Financial (Minnesota Life)

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- **Product updates to SecureCare Universal Life** – [Get details.](#)

## Transamerica

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- **The Concierge Planning Rider**

In their time of need, people want someone by their side they can rely on to help make the toughest decisions just a little more manageable. With the new [Concierge Planning Rider](#) (CPR), clients have someone to call when the unthinkable happens, and they'll have someone right there to offer a helping hand when they need it most.