

# Weekly News

August 5, 2020

## American General

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- **Conversation starters tailored to each generation**

Not every generation is the same – they have unique needs and preferences based on their experiences growing up. We have new generational resources to get conversations started, plus help in selling the right solutions at the right time in the right way.

New infographics, generational tips, communication preferences, plus prospecting tools tailored for each generation are available on the [aig.com/GenerationalSelling](http://aig.com/GenerationalSelling) website.

- **What is the real cost of an over-funded life insurance policy?**

Many of you already know the many benefits of over-funding a life insurance policy:

- Upside market potential without downside market risk
- Reduced volatility
- Tax free growth; tax free income distributions
- Creditor protection

First let's think about "When do your clients want to pay taxes?" Every dollar that goes towards your client's retirement goes through three phases:

- The client puts money in (5);
- The money grows (10);
- The client takes money out (20);

With regards to the three phases, there is good news and bad news. [Continue by reading this updated 5-10-20 sales concept flyer.](#)

Second, Indexed Universal Life (IUL) insurance provides many benefits. Often consumers hear the words "life insurance" and think "It's expensive". [Take a look at the newest flyer explaining the true cost of an over-funded IUL policy.](#)

Finally - and perhaps the most important of all - is the downside risk protection provided by an over-funded IUL product. One commonly used phrase when speaking about IUL is "Zero is your hero". AIG's over-funded IUL solution includes multiple index strategy options, providing index interest credits based on three different index strategies. Each one can provide a risk/ return profile tailored to your customers risk preference. [Read this volatility control flyer for more details.](#)

- **IUL provides UPSIDE potential and DOWNSIDE protection**

Market swings, either up or down, can create bumps along the road to long-term retirement and investment growth.

Although not directly invested in an index, the supplemental index interest crediting strategies offered on [Max Accumulator+ IUL](#) are designed to smooth those bumps while still offering upside-potential.

- **A Guide for Completing the Regulation 60 Disclosure Statement for Annuity Replacements** – [Read the compliance bulletin.](#)

## American National

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- **The Independent Voice Newsletter**  
In [this issue](#):
  - 401k Plan Deadlines – already?
  - Charitable Remainder Trusts
  - A Gift to the Grandchildren: Signature Whole Life Policy
- **Annuity rates** – [See the rates effective August 1<sup>st</sup>.](#)

## Assurity

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- **Critical Illness introductory video – NEW!**  
Now you can easily explain critical illness insurance to your clients with this [short new introductory video](#). In just over a minute, you can show them how CI protects them from the financial strain of serious illnesses – and it’s perfect for sharing via email or social media.

## Genworth Financial

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- **In-Force Rate Action announcement:**
  - [Nebraska](#): Privileged Choice and Classic Select with Flexible Benefit Option & 1% Benefit Increase Option

## Integrity Life

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- **Retirement happiness**  
Amid all the current turmoil, point your clients toward “retirement happiness” with messages meant just for them.
  - [Client flyer](#)
  - [Client video](#)
- **Fixed annuity rates** – [See the rates effective August 1<sup>st</sup>.](#)

## John Hancock

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- **Long Term Care Rider Sellers Guide**  
The [Sellers Guide](#) walks you through every step of the sales process, from getting the long-term care conversation started to explaining how our LTC rider helps families beyond sending a check.
- **Helping business owners navigate uncertainty**  
For small business owners, not only are they often the “key person” to their business, but they are also key to their family’s current and future financial security. For those business-owner clients who want to plan for business continuity as well as personal financial protection and supplemental retirement needs, a personal key-person solution might be a good option to consider.

Given market volatility and uncertainty, now, more than ever, clients need and want a plan that will protect, provide and preserve business owners' needs. [Explore this idea.](#)

- **LTC Premium Grace Periods**

Since March, and in accordance with temporary state guidelines, John Hancock has provided premium payment accommodations to customers who have experienced financial hardship due to COVID-19. The majority of these temporary state guidelines have since expired. Going forward, they will continue to provide accommodations in accordance with individual state guidelines. They will continue to monitor all state guidelines and will keep you informed of any future developments.

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

- **Levelized compensation for Life Step UL policies converted in the second half of the conversion eligibility period - *reminder***

As of January 1, 2020, the commission structure has changed for term conversions applied for within the second half of the conversion eligibility period. The total compensation will be paid out evenly over 10 years, rather than the majority in Year 1.

## Lincoln National

- **Lincoln Leader Newsletter**

In [this issue](#):

- Enhancing the Lincoln TermAccel client experience
- Update on Lincoln Support for policy owners impacted by COVID19
- "Memo to Agent" for upcoming "issue-by" deadlines
- Change to electronic delivery for quarterly statements
- COVID-19 operations impact for Lincoln Life and MoneyGuard

## Mutual / United of Omaha

- **Improvements to Accelerated Underwriting Program**

Improvements include:

- Increased the Accelerated Underwriting maximum issue age from age 55 to age 60
- Made the \$2 million maximum that was announced in April a permanent increase

The [Accelerated Underwriting program](#) is available for Term Life Answers, Income advantage IUL and Life Protection Advantage IUL. The process is easy. Simply submit a drop ticket, ExamOne contacts the client, and Mutual of Omaha takes care of the rest. They'll provide an underwriting decision in 48-72 hours!

- **Express Newsletter**

In [this issue](#):

- Improvements to Accelerated Underwriting Program
- iPipeline e-App browser update
- IUL Express producer training video
- LTC - the beauty of inflation buy-up
- Real Life LTC Stories: A Burden Relieved
- Submit your first LTC e-Application today
- Reach out to self-employed clients for DI
- Home Sweet Home - protecting a client's largest investment with DI
- Priority Income Protection Quote and e-Application
- Earn extra cash for Critical Advantage applications
- Tips on Selling Critical Advantage - from a producer
- Try the Critical Advantage e-Application today
- Annuity interest rates will be decreasing effective August 1, 2020

- **CareSolutions News**

In [this issue](#):

- Asset-Care updates in California
- New page for financial professionals on Asset Care quotes
- An interactive tool for educating customers – coming soon
- Get pending policy info the easy way: The new OneSource Online
- Two ways to share the OneAmerica claims story
- New materials from Advanced Sales
- July interest rates
- OneAmerica and the Alzheimer’s Association team up again
- Leadership during crisis: Navigating turbulent waters
- Care Solutions state licensing guide

## Principal

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- **Online Part B coming to New York**

The online application Part B is an exciting and innovative solution that can help you get cases issued more quickly and provide a better experience for your clients. Starting August 4, applicants who are residents of New York will be able to use it, too.

## Protective Life

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- **Lower term pricing and longer term lengths**

Lower term pricing calls for celebration. Protective Classic Choice term is now a Top 3 option 95% of the time in monthly pay scenarios and a Top 3 option 93% of the time in annual pay scenarios.

And there’s even more to love with their term. Their new 35- and 40-year term periods make Protective one of only three carriers in the market to have level term coverage for up to 40 years.

- **Know What Matters Newsletter**

In [this issue](#):

- Fixed permanent products now available for Accelerated Underwriting
- Even more Protective Velocity improvements to help drive your business
- Protective University’s online series
- Address longevity risk with a plan for guaranteed income
- New ProClassic II UL New York riders

## Prudential Financial

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- **Chronic illness solutions demystified**

Clients looking for chronic illness insurance may be overwhelmed by the variety of options out there—you may be too. Feeling overwhelmed often leads to indecision, which is why many clients may not have a solid financial strategy in place should they become chronically ill. You can help them make sense of it all.

These resources can help drive solutions-focused discussions:

- **For You**  
[Comparing Chronic Illness Solutions](#): This flyer gives a quick snapshot of four common chronic illness insurance options. Use it to educate yourself and to help guide your conversations with clients.

- **For Clients**  
[Life Insurance with the BenefitAccess Rider](#): This consumer approved flyer describes Prudential's chronic illness rider. It may be an appropriate choice for clients whose primary need is life insurance and who also want the ability to use the life insurance policy to receive cash benefits if they become chronically ill. (This flyer is approved for use in all states except CA and NY.)
- **Life Essentials Newsletter**  
 In [this issue](#):
  - 2020 Financial Wellness Census
  - Transition of APS retrieval services to ReleasePoint
  - eInterview update
  - eIssue now available on Term Conversion cases
  - NEW Human API Consumer Guide available
  - 2020 Life Resource "eBook" Guide

## Securian Financial (Minnesota Life)

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- **Changes to WriteFit Underwriting in NY**  
 The following new tools and guidelines were implemented to [Securians WriteFit Underwriting program](#) in New York only:
  - Face amounts less than or equal to \$250,000 (WriteFit Express) will be eligible for standard rates only. Preferred select, preferred and non-tobacco plus offers will not be available.
  - Face amounts greater than \$250,000 (WriteFit) will be eligible for preferred, non-tobacco plus or standard rates only. Preferred select offers will not be available.
  - If the insured is not eligible for acceleration, they will receive a notification letter advising them they are not eligible for the accelerated program. This letter will be mailed shortly after the final underwriting decision is made.

## Symetra

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- **Sales Flash Newsletter**  
 In [this issue](#):
  - An IUL with top-tier premiums, guarantees and transparent features
  - Symetra Term is priced to sell
  - Add predictability by leveraging alternative assets with life insurance
  - Symetra's "term to perm" and "perm to perm" underwriting programs
  - Accelerate your clients' underwriting
  - Symetra dedicated advanced markets microsite