

Weekly News

February 10, 2021

Industry Articles

Millennial Estate Planning Surges During Pandemic: Survey

In their wills, millennials appointed pet guardians, donated organs and chose cremation over traditional burial. [Read more.](#)

American General

Select-a-Terms new rates began January 19th

- [Get the details.](#)
- [Get the New York details.](#)

In the Know Newsletter

[Read the February 4th issue](#), including:

- Faster submission to commission on Value+ Protector II
- New Select-a-Term rates
- Latest interest crediting rates
- Year-end updates to Internal Revenue Code Section 7702
- NY Regulation 187 training required for policy issuance (New York only)

Meet Your Virtual Marketing Assistant

AIG put together complete marketing programs covering almost anything you might want to promote, in multiple ways (emails, social media, webinars, etc.) and spanning several weeks. All you have to do is load it up!

Sound complicated? It's not. [Watch this step-by-step "How-To" video and launch your first campaign in minutes.](#)

American National

Signature Guaranteed Universal Life New York reprice – [Get details.](#)

Ideas You Can Use

[Read the January 29th publication](#), including:

- Your Best New Client? Yourself!
- Mortgage Acceleration Plan
- A Look at the Remote Process
- Signature Guaranteed Universal Life Insurance

Additional Interest Rider is changing – [Get complete details.](#)

Assurity

Reach the growing market of Children's Whole Life Insurance

There are millions of people becoming grandparents each year, creating a massive market as each of them spend an average \$2,562 annually on gifts. Now is among several fantastic times of year to reach both new and existing customers and help them give a gift that's better than a toy or game. Some of the most popular features on Assurity Whole Life Insurance include:

- Limited pay options for 10-pay, 20-pay, pay-to-65 and pay-for-life
- Automatic transfer of ownership when the child reaches age 25
- A participating whole life policy that builds cash value and is eligible for dividends
- Face amounts from \$10,000 to \$100,000 without financial verification

[Learn more about this flexible product and how you can use it to increase your 2021 sales.](#) (Take a look at the Accelerated Underwriting as well!)

Genworth Financial

Alabama, Alabama Group Trust Certificates:

- [Alabama and New Jersey](#) - Privileged Choice and Classic Select with Stable Premium Option & 1% Benefit Increase Option
- [Alabama, Massachusetts and New Jersey](#) - PCS II with Lifetime Stable Premium Option and Choice 1 with Lifetime Stable Premium Option

In-Force Rate Action announcements:

- [Texas](#): PCS I and PCS II with Stable Premium Option
- [Texas](#): Privileged Choice and Classic Select with Stable Premium Option & 1% Benefit Increase Option

Illinois Mutual

Mutual Interest Newsletter

[Read the 1st Quarter 2021 issue](#), including:

- New Year, New Business - Bring us your cases for a strong start.
- Small Business Is Our Business - Grow your business by helping other businesses grow.
- DI: It's Not Difficult, It's Different - Take the first step toward selling DI.
- Protecting Life's Moments During Insure Your Love - Life insurance lasts longer than chocolate and flowers.
- Compliance Reminders for 2021
- Life, DI & Worksite Quarterly Incentives
- Life & DI Illustration and Application Demos
- Living Our Moments - We're in the business of helping.
- New IRS Form 1099-NEC

Integrity Life

Index Annuity rates – [See the rate sheet effective February 15th.](#)

8 Social Security Videos

Add value for clients either in or approaching retirement. [Share this recently updated suite of Social Security videos.](#)

John Hancock

Advanced Markets News

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

- Estate planning opportunities
- Section 7702 update
- Materials updated with 2021 changes
- Important court rulings and legislative updates that impact our industry

Legal & General America (Banner and William Penn)

Help your clients insure their love

February is a time to celebrate love. It's an opportunity to check in with clients and reach out to new prospects to ensure they have all the 'love insurance' they need. [Visit the Insure Your Love resource page.](#)

Lincoln Financial

Lincoln Leader for Life Newsletter – [Read the February 3rd issue.](#)

Monthly Market Performance – [See the January 2020 snapshot.](#)

Mutual / United of Omaha

With benefit amounts up to \$20,000 a month, Mutual Income Solutions provides you a great opportunity to meet the income replacement needs of high-income earners

Sales Ideas

Being competitive in new markets will provide you with additional sales opportunities. The following sales ideas present scenarios of when to recommend Mutual Income Solutions to your clients.

- It's More Affordable Than You Think: [Flyer](#)
- Protecting Self-Employed Individuals: [Flyer](#) | [Video](#)
- Return of Premium Rider Offers Refund Option: [Flyer](#) | [Video](#)

More Information

Visit mutualincomesolutions.com to view our comprehensive suite of marketing tools and resources. Contact your normal ordering channels to order the materials you need.

Express Newsletter

[Read the February 3rd issue](#), including:

- Zero tolerance statement
- An IUL or a Guaranteed Policy: Which is Right for Your Client?
- Term Life Express Customizable Postcard
- Promote Mutual's Company Strength When Promoting Life Insurance
- Long-Term Care Virtual Assessments
- The Need for Home Health Care and Hospice Care
- LTC Sales Idea: Inflation Protection
- Target the Real Estate Broker Market
- Return of Premium Rider on DI Offers Refund Option
- February is American Heart Month – protect it with Heart Attack Insurance
- Increased Cancer Survival Rates

OneAmerica

Qualified Funding w/20% Increase – [See this great sales example!](#)

Pacific Life - Lynchburg

How to Find and Start Conversations with Local Professionals on LinkedIn – [Read the article.](#)

Short Window of Time for Washington State Residents to Request Exemption from Additional LTC Payroll Tax
[Read the bulletin.](#)

Field News Monthly

PL Promise's Field News Monthly is an eNewsletter full of trending topics & useful tools that you can use now! January's edition spotlights policy review, social media tools, thought leadership articles and more. [Read it here!](#)

Thought Leadership in Action!

Check out the Thought Leadership library on Producer Bay for all PL Promise's Broad Market Insight articles, including customizable emails to send to your producers. [Explore Resources.](#)

Touch-free, Start to Finish

Show clients the convenient alternative to today's life insurance buying experience. With Pacific Life, your qualifying client can get up to \$1 million in life insurance coverage with our no-touch, no-paper process. [Download this flyer you can share with clients.](#)

The Biden Tax Plan: Proposed Changes

[Read this ADU Update](#) to see a summary of the potential tax changes based on president-elect Joe Biden's tax plan.

PL Promise Life Insurance Products At-A-Glance

Pacific Life Insurance Company is working to be your carrier of choice to help you reach the underserved broad market with simple, affordable life insurance solutions. [Rediscover the PL Promise series of products here.](#)

One-stop Shop to Policy Review Marketing

Check out Producer Bay's robust toolkit that allows you quick access to all the PL Promise's Policy Review marketing materials in one place—everything from the policy review field guide, infographics to personalized emails to send to your producers! [Explore Resources.](#)

Principal

Disability solutions for the business market

[Get information](#) about uncovering more disability insurance needs with businesses.

Protective Life

Move applications faster with lower priced term insurance

It's time to take another look at [Protective Classic Choice term](#). They've lowered prices across the board and enhanced product features — because even small moves can be a big deal for term clients.

And what could be better than a lower priced term for your clients? Faster commissions for you. In fact, you can speed your submission to commission by saving up to 40 days with the Protective Velocity suite of digital solutions.

Help clients prepare more confidently for what's ahead

The number of Americans infected with COVID 19 rises daily. Now, more than ever, your clients could be hit with an unexpected diagnosis that has a long-term impact. Make sure you're recommending an IUL policy that can be paired with chronic illness coverage to help them prepare more confidently for what's ahead.

[Protective Indexed Choice UL](#) could be a good fit for clients wanting \$500,000 or less in coverage and seeking supplemental protection — like chronic illness coverage.

Annuity interest rates – [See the latest rates.](#)

Securian Financial

Securian's #1 tip to help close your next LTC case - [Go beyond the benefit!](#)

Changes to Section 7702 in COVID relief legislation – [Read the bulletin.](#)

Symetra

Profiles for life insurance opportunities – [See the solutions to help in every stage of life.](#)