

Weekly News

January 13, 2021

American General

- **A simple solution that offers predictable retirement income for life** – [Learn more.](#)
- **Indexed Universal Life**
 - **Turn tough "IUL Talk" into client-friendly concepts.** [Life To The Max](#) visually educates clients on the power an IUL policy can have in their portfolio, and explains the need to diversify assets for retirement
 - **Struggling with IUL interest crediting?** From beginning to end, learn how IUL index interest crediting helps your client share in upside potential with none of the down. [View the presentation.](#)
 - **NEW Early Cash Value Rider added to Max Accumulator+ II index universal life product**
This optional rider will improve cash surrender value in early policy years and is only for business sponsored or premium finance cases. Key highlights include:
 - Issue ages 0-75
 - Waives all surrender charges upon full surrender of the policy, unless the surrender is associated with a 1035 exchange
 - During the first 7 years, this rider provides an Early Cash Value Benefit so that the cash surrender value is never less than 50% of the total premiums paid
 - [Learn more.](#)
 - **One phrase commonly used when speaking about IUL is "Zero is your hero!"**
[Learn why and see something BETTER than zero.](#)

American National

- **Bypass Uncertainty with Signature Guaranteed UL**
Be in control with:
 - **Guaranteed Cash-Out Rider:** Three opportunities to fully surrender the policy and receive a partial or full return of premiums paid.
 - **Guaranteed Death Benefits:** Between ages 95 and 121 to ensure your client does not outlive their policy.
 - **Accelerated Benefit Riders:** Should your client become seriously ill, a full or partial accelerated death benefit may be available.
 - [Learn more and get client-approved resources.](#)
- **Newly Revised NAIC DOL Fiduciary Model**
The NAIC recently revised the DOL fiduciary model to establish a framework for an enhanced standard of conduct that is more than the model's current suitability standard but not a fiduciary standard. Separately, the U.S. Securities and Exchange Commission (SEC) released a proposed rule package in May 2018, which included

Regulation Best Interest (Reg BI). The SEC finalized Reg BI in June 2019. The final Reg BI establishes a best interest standard of conduct for broker-dealers beyond the existing suitability obligation that applies to federally registered variable annuities. [See the current list of states that have adopted the revised model.](#)

- **American National Annuity Product Training**
 - Newly Appointed producers must take the IMG All-Encompassing Course located in your Learning Plan on 1/1/2021.
 - Existing Producers who have already taken the IMG All-Encompassing Course satisfy the requirement with the review of the content in this email.
- **Continuing Education Training**
 - For producers in states that have adopted the Revised Model and have already taken the previous suitability model:
Producers who have already completed the original training requirement before January 1, 2021 must complete either a new one-time 4-hour course or an additional one-time 1-hour course before July 1, 2021.
 - For producers in states that have adopted the Revised Model and have NOT already taken the previous suitability model:
Producers who have not taken the original training requirement before January 1, 2021 must complete the new one-time 4-hour course before selling annuities.
 - Find the 1-hour and 4-hour CE courses on the [RegEd website](#) under the state you are licensed.

Genworth Financial

- **In-Force Rate Action Announcements:**
 - [Michigan AARP](#): Privileged Choice with Stable Premium Option & 1% Benefit Increase Option
 - [Missouri](#): PCS II and Choice 1 with Lifetime Stable Premium Option
 - [North Dakota](#): Privileged Choice Flex
 - [South Dakota](#): PCS II and Choice 1 with Lifetime Stable Premium Option
- **Skochin Settlement Option Letters Mailing to Begin** – [Get details.](#)

Integrity Life

- **Urgent Information about NAIC Reg BI, Updated Suitability & Replacement Addendum forms** – [Read more.](#)
- **Index annuity rates** – [See the new rates effective January 15th.](#)
- **Guarantee clients 107% or 110%** - [Learn more.](#)

Legal & General America (Banner and William Penn)

- **New Year, New Top Term Rates** – [Get details and client-approved materials.](#)
- **USPS Delays and your clients**

The U.S. Postal Service continues to experience delays in processing and delivering mail due to unprecedented holiday demands. Over the last 4-6 weeks, LGA has received an influx of additional customer inquiries about the status of bills, checks and other correspondence.

During this time, we suggest for customers to utilize EFT and Check21 to avoid mail delays. Policy owners can opt in to pay by Digital Wallet, to receive text billing and payment reminders by going to their My Profile page online. They can also contact LGA 24/7 by calling 800-638-8428 to process a payment or obtain policy information through our automated attendant.

Lincoln Financial

- **Monthly Market Performance** – [See the snapshot for December 2020.](#)
- **Funds Management Performance** – [See the update for December 2020.](#)
- **Lincoln Leader for Life Newsletter**
[Read the January 11th issue](#); including:
 - Pricing Update: Lincoln TermAccel Level Term (2019) – 01/11/21
 - Pricing Update: Lincoln LifeElements Level Term (2019) – 01/11/21
 - Long-Term Care Rider – now available in additional states
 - Policy Owner Feedback Survey – Goes Digital
 - Market Conduct Manual updated
- **Fixed annuity rates** – *effective January 15th*
 - [National](#)
 - [New York](#)
 - [Lincoln OptiBlend 5 California](#)
 - [Lincoln OptiBlend 7 & 10 California](#)
 - [Lincoln MYGuarantee Plus California](#)

Mutual / United of Omaha

- **Do What's Right: A Good Philosophy When it Comes to IULs** – [Read more.](#)
- **Simplified Issue Underwriting Requirements** – [Download this Quick Reference Guide.](#)
- **Learning about long-term care insurance is easy with this two-part video training series** – [Learn more.](#)
- **Using LTCi to Protect Retirement Income** – [View the sales idea.](#)
- **Jump Start Your DI Sales Efforts** – [See how.](#)
- **Why Sell Critical Advantage?**
No one ever expects a cancer diagnoses, to have a heart attack or a stroke. That's why the Critical Advantage portfolio is a great addition for everyone. [Listen to learn more.](#)

OneAmerica

- **Arizona and Iowa have updated the requirements around Best Interest and suitability in annuity transactions** – [Get details, new forms and training requirements.](#)
- **Care Solutions interest rates** – [See the rates effective January 15th.](#)

Pacific Life - Lynchburg

- **Pacific Life Promise GUL Maximum Face Amount Increased to \$5M!** [Read more.](#)
- **Set Yourself Up for Success in 2021 with PL Promise**
Pacific Life is working to be your carrier of choice to help you and your producers meet the death benefit protection needs of the underinsured market cost-efficiently with simple insurance solutions. Discover the PL Promise series of products:
 - [PL Promise Term Fact Sheet](#)
 - [PL Promise Conversion UL Fact Sheet](#)
 - [PL Promise GUL Fact Sheet](#)
 - [Ideas to Strengthen Your LinkedIn Profile](#)
 - [Maximize Your Marketing](#)

Protective Life

- **You wouldn't hammer a small nail into the wall with a sledgehammer.**

Using the right tool for the job is important.

The same can be said about life insurance. When clients want streamlined, long-term protection, make sure you're recommending a solution that aligns to their needs.

Watch the video below to see how you can solve your clients' protection needs with Protective Lifetime Assurance UL, a straightforward GUL — without all the bells and whistles.



- **Protective has lowered prices for Classic Choice term – again**
Protective Classic Choice Term is more competitive than ever; with prices that put it in the Top Three 95% of the time in monthly pay scenarios and 92% of the time in annual pay scenarios. And there's more. They've:
 - Extended their maturity age to 95
 - Increased maximum issue ages in their 10- to 30-year term periods
 - Upped their fully commissionable policy fee to \$65
- **Annuity rates** – [Download the current rates.](#)

Prudential Financial

- **Life Essentials Newsletter**
[Read the January 11th issue](#); including:
 - Introducing the 2021 Trimester Marketing Program and Resource Site
 - The Newest Competitive Edge: PRULIFE Custom Premier II vs Top Sellers
 - Sales of Index Advantage UL (IAUL) in NY Will Be Discontinued
 - Enhanced Customer Service Tools Now Available for Universal Policies
 - Revised PruXpress QuickForm – 03/01/2021
 - Revised PruLife Founders Plus UL Supplement – 03/01/2021
 - New Utah Form – Effective 02/22/2021
 - Updated CRL Tele-Interview Hours
 - Revised Customer Information Form (NY) – Effective 02/22/2021
 - PruLife UL Protector Product Removed from New Business Forms – Effective 02/22/2021
 - AST Name Changes – Effective 02/22/2021
 - Kurt Heinen Joins the Private Placement Sales Team as Regional Marketing Specialist

Transamerica

- **BIG NEWS! Long Term Care and Living Benefit Riders Are Back**
As of January 1, 2021, Transamerica resumed accepting applications with Long Term Care and Living Benefit Riders for individuals ages 56–75, subject to normal underwriting requirements. [Learn more.](#)