

Weekly News

January 27, 2021

Industry Articles

- **Annuities, Retirement Plans and COVID-19**

An annuity specialist looks at what retirement plan sponsors should know about in-plan annuity options. [Read more.](#)

American General

- **New Term Rates to start the year off right** – [Read the announcement.](#) / ([New York version.](#))

- **Create your own success in the small business market**

The key is finding, qualifying and engaging a business owner in the process and helping them plan ahead.

The two most significant obstacles to success with business owners in today's life insurance marketplace are:

- Not enough qualified prospects to approach
- What to say to engage them in a goals driven process

At the AIG Business Development Institute, they can help you learn how to identify and engage a business owner. [Take a tour of their website](#) to find all of the resources and tools you need to get the conversation started.

- **AG News**

[Read the January 21st issue](#); including:

- 2021-derful term pricing!
- Women's financial concerns
- Term conversions just got better
- And more.

American National

- **Signature Term Life - protection from what may come next!**

Paying a competitive rate doesn't always mean your clients have to forfeit all the other essential features of a complete term life product.

- Offer your clients the protection of Living Benefits
- Choose from ART, 10, 15, 20, & 30 to meet your client's individual needs
- Versatile conversion options available should your client's coverage needs change
- [Learn more.](#)

- **COVID Relief Bill's Impact on Life Insurance**

While it may not have been the major headline, the most recent COVID-19 relief bill (Consolidated Appropriations Act, 2021) signed into law on December 27 included a change to the tax code. This new legislation lowers the interest rate that is used to calculate the life insurance premium limits that determine whether a given policy meets the IRS's Section 7702 definition of life insurance. This change will impact premium limits calculated by both the Guideline Premium Test and the Cash Value Accumulation Test (CVAT). This change will not directly affect universal life insurance illustrated rates or crediting rates.

While American National is still working to assess the full impact to their product portfolio, this change should generally allow increased premiums relative to the death benefit on universal life insurance policies sold after January 1, 2021. Please know that American National is working to update their illustration and administrative systems to implement the new limits as soon as possible.

- **Palladium Multi-Year Guarantee Annuity Series**

The Palladium Multi-Year Guarantee (MYG) Annuity may fit your client's financial needs if they desire an attractive fixed interest rate and the ability to grow their earnings on a tax-deferred basis. [Learn more.](#)

- **Palladium Single Premium Immediate Annuity**

Offer your clients the ideal retirement strategy using Palladium Single Premium Immediate Annuity to provide guaranteed monthly income payments. [Learn more.](#)

Assurity

- **Discontinued product in New Hampshire**

Effective February 1, 2021, Assurity will be discontinuing the following health products to address new regulation in New Hampshire:

- Acci-Flex Accidental Death Benefit
- Fully Underwritten Critical Illness
- Simplified Critical Illness
- Century+ Disability Income
- Simplified Disability Income
- Business Overhead Expense
- Graded Benefit Disability Income

Applications will be accepted if signed and received at Assurity by February 1, 2021.

Genworth Financial

- **In-Force Rate Action announcements:**

- [Kentucky](#): Privileged Choice & Classic Select with 1% Benefit Increase Option
- [Kentucky](#): Privileged Choice Flex
- [Kentucky](#): PCS II & Choice 1

Integrity Life

- **New Year. New World. New Reasons to Plan.**

These days, thinking about retirement can seem daunting. Clients can't control the future. But they can plan for it. Share these digital tools to help them get started.

- [Income Success Calculator](#)
- [Retirement Talks Videos](#)
- [Income Fact Finder](#)

John Hancock

- **IMPORTANT!**

Minimum face amount for term insurance temporarily raised to \$750,000 – effective January 28th
[Read the announcement.](#)

- **John Hancock Vitality — helping to protect wealth and maintain health –** [Listen to the podcast.](#)

- **Interest crediting rate changes –** [Get details on the new rates for each product.](#)

- **How Covid-19 has informed the life insurance roadmap** – [Read the article.](#)

Legal & General America (Banner and William Penn)

- **Lab Lift exam substitution program for paper apps – COMING SOON!**
Get ready to give more of your clients an exam-free experience without giving up great level term pricing and coverage options. [Learn more.](#)

Lincoln Financial

- **Fixed Annuity Lincoln Leader** – [Read the January 2021 issue.](#)

Mutual / United of Omaha

- **Express Newsletter**
[Read the January 20th issue](#); including:
 - How Section 7702 Changes Will Impact the Life Insurance Industry
 - Customize a Living Promise Postcard
 - Help for a Chronic Condition - Marilyn's LTC Story
 - Watch a quick video to learn the steps of processing an LTCi application
 - 2021 LTCiTax Guides
 - Watch a video to find out how to market DI to an Attorney
 - Why Sell Critical Advantage

Pacific Life - Lynchburg

- **Tax Planning for 2021**
Tax limits have changed. See the new itemized deduction caps, qualified business income deductions, capital gains and dividends tax rates, and more! [Download this handy guide](#) to aid in your client's tax planning.
- **Time 'til impact – just one month!**
The time to think about life insurance isn't after the death of a loved one. After all, 1 in 3 U.S. households will feel the financial impact of the primary income earner's premature death within just one month. [Help get your clients the coverage they need.](#)
- **Field News Monthly**
[Read the January 2021 issue](#); including:
 - Now's a Great Time for Policy Review!
 - Enhance Your Social Selling Efforts
 - Are Women Buying Enough Life Insurance?
 - Does Your Brand Set You Apart?
 - Important Update to
 - PL Promise GUL
 - Tax Planning for 2021

Protective Life

- **This is big! Protective improved their term again.**
Here are three reasons why you should look at Protective Classic Choice term again — and NOW:
 - You can offer their term to even more clients with [increased maximum issue ages](#) across several term periods.

- Their 35- and 40-year term periods make them one of only three carriers in the market to have level term coverage for up to 40 years.
- Lower rates, expanded term options and faster technology mean your short-term business is even easier and more innovative!
- **Protective Lifetime Assurance UL** - designed to offer two types of straightforward protection
 - Optional chronic illness coverage to protect clients while they're still living
 - A guaranteed death benefit to cover loved ones when a policyholder passes away

And since 7 in 10 adults nearing age 65 will need long-term care at some point in their life, make sure you're suggesting a GUL policy they can count on for these services — no matter what life throws their way. [Learn more.](#)

- **Annuity interest rates** – [Download the latest rates.](#)

Securian Financial

- **Why wait to become an expert on SecureCare** – [Visit the video resource library to get started now.](#)

- **A lot can change in a year**

Whether it be marriage or the decision to get serious about saving for retirement, your clients' lives are constantly changing. By missing out on what's new in their life, you may miss ways you can help.

This [policy review kit](#) helps you uncover 365 days of change in just 3 simple steps. It walks you through how to do an effective policy review; setting you up for success right from the start.