

# Weekly News

June 30, 2021

## Industry Articles

### **Roth IRA vs. Roth 401(k): Which Is Best for Your Clients?**

In some cases, both types of Roth accounts can be used together to help accomplish your client's goals. [Read the article.](#)

### **How Financial Advisors Are Becoming Financial Caregivers**

Some aging clients need more hands-on support. [Read the article.](#)

### **Advisors Embrace Financial Education for Students**

Two-thirds of advisors said they expect financial education to be part of their future business model. [Read the article.](#)

### **When the Prospect Says: 'I'm Thinking of Using a Financial Planner'**

This objection can mean many things, including that they don't know advisors can also be planners. [Read the article.](#)

## American General

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### **Select Income Rider on Value+ Protector II**

Would your client like to manage loved ones' ongoing expenses after they're gone? Concerned they will mismanage their money?

[Select Income Rider](#) offers flexibility:

- No cost rider
- Choose your amount (10% - 100% of the life insurance benefit)
- Choose your payment duration; 10, 20, or 30 years

Help ensure the money you set aside for them is there when they need it.

### **Is the wealth transfer tax tsunami coming?**

Three tax changes that the Biden Administration would like to implement have the potential to create a Wealth Transfer Tax Tsunami. Dive into what these three potential tax proposals are and the opportunities these changes could bring to the life insurance industry.

Access this [on-demand video](#) and a [copy of the presentation with "speaker notes"](#) that you can digest at your own pace. Learn how to help your clients maintain their legacies and potentially reduce the impact of tax increases:

**Fixed annuity rates** – [Download the new rate sheets effective June 21<sup>st</sup>.](#)

## American National

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**New crediting strategies available for Signature Performance IUL** – [Get details in the brochure.](#)

### **Summer Product Launch Life Cash Bonus!**

Earn up to \$3,000 in Bonuses from June 1 to August 31, 2021. Visit our [incentives page](#) for details.

# Assurity

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## A Story About Soil - featuring Gabe Brown

Gabe Brown is making change from the ground up – starting with the North Dakota soil and going from there. He's a pioneer in the field of regenerative agriculture and advocate for sustainable farming practices, and he's appeared everywhere from award-winning documentaries to the halls of Congress to make his case.

In this [new episode of Assurity's Good Business podcast](#), you'll learn how Gabe's work – and his six principles of regenerative agriculture – are restoring land around the world and changing the way we think about our food. It's worth a listen, so check it out below or wherever you get your podcasts.

# Genworth Financial

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## In-Force Rate Action announcements:

- [Pennsylvania](#): Choice 1 with Lifetime Stable Premium Option
- [Texas](#): Choice 1 with Stable Premium Option

# Illinois Mutual

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## Explain DI in less than 2 minutes

The [financial pyramid flyer](#) gives you a quick visual to show clients the value of disability income insurance (DI).

# John Hancock

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## Enhanced accounts deliver strong customer crediting

Did you know that since their inception in June 2019, John Hancock's Enhanced Indexed Accounts have returned positive results in every segment? This stellar performance to date has translated to significant value for customers utilizing these accounts, as shown in [this example](#).

Use the [historical-returns tool within IUL Academy](#) to gain a better understanding of index account performance and to help your clients manage their future allocations.

## Strategies and concepts to help meet your clients' most pressing needs

- **Intergenerational split dollar.**  
The recent [Morrissette case ruling](#) by the Tax Court reminded us that economic-benefit split dollar is a viable planning solution, and that the underlying mechanics work as we know they should. However, the discounting of the note continues to be a point of IRS contention, and in this case — while the discount was small — the underpayment penalties were a harsh reality.
- **Retirement backstop.**  
This continuing AM "hot topic" explores many of the risks individuals face in retirement, and shows how life insurance can be a potential solution to help cover these risks. This month's ["Planning in action"](#) looks at how a retirement backstop was illustrated — and most interestingly, how the interplay of an option two death benefit policy with our Long-Term Care rider may provide the double advantage of 1) a death benefit and 2) the potential preservation of the long-term care benefit if and when LTC benefits are applied.
- **Anticipating tax rate changes.**  
With many suspecting that taxes will increase in the near future, retirement backstop with a focus on qualified plans and income taxes is another popular topic these days. [Watch this quick video](#) to see the potential impact of increased taxes on retirement planning as well as how life insurance can offer a potential solution.

## Needs-analysis calculator

59% of American adults who don't own life insurance say they need it\* — and our John Hancock needs-analysis calculator can help estimate how much they need and uncover any gaps they might have in their plan. [Use this calculator](#) to better engage and work with clients who want to explore buying life insurance.

### **Interactive field underwriting guide**

The [newly redesigned guide](#) makes it easy to quickly navigate our underwriting guidelines and requirements.

**In-force rate action notifications to take place in late July** – [Get details.](#)

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

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**How to play it safe this summer** – [Get tips for you and your clients on having fun and protecting your family.](#)

**Advertising Compliance** – [Read the notice.](#)

## **Lincoln Financial**

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**Corrected situs guidelines** – [Read the notice.](#)

## **Mutual / United of Omaha**

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### **Express Newsletter**

[Read the June 23<sup>rd</sup> issue](#), including:

- The Living Benefits of IUL Express
- IUL Express steps in with new opportunities
- Mutual of Omaha suspends long-term care sales in WA
- Updated MutualCare Solutions Product Guide
- Your clients can save on LTCi premiums
- Help your clients enhance their base policy with optional riders
- Plan Highlights for Accident & Sickness
- Critical Advantage coverage to offer peace of mind
- Riders Increase Policy Value
- New Buyer's Guide for Annuities in Kentucky

## **OneAmerica**

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### **Your clients aren't average, why is their Long Term Care?**

Some carriers like to claim that your clients don't need LTC protection beyond the average length of a care need. But preparing for only the average length of a care need can leave a large gap. [Learn more.](#)

## **Principal**

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### **Help businesses plan for the future with a complimentary informal business valuation**

[Learn more](#) about the complimentary informal business valuation and Principal's complete portfolio of insurance solutions.

## **Protective Life**

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### **Protective's IUL can help prepare clients for an unexpected diagnosis**

If your clients experience a long-term diagnosis, they could pay \$102,000 each year for a nursing home private room. Are they prepared to cover these unexpected costs out of pocket?

If not, recommend [Protective Indexed Choice UL](#), an IUL policy that can be paired with chronic illness coverage to protect against this financial risk.

### Know What Matters Newsletter

[Read the June 2021 issue](#); including:

- Protective Classic Choice Term — repriced, again!
- Check out the latest Protective Velocity updates
- New process for electronic health records
- Share these resources from the Help Protect Our Families campaign

## Prudential Financial

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**LGBTQ+ Money Matters** - [Get financial resources for individuals and couples.](#)

**PruLife Founders Plus UL is available in PA & WA** effective June 28<sup>th</sup>

Prudential recently updated Founders Plus with the addition of the Goldman Sachs Voyager Indexed Account and new pricing. [Learn more.](#)

### Index Account Updates

Effective July 15<sup>th</sup>, there will be [updates](#) to some of the capped and uncapped index accounts.

### Stock Market Performance, Cash Rich Testing & Life Insurance Withdrawals

The basic rule for taxing withdrawals from a life insurance policy that is not a modified endowment contract (MEC) is well understood. However, it may be surprising to learn that, even for non-MEC policies, withdrawals that are less than the policy's cost basis may have tax consequences if the policy is cash rich. The [June Advanced Planning Insights & Ideas](#) reviews the cash rich rule and when it needs to be considered.

## Securian Financial

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### Life Lines Newsletter

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

- Family meetings can provide opportunity
- 365 days of change = 1 opportunity for you
- Help clients calculate their life insurance needs
- Text messaging feature to help customers start their tele-interview
- Verification steps when gathering an electronic signature to draft money via ACH from a bank account