

Weekly News

September 16, 2020

American General

- **In The Know Newsletter**

In [this issue](#):

- Introducing: Term Conversion with Accelerated Access Solution Rider
- Revised Select-a-Term product to launch in New York
- New flyer on financials
- Form Update: 4506T-EZ (IRS form)
- Allocation form updates: PIMCO fund added, new form for USL policies

- **SECURE Act 2019**

The Setting Every Community Up for Retirement Enhancement (SECURE) Act of 2019 was drafted to assist in saving and investing for retirement. It contains a number of provisions to incentivize retirement planning, diversify the options available to savers, and increase access to tax-advantaged saving programs. It was designed to help American's save for retirement by:

- Repealing the maximum age for IRA contributions
- Increasing the required minimum distributions age to 72
- Reducing the "Stretch IRA" to 10 years if not an eligible designated beneficiary

Want to learn more? The [Advanced Sales website](#) has consumer approved presentations, flyers and calculators to help!

Assurity

- **Life insurance sales made easy from start to finish**

Life insurance doesn't have to be complicated, and Assurity has the right tools to make it simple. [E-apps](#) and [accelerated underwriting](#) save time for you and your clients, and flexible products like Term Life Insurance with Return of Premium fit their unique needs. See how their life insurance products are the right fit for your business:

- [Term Life with optional return of premium](#)
- [Whole Life](#)
- [Single Premium Whole Life](#)

Genworth Financial

- **In-Force Rate Action announcement:** [Hawaii](#): Pre-PCS

Illinois Mutual

- **Worksite Short Term DI protects employees' paychecks!**

Illinois Mutual's [worksite individual short term disability insurance](#) replaces a portion of an employee's income due to an income-interrupting disability caused by illness or injury. The monthly benefit can be used to pay expenses of any kind, like mortgage payments, utilities or even groceries.

Employee Advantages

- Benefits are generally tax-free (for employee-paid coverage)
- Guaranteed renewable to age 72
- Premiums conveniently payable through Payroll Deduction or Electronic Funds Transfer
- Employee option to continue coverage if he or she changes jobs (portable)

Employer Advantages

- Adding all or any of our supplemental Worksite products can complement any employer's benefit package at no direct cost to the employer.
- Portfolio includes: Term Life, Short Term Disability (both individual & group), Accident and Critical Illness
- Offering attractive benefit packages is a strategy to help attract and retain talent.
- Plus, online enrollment and bill payment tools make worksite solutions simple to manage.

Integrity Life

- **Index annuity rates** – [View the rates effective September 15th.](#)

- **Products for 2020**

The times are uncertain. See why certain strategies may be right for the times...and right for your clients. [Watch the video.](#)

John Hancock

- **Protection UL:**

Lower premiums, extended guarantees, and #1 on so many fronts

Take a look at [Protection UL](#), as competitive as ever across almost all funding scenarios, moving ahead of guaranteed UL in both premium solves and flexibility — and offering longer guarantees than ever.

- **Insurance LLCs and Business Planning**

Learn about business planning with a focus on a popular hybrid buy-sell arrangement known as the Insurance LLC. This type of structure can help create more efficiency in the ownership and management of life insurance policies purchased to fund buy-sell obligations and avoid common tax issues that arise under other ownership arrangements. Check out the following new resources on Insurance LLCs and related topics:

- [Insurance LLC Client Guide](#) — Insurance LLCs for buy-sell planning can help by combining aspects of different buy-sells into one powerful technique.
- [Insurance LLCs BYA](#) — For a more technical dive into the world of Insurance LLCs, use this piece to uncover more details. This piece can also be shared with your centers of influence.
- [Transfer-for-value article](#) — Advanced Market attorneys Kevin Blanton and Caroline McKay recently published an article in Trust and Estates that discusses the important, but often misunderstood, transfer-for-value and reportable policy sale rules.

- **Transferring a policy out of business — issues to consider**
[This latest blog](#) provides a high-level overview of the key tax considerations associated with transferring life insurance policies out of a business and key questions to ask to determine which tax issues are applicable. The blog includes a helpful one-page chart synthesizing these key areas for C corps, S corps and partnerships, and is a must-have tool for those regularly consulting with businesses and business owners on life insurance.
- **Contending with the cost of permanent insurance for business succession**
[This latest planning in action](#) focuses on a common objection that comes up when recommending permanent life insurance for business succession purposes — cost! This case study explores how comparing the long-term costs associated with a simple installment sale vs. the purchase of life insurance helped win the case for a rated insured.
- **Low interest rate environment – SALES IDEA**
[“Low interest rate environment”](#) focuses on today’s low interest rates and how that opportunity can be used to purchase life insurance for HNW clients.
- **Cross endorsement buy-sell – SALES IDEA**
[“Cross endorsement buy-sell”](#) explores another unique solution for buy-sell planning where the client owns their own policy.
- **Central Intelligence Newsletter**
 Stay current with important court rulings and legislative updates that impact our industry by checking out the summaries John Hancock provides in this [monthly Central Intelligence publication](#).

Lincoln Financial

- **Client-approved monthly market performance snapshot** – [Download the August snapshot](#).
- **Funds Management Performance** – [Download the update for August](#).
- **Lincoln Leader for Fixed Annuities Newsletter** – [Read this issue](#).

Mutual / United of Omaha

- **IUL products remain strong and client-friendly**
[Take a look back at Mutual’s old IUL campaign and learn](#) what impacts the upcoming AG49-A changes are going to have on IUL products and illustrations.
- **Learn the advantages of a Reimbursement Model LTC Rider**
 Mutual’s LTC Rider uses a reimbursement model, while many other companies use an indemnity model. Knowing the difference is important. [This article will help you get a better understanding of the two designs](#).
- **Help clients stay at home – NEW LTC SALES IDEA**
 By walking through how LTCi provides in-home services, you can help clients feel more secure in their purchase of an LTCi policy ... and, possibly help keep them in their home longer. [Learn more](#).
- **Preparing for the LTC Health Interview**
 You just completed a long-term care application. Before you head out the door, make sure your clients know what happens next. [Learn more](#).
- **Make clients aware of Income Protection**
 The Council for Disability Awareness (CDA), conducted an online survey with producers and consumers regarding income-threatening disabilities. [Learn some of the statistics](#).

- **If you knew nearly 70 percent of your clients could be in jeopardy of losing their home, how would you help?**
Serve your clients as best you can and look at [Priority Income Protection](#), a quick-issue and affordable disability income insurance product. Designed to be straightforward and easy-to-understand, PIP features knockout health questions, no medical exam, no rate ups and an incredibly simple e-Application.
- **Turn objections into sales**
Be aware of how to overcome common disability income insurance objections and present ways to turn them into sales. [Learn more.](#)
- **What happens after surviving cancer?** [Learn how you can help your clients.](#)

OneAmerica

- **Care Solutions interest rates** – [See the rates effective September 15th.](#)
- **4 sales ideas to help position Care Solutions to clients**

Use IRA Dollars to Fund Asset Care
Focusing on income base bonus

[Download](#)

Qualified Funds for LTC
Focusing on using qualified funds

[Download](#)

Your Clients Aren't Average
Focusing on lifetime coverage

[Download](#)

Asset Care Recurring Premium
Focusing on how this funding option works

[Download](#)

Pacific Life - Lynchburg

- **It's time to recruit more women into the insurance industry**
Recruiting women to your life insurance agency can provide new networking opportunities and diversity in leadership. This could lead to increased revenue, a stronger agency and a more conducive working environment for everyone. [Read more about how creating opportunities for women could help your agency thrive.](#)
- **PL Promise Term Life Insurance has adjusted pricing and more**
PL Promise Term offers a combination no one else has:
 - Competitive pricing including lower face amounts up to \$100K – all term durations, male/female, preferred risk classes, all ages
 - No paramed exam for qualifying applicants ages 50 – 69 up to \$1 million value with all application submissions and comprehensive physical and blood work from primary physician within the last 18 months! [Download PL Smooth Sailing brochure to see qualification requirements.](#)

- **7 ways businesses can help their communities during a crisis**

Businesses provide essential goods and services, support the local economy, and build strong relationships with community members. In times of crisis, your business can do even more. [Learn how your business can help your community in meaningful ways.](#)

Protective Life

- **Lifetime Assurance UL - designed for budget conscious clients**

With its competitively priced premiums and level-pay design, Protective Lifetime Assurance UL is built for clients who want to keep affordability in mind when shopping for a permanent life insurance policy. [Get more information.](#)

- **Annuity interest rates** – [Download the rates as of September 15th.](#)

Securian Financial

- **Learn five planning tips for special needs clients**

By understanding the unique challenges families with special needs individuals face, you can help them prepare for their financial future with a personalized solution for their situation.

Parents of those with special needs may need the kind of advice you can provide so they can start to ensure their loved one's life. [Securians financial professional guide is a great place to start.](#)

- **SecureCare payment durations extended to age 80**

Effective September 8, 2020, the maximum payment age for SecureCare Universal Life has been increased to 80 years old in Arizona, Connecticut, Delaware and North Dakota.

[The new maximum payment ages can be viewed here.](#) However, due to underwriting's COVID-19 guidelines, SecureCare policies are only being issued to applicants age 70 and younger until September 15, 2020.

Check out [these five multi-pay sales ideas](#) to help you create LTC plans outside the box.

Transamerica

- **The Mortgage/Term Life Connection**

If one word sums up 2020, it's "uncertainty." From processing the ever-changing details surrounding the COVID-19* pandemic to determining what the new "normal" will look like, clients need tried-and-true ways to protect their livelihood and the well-being of their families.

With mortgage rates at historic lows, many clients may use this opportunity to buy their first home, or to trade up for less money than they thought possible. This comes with challenges as well, which is why [term life insurance](#) may be the ideal way for clients to protect their families during uncertain times:

- Premiums are generally lower for younger policyholders
- More nonmed underwriting options makes term life easier to obtain
- Lower interest rates may leave more room in their budget to purchase term life

And more...

- [Download the Field Guide](#)
Help clients understand the outstanding value of our term life solutions.
- [Disability Rider](#)
Could your clients support their families if they were no longer able to work? This rider may be the peace of mind they're looking for.

- **Proper Will preparation for clients**

Among surveyed respondents 55 years or older, just 55% have a will. Without one, the distribution of your client's estate (no matter the size) will be determined by the state in which they reside. Proper will preparation is essential; which is just another reason Transamerica is proud to partner with Everest Funeral Concierge Package, LLC to provide the [Concierge Planning Rider](#), available on qualifying Transamerica Financial Foundation IUL policies at no additional cost.

Everest has built an easy-to-use online planning tool to help your clients protect themselves, their property, and their loved ones.

- [Will preparation](#)
Help your clients understand the importance of having a will in place.
- [Unlimited document storage](#)
Everest provides organized (and unlimited) document storage to help clients store their personal documents in a secured location.