

Weekly News

September 23, 2020

Industry Articles:

- **5 Ways to Build a Financial Services Practice**
Sarting out in the business? A veteran planner shares ideas about how to last. [Read more.](#)
- **Whenever America Needs Us, Life Insurers Are There**
America is facing challenges. The president of the ACLI says life insurers are good at helping America with challenges. [Read more.](#)
- **COVID-19 and Financial Checkups**
Here are ideas for what to tell clients who are wondering about their financial health, too. [Read more.](#)
- **Quiz: Do You Know These Social Security Facts?**
How much do you know about claiming strategies, spousal benefits and estate implications? [Read more.](#)
- **What Is Dying Going to Cost Your Client?**
Knowing where all your clients' assets are located, even those held away, can significantly reduce costs for heirs. [Read more.](#)

American General

- **Select-a-Term has a new design in New York**
Along with new rates, the new product design includes these updates:
 - Discontinuation of the Term conversion credit
 - New Annual Renewable Term (ART) rates and changes to the ART design
 - Death Benefit will have a onetime reduction at the end of the level period
 - The first three premiums during the ART period will remain level with annual increases thereafter
 - [Learn more.](#)
- **Now is a good time to look at a guaranteed-focused IUL**
With the sustained low interest rate environment that makes traditional GUL insurance less attractive and more expensive for clients, it may be time to look at other alternative solutions like a guaranteed-focused IUL.

Imagine: Clients can pay the same premium as a traditional GUL policy, but get the added benefits of strong cash value and chronic illness protection! Yes, you heard it right.

Strong guaranteed death benefit, upside market potential and chronic illness protection. Now THAT'S the power of [Value+ Protector!](#)

- **Access grab-and-go promotions and more with Campaign in a Box**
[Campaign in a Box](#) provides ready-to-use materials that cover prospecting and education on a variety of topics. Deploy promotions immediately to help grow your business.

There are many reasons to use [Campaign in a Box](#):

- Saves time – just copy, paste and send
 - Consumer approved – prospecting, sales concepts
 - Easy access – no user ID or password required
 - Anytime, anywhere – accessible via any internet-enabled device
- **Fixed annuity rates** – [Download the rates effective September 21st](#).
 - **Annuity Connections Newsletter**
 In [this issue](#):
 - Upcoming webinar events
 - New brochure to help guide clients through resetting their retirement income strategy
 - Updated SECURE Act materials
 - 2020 Key Reference Data Guide contains tax facts, exemptions, RMD tables and more
 - Resources from the Alliance of Lifetime Income
 - AIG Plan for 100 podcasts
 - NEW! AQR DynamiQ Allocation Index
 - Current rates

American National

- **MYG is now crediting an additional 25 bps for all years**
 Larger premium deposits can take advantage of the NEW \$250,000 and higher rate band available now with the [Palladium Multi-Year Guarantee Annuity](#). (Effective in New Jersey on October 1, 2020). This new band adds an additional 25 bps to the base rate all years!

Band 1	\$99,999 and below	No bonus
Band 2	\$100,000 – 249,999	10 bps bonus
Band 3	\$250,000 and above	25 bps bonus

Assurity

- **How generational differences shape coverage choices**
 Gen Xers, baby boomers, millennials – when it comes to voluntary benefits and enrollments, what makes them different? What makes them similar?

Learn the answer and more in the third episode of [Focus on Voluntary Benefits](#), our partner podcast with Eastbridge Consulting Group. Director of Research Services Ginger Bates also discusses:

- How understanding generational demographics can help brokers guide employers when choosing which products they should offer
- Common misconceptions proven wrong by exclusive Eastbridge data
- What else brokers should keep in mind when creating benefit strategies this autumn

Genworth Financial

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

- [Arizona](#): Privileged Choice & Classic Select w/1% Benefit Increase Option
- [Maryland](#): Choice 1 w/Stable Premium Option

Integrity Life

- **Does the 4% Rule still work?**

Withdrawing 4% in Retirement is a rule of thumb some retirees rely on to try and make assets last. But does the past rule stack up against today's risks? [This new client flyer helps you create this conversation.](#)

- **Did you know you can 'stretch' an annuity?**

Integrity accepts nonqualified inherited stretch business. It can help a client stretch an annuity death benefit distribution ... and stretch the tax burden. Not every company offers this. [Learn about death benefit options.](#)

John Hancock

- **Show your clients the power of permanent life insurance**

Some of your clients may question the need for permanent life insurance when they are in good health, thinking they could receive more if they invested the money elsewhere.

It's a great topic to address during Life Insurance Awareness Month by taking advantage [of John Hancock's client-approved Invest in Your Life presentation](#). You can customize it to show your clients the various ways life insurance can help address their specific planning goals and add to their family's financial security.

- **Offer a better "pathway" to the right care**

A distinguishing feature of John Hancock's Long-Term Care rider is that it includes complimentary access to Provider Pathway, an experienced referral service that can help your clients and their family members find care providers and manage long-term care situations. [Start using this consumer-approved flyer to help explain this feature and introduce the important long-term care conversation.](#)

Legal & General America (Banner and William Penn)

- **New animated video to share for LIAM**

Share this short, animated video on your website or social media to spread awareness during Life Insurance Awareness Month or any time of the year. [Check it out and share.](#) Check out additional resources on [United Underwriters 2020 LIAM PAGE](#).

Lincoln Financial

- **Client tools tailored to their needs**

In a recent study from LIMRA and Life Happens, they found that 70% of Americans say they need life insurance. Now, more than ever, is the time to start the conversation. So, Lincoln pulled tools

based on client profiles for you to start the conversation, such as:

- **Why life insurance?** – for clients who don't have protection
- **The right fit** – review policies to make sure they still meet your clients evolving needs
- **More sophisticated solutions** – for clients who may be looking for supplemental retirement income or a business solution

[View all the tools!](#)

- **The value of GRATs**
Learn how a grantor retained annuity trust (GRAT) can be used in estate planning to minimize taxes on assets gifted to the next generation. Read why 2020, being a low interest rate environment, may be the best time to implement this solution. [See the strategy.](#)
- **AG49-A passed. What does that mean for you?**
Hear from Lincoln's Product Manufacturing Team for an update on this and other regulations by visiting the new [Regulatory Roundup site.](#)
- **The Lincoln Leader for Life Newsletter**
[In this issue:](#)
 - More enhancements to the book of business tool
 - Latest product availability in California
 - Enhancing the LincXpress Client
 - Experience with online interview
 - Client Interview Application Copy
 - Indexed Account rate changes & illustration updates
 - Reminder: Change to Electronic Delivery for select correspondence

Mutual / United of Omaha

- **Human API Pilot for LTC and fully underwritten applications**
Mutual of Omaha is currently conducting a pilot program with Human API to obtain your clients' electronic health records as part of our underwriting process. The pilot includes Long-Term Care and Fully Underwritten Life applications where ordering of medical records is required. [Learn more.](#)
- **IUL Participation & Cap Rate changes for November** – [Get details.](#)
- **IUL Express provides more than just a death benefit**
The IUL Express product features Living Benefits in addition to a death benefit, **at no additional cost**. Learn how these benefits can help your clients while they are still living.
[Use this flyer to learn more about the living benefits available on IUL Express](#), and be sure to help your customers understand the extra value that comes with having a product with an accelerated death benefit rider.
- **Monthly Benefit** – **NEW SALES IDEA**
Daily vs. Monthly: What's the Difference? Take a look at two examples that illustrate how policies can pay differently in this [new sales idea](#).
- **A Real Life Disability Story**
[This story](#) is a great reminder of why you should talk with clients about how disability income insurance can make a difference.
- **Critical Illness has built-in Return of Premium**
The Critical Illness built-in return of premium offers the coverage clients want with the peace of mind they need. It offers your client's beneficiary the ability to be refunded the premiums they have paid minus any policy benefits they have received. [Learn more.](#)

- **Critical Advantage products are the answer for your clients with high deductible health plans** - [Learn more.](#)
- **PDF policies now being e-mailed**
Effective September 15, 2020, health product policyholders began receiving their policy output electronically. [Learn more.](#)

OneAmerica

- **OneAmerica article featured in Insurance News Net**
Read the [OneAmerica LTC Claims Deliver Dedicated Service, Efficiency and Empathy](#) article.
- **Care Solutions LTC Claims Concierge Program**
[Download this guide](#) for the sales discussion of this powerful benefit for families.

Pacific Life - Lynchburg

- **GUL maximum face amount increased**
Pacific Life has raised their GUL maximum face amount from \$2.5 million to \$3.5 million. This is fantastic news as we continue in this COVID environment. [Read the bulletin.](#)
- **Disaster Relief Orders**
 - [California](#)
 - [Louisiana](#)

Principal

- **Individual Disability Income conversation starters for the business market**
As part of a sound financial strategy, both Disability Income (DI) and life insurance help ensure that if the unexpected happens, your clients and their families will have the money needed to help cover expenses, maintain their standard of living, and keep their future plans on track.

What prevents clients from purchasing?

Many believe disability and life insurance will be “too expensive”. But clients can purchase both for less than \$45/month.

[Check out a couple of real-life cases involving DI and life insurance](#)—one for personal needs and one for business needs.

Tools to help you start the conversation

- [Email clients](#) about the need for risk protection and to set up a meeting.
- [Use this infographic](#) to overview both coverages.
- [Share product details](#) and our streamlined underwriting programs.
- Social post:
What if you become too sick or hurt to work? Or die unexpectedly? Could the people who depend on you pay the bills—and save for the future? Disability and life insurance help protect your financial plan. I can help you with that. <http://bit.ly/2Rmtvw6>

Contact Jeff Philibotte at United Underwriters ([800-258-7296](tel:800-258-7296)/jphilibotte@uuinc.com) for help with your next DI client.

- **Benefit Update (BU) rider status**
The BU rider [temporary guidelines](#) have expired. Riders that terminated while the temporary

guidelines were in effect (March 11–August 31)—for reasons other than the policyholder attaining maximum age—are now being restored. As of September 16, 25% of affected riders have been restored. Letters are being mailed to policyholders as the riders are restored.

Protective Life

- **Annuity rates** – [See the rates effective September 22nd.](#)

Prudential Financial

- **Help clients add certainty to caring for their family**
Life insurance can help offer the control and certainty so many clients are seeking right now. Life insurance from Prudential lets you offer clients the certainty of death benefit protection to help take care of their families. [Use this new interactive kit \(iKit\) to learn more and to access tools to use in your conversations.](#)
- **Tools to help clients prepare for a changing tax environment**
The pandemic is likely to continue to strain local and federal budgets, creating greater uncertainty around taxes. Help clients navigate this uncertainty with the tax benefits of life insurance. [This new iKit gives you insight and tools to use to start the conversation.](#)
- **eDelivery update**
Did you miss having your client complete the eConsent form when submitting the Xpress Worksheet application? No problem! Now the customer's delivery preference will be confirmed during the interview if the eConsent form wasn't submitted with the application.
- **Managing Mirrored Loans with LifeInsight**
Learn how Prudential's [LifeInsight](#) provides you with the information needed to stay on top of planned actions to keep clients' policies on track.
- **The titanic shift that just occurred for 401(k) and IRA savers**
Retirement savings plans have traditionally been attractive vehicles for high-income savers looking to pass wealth on to their children. However, recent tax law changes now mean that most non-spouse taxpayers who inherit an IRA must now cash out those assets within 10 years—and pay accelerated taxes on them. For many higher-income heirs, combined federal, state, and local taxes on withdrawals from an inherited IRA can be as high as 40% or more. [Learn more.](#)

Securian Financial

- **Product updates to SecureCare Universal Life in IN, HI & NJ**
Premiums are increasing to ensure policyholders are protected and to maintain the long-term vitality of the product; and the maximum payment age is being increased from 75 to 80 years old. [Get complete details in their announcement.](#)
- **Optional No-Lapse Guarantee Agreement for Eclipse Survivor II IUL**
Eclipse Survivor II Indexed Universal Life (IUL) now offers an optional No-Lapse Guarantee Agreement (NLGA) so you can design a survivorship product to meet your client's accumulation or protection needs.

With the NLGA, your clients can dial the guaranteed duration up to age 120.

[Find out how Eclipse Survivor II IUL can be a versatile IUL solution for your clients.](#)

- **Clients can leave a lasting financial legacy with just \$99 per month**

Would your agents benefit from a turn key sales concept that creates a legacy for only \$99 a month? Permanent life insurance can provide a lifetime of protection for children or grandchildren and provide them funds for college, down payment on a home or supplemental retirement income.

Help show them the power of \$99 a month with Securian Financial's \$99 legacy campaign.

Campaign tools:

- [Financial professional flyer](#)
- [Client presentation](#)
- [Client case study](#)

- **WriteFit Underwriting consumer marketing toolkit**

Help your clients get the coverage they need quickly, easily and remotely.

Inside the [consumer marketing kit](#), you'll find turn-key digital marketing campaigns to help prospects understand that — with your help — getting life insurance may be easier than they thought.

Each kit includes:

- Pre-built social media campaigns for Facebook and LinkedIn
- Ready-to-blast prospecting emails
- Step-by-step instructions

- **Premium Deposit Account rate changes**

Effective October 1, 2020 Securian is decreasing their Premium Deposit Account (PDA) interest rates by .75%, New Rates will be reflected on the financial professional site and in the illustration system on October 1.

- **Year-End Term Conversion Program**

Normally, when your client converts a term policy within the first 24 months to a Securian Financial permanent policy, the term conversion credits are also deducted from the commissionable target premium, commonly referred to as a "target offset."

But beginning October 1, 2020, and continuing for the rest of the year, Securian Financial will waive target offsets for qualifying cases, helping to put a little more commission in your pocket.

Program details:

- Benefit: Target offset is waived on permanent product
- Eligible policies: Term policies less than 25 months old placed before October 1, 2020
- Time frame: Term conversions occurring between October 1, 2020, and December 31, 2020, with resulting permanent policy's initial premium paid on or before December 31, 2020

[Get complete details.](#)

Transamerica

- **Resources for Life Insurance Awareness**

- [Download the social media kit](#)
- [Learn more about embracing our evolving industry amidst COVID-19](#)
- [A piece to help educate your clients on how to obtain life insurance in the current environment](#)