

LIFE SOLUTIONS

# The Lincoln Leader

FEBRUARY 3, 2021 VOLUME 19, ISSUE 3

# Coming Soon – Lincoln MoneyGuard Market $Advantage^{SM}$

Effective February 16, 2021, Lincoln will introduce the next generation in long-term care planning and expand its MoneyGuard portfolio with the launch of Lincoln MoneyGuard Market  $Advantage^{SM}$ , pending state and firm approvals. Lincoln MoneyGuard Market  $Advantage^{SM}$  is a variable universal life insurance policy with a long-term care rider.

This innovative product design provides growth potential for both long-term care and death benefits through investment option performance and offers downside protection with annual lock-ins and a guaranteed minimum level of long-term care benefits. With access to over 40 active and passive investment options from leading portfolio managers, as well as customizable and model allocations, your clients can feel more confident about staying invested in the markets and preparing for long-term care expenses.

Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> will be a new product offering in the *MoneyGuard* portfolio and will not replace Lincoln *MoneyGuard*<sup>®</sup> III, Lincoln *MoneyGuard*<sup>®</sup> II, or Lincoln *MoneyGuard*<sup>®</sup> II NY.

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## **Product Highlights**

Long-Term Care Benefits Rider (LTCBR)

- Provides long-term care benefits based on the greatest of these three values at the time of claim:
  - o LTC Base Value Set at time of purchase and guarantees a 3-year minimum level of long-term care benefits regardless of investment performance.
  - o **LTC Market Value** Driven by the performance of investments, the benefit will boost the value of returns and will be 4x the accumulation value.
  - LTC Protected Value Provides an additional layer of protection from substantial market losses by locking in 2.5x the accumulation value as of each policy anniversary.

## Value Protection Rider (VPR)

Provides a No-Lapse Guarantee and the LTC Protected Value contingent upon premium and investment guidelines

## **Broad Range of Investment Options**

- 31 actively managed portfolios
- 27 Morningstar categories
- 6 target-date funds

#### Death Benefit and Cash Surrender Value

- The policy's Death Benefit can grow to a value greater than the Specified Amount based on policy performance and Accumulation Value growth
  - o There is also a Residual Death Benefit feature as part of the policy design
- Cash Surrender Value on the policy will be the policy's Accumulation Value less debt less any applicable Surrender Charges

## Tax Advantages

Product design which allows clients to maximize benefit values through multiple tax advantages including income
tax-deferred growth while invested, income tax-free benefits if care is needed, and a death benefit that is generally
received income tax-free.

#### Flexible Care Cash

- While LTC Base Value remains, this feature provides access to cash benefit for care needs.
- Allows for 50% of the maximum daily benefit to be used per occurrence (up to the IRS per diem limit).
- Cash benefit payable without providing receipts.
- Care under this feature may be provided by family members, including the spouse.

#### **Additional Features**

- Issue Ages 30-70
- Underwriting Classes of Standard or Couples Discount
- **Premium Structure:** Single Premium or Flexible Premium. Flexible Premium design allows for premiums to be paid at any time up to age 121, within premium limits.
- Zero Day Elimination Period
- Allocation Requirements
  - Maintaining the allocation requirements noted below is required to keep the Value Protection Rider (VPR) on the Policy
  - o Three tiers of funding options available. If any money is allocated to Tier 3 then at least 20% of money must be allocated to Tier 1.
    - Tier 1 Fixed Account, Bond funds, Money Market fund
    - Tier 2 Blended (equity/bond) funds, Asset allocation funds, Target-date funds
    - Tier 3 Equity funds, ETFs
  - o Under the allocation requirements, quarterly automatic rebalancing is required to be maintained on the policy and that the quarterly rebalancing allocations are within the allocation requirements noted above.
- Dollar Cost Averaging: Available at issue with a Fixed Account Interest rate to address market volatility concerns
- Access to Lincoln Concierge Care Coordination for all policy holders

### **Availability**

Subject to state and firm approvals, applications for Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> will be accepted beginning on February 16, 2021. Please see below for important information associated with Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> availability.

- Effective February 16, 2021, Lincoln will be updating our current MoneyGuard Application to provide a single, unified application to be used across Lincoln MoneyGuard® III and the new Lincoln MoneyGuard Market Advantage<sup>SM</sup>.
- When applying for Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> there are two new forms that need to be completed for this variable product in addition to the standard application package: Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> Allocation Form (MG12176) and Customer Identity Verification Form (33009).
- A checklist (MG12227) will be available to assist Financial Professionals with the required forms.
- On February 16, 2021, Pending and Issued applications for Lincoln MoneyGuard® III (2020) may request a product switch to the new Lincoln *MoneyGuard Market Advantage*<sup>SM</sup>
  - o We will require a new Part 1 Application, illustration, Outline of Coverage, VUL Allocation Form, Customer Identity Verification Form, and any state/firm specific requirements.
    - The client will also need to be provided with the following if switching to Lincoln *MoneyGuard Market Advantage*<sup>SM</sup>; Prospectus and Outline of Coverage.
  - o It is important to ensure proper licensing and appointment prior to submitting new/revised application paperwork.
  - o Remember that once an application is submitted, the Personal History Interview (PHI) must be completed within 60 days of submission. In addition, the case must be placed within 90 days of the PHI.

## **Illustration Capabilities**

*Lincoln's DesignIt* and WinFlex illustration systems will be updated with illustration capability effective February 16, 2021. Notable items associated with the Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> illustration include:

- Introduction of a purposely designed illustration with consumer-friendly language and important values/product features prominently displayed.
- Designed for in-person and virtual presentations.
- Access to a variety of additional reports enhancing the sales process: Historical Report, What Care Costs Report,
   Concierge Care Report, Internal Rate of Return Report and Policy Expense and Analysis Report.

## **Agent Licensing**

Prior to soliciting business, Financial Professionals must be licensed and appointed to sell a variable life insurance product. Most states require a health license and/or long-term care continuing education to solicit and sell life insurance with a long-term care rider. Failure to secure the proper licensing credentials prior to application submission could result in a processing delay and/or require additional client signatures.

<u>Click here</u> to view a stand-alone flier regarding this information.

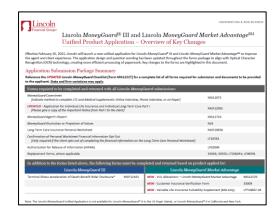
More information about this new offering will be made available in the February 16, 2021 Lincoln Life Leader.

## **Unified Product Application**

## For Lincoln MoneyGuard® III and Lincoln MoneyGuard Market Advantage<sup>SM</sup>

On February 16, 2021, Lincoln will launch a new unified application for Lincoln *MoneyGuard*® III and Lincoln *MoneyGuard Market Advantage*<sup>SM</sup> to improve the agent and client experience. The application design and question wording has been updated throughout the forms package to align with Optical Character Recognition (OCR) technology, creating more efficient processing of paperwork.

View this <u>agent guide</u> for the Application Summary Package Summary and an overview of key changes.



Beginning February 16, 2021, the new Lincoln MoneyGuard forms package may be accessed via the Lincoln Forms Tool or wherever you currently access forms. Please retrieve the updated application packet prior to submitting a new case.

For Lincoln *MoneyGuard*® III paper applications, there will be a 90-day transition window from February 16, 2021 in which Lincoln will accept either the current application or the new paper application for all states that have approved the new application. For states that have not approved the new application as of February 16, 2021, the 90-day transition will begin when the new application is approved.

For electronic application submissions, effective February 16, 2021, only the new unified application paperwork will be available.

Please contact your dedicated Lincoln *MoneyGuard* New Business or Internal Sales team with any questions.

## Coming Soon – Lincoln VUL<sup>ONE</sup> (2021) and Lincoln SVUL<sup>ONE</sup> (2021)

Effective February 16, 2021, subject to state availability, Lincoln is pleased to introduce the newest products in its variable universal life portfolio, *Lincoln VUL<sup>ONE</sup>* (2021) and *Lincoln SVUL<sup>ONE</sup>* (2021).

The new *Lincoln VUL<sup>ONE</sup>* (2021) and *Lincoln SVUL<sup>ONE</sup>* (2021) continue to offer guaranteed lifetime death benefit protection with market-driven growth potential, while also offering options that can reduce cost and increase your cash value and death benefit protection. These products replace the existing *Lincoln VUL<sup>ONE</sup>* (2019) and *Lincoln SVUL<sup>ONE</sup>* (2019) versions with the focus of maintaining a consistent leadership position while adding optionality into the product through two lifetime guaranteed minimum death benefit protection options and a **NEW Bonus Rider**!

## **Product Highlights**

#### Guaranteed Lifetime Protection - No Matter How the Market Performs

Two lifetime Guaranteed Minimum Death Benefit (GMDB) protection options:

- 100% Lifetime Guaranteed Death Benefit
- NEW! Premium Reduction Option via Lifetime Guaranteed Death Benefit with 50% drop at age 90
  - o For *Lincoln VUL<sup>ONE</sup>* (2021) this option reduces premium by 16% on average over the 100% Lifetime Guaranteed Death Benefit Option
  - o For *Lincoln SVUL<sup>ONE</sup>* (2021) this option reduces premium by 25% on average over the 100% Lifetime Guaranteed Death Benefit Option

### **Growth Opportunities**

Market growth potential with more than 75 investment options and no restrictions

- Tax-deferred growth potential
- The freedom to craft policy portfolios from conservative to aggressive
- Passive or hybrid management, without impacting the guaranteed protection
- Automatic rebalancing

## Options to Enhance Protection and Cash Value Potential

#### NEW! Bonus Rider

The Bonus Rider gives the policy holder the option to utilize cash value within the policy to pursue increased upside potential through indexed features. The rider takes an annualized charge from the Separate Account to purchase an uncapped option on the S&P 500 with a 0% floor and a participation rate (set at the time of option purchase). This rider includes an additional No-Lapse Value premium load.

## Permanent Rewards for Strong Performance with the Accumulation Value Threshold

If the policy exceeds a pre-determined threshold, the policy's Death Benefit is guaranteed, and excess cash value can be accessed without impacting the guarantee.

#### **Product Updates**

The first-year premium limit of \$500,00 previously imposed on  $Lincoln\ VUL^{ONE}$  (2019) and  $Lincoln\ SVUL^{ONE}$  (2019) will not apply to  $Lincoln\ VUL^{ONE}$  (2021) and  $Lincoln\ SVUL^{ONE}$  (2021).

#### **Available Riders**

## The following riders are available, subject to state availability, on Lincoln VULONE (2021):

- Bonus Rider (NEW!)
- Accelerated Benefits Rider (with critical illness)
- Accelerated Benefits Rider
- Long-Term Care Rider (LTC Rider)
- Lincoln LifeAssure® Accelerated Benefits Rider
- Lincoln LifeEnhance® Accelerated Benefits Rider
- Enhanced Surrender Value Rider
- Change of Insured Rider
- Waiver of Monthly Deductions
- Optimal No-Lapse Enhancement Rider (included automatically)
- Overloan Protection Rider (included automatically)
- Premium Reserve Rider (included automatically in approved states)

The following riders are available, subject to state availability, on *Lincoln SVUL<sup>ONE</sup>* (2021):

- Bonus Rider (NEW!)
- Enhanced Surrender Value Rider
- Estate Protection Rider
- Optimal No-Lapse Enhancement Rider (included automatically)
- Overloan Protection Rider (included automatically)
- Premium Reserve Rider (included automatically in approved states)

## **Product Availability**

New Business applications will be accepted on February 16, 2021 in approved states. Please note, the new products will <u>not</u> be filed in New York.

## **Prospectus**

There will be a new prospectus for each of these products: *Lincoln VUL<sup>ONE</sup>* (2021) and *Lincoln SVUL<sup>ONE</sup>* (2021). They will be made available on February 16, 2021.

#### **Transition Guidelines**

For states that are approved at rollout there is a 14-day transition period which begins on **February 16, 2021 and <u>ends</u>** on **March 1, 2021**.

- For the old product, formal applications must be signed, dated and received in-good-order in Lincoln's home office by the end of the transition period to qualify. For *LincXpress*® Tele-App Cases, a complete ticket and required solicitation forms must be received by the end of the transition period to qualify.
- For pending business or policies already issued, Lincoln will accept a written request and a revised illustration to change to the *Lincoln VUL*<sup>ONE</sup> (2021) or *Lincoln SVUL*<sup>ONE</sup> (2021)
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.
- For states approved after rollout, the above will automatically apply based on the availability date.

More information will be made available in the February 16, 2021 issue of the Lincoln Life Leader

# Pricing Update – $Lincoln\ VUL^{ONE}$ (2019) – 02/16/21 and $Lincoln\ SVUL^{ONE}$ (2019) – 02/16/21

As our industry continues to operate in a challenging and changing environment, Lincoln remains committed to operating responsibly through our disciplined approach to financial and risk management. Guided by our long-term objective of honoring commitments to policyholders, thoughtful and deliberate business decisions enable Lincoln to remain dedicated to the life insurance market, maintain a consistent industry-leadership position, and meet customer and advisor needs.

As part of this approach, effective February 16, 2021 and in conjunction with the launch of *Lincoln VUL*<sup>ONE</sup> (2021) and *Lincoln SVUL*<sup>ONE</sup> (2021), Lincoln is announcing pricing updates on the current *Lincoln VUL*<sup>ONE</sup> (2019) and *Lincoln SVUL*<sup>ONE</sup> (2019) to align with the 2021 product pricing.

Lincoln  $VUL^{ONE}$  (2019) - 02/16/21 will be available only in those states that have not approved Lincoln  $VUL^{ONE}$  (2021).  $SVUL^{ONE}$  (2019) - 02/16/21 will be available only in those states that have not approved Lincoln  $SVUL^{ONE}$  (2021).

While premium increases are necessary due to conditions of the current environment, our goal is to remain competitive and as such the first-year premium limit of \$500,000 for *Lincoln VUL<sup>ONE</sup>* (2019) and *Lincoln SVUL<sup>ONE</sup>* (2019) — 02/16/21 and *Lincoln SVUL<sup>ONE</sup>* (2019) — 02/16/21. Lincoln remains committed to the guaranteed Variable Universal Life market, and these adjustments help ensure we maintain market presence and remain a trusted and reliable partner.

## **Pricing Changes**

The following pricing updates apply:

## Lincoln VUL<sup>ONE</sup> (2019) - 02/16/21

- Premiums have increased 9% on average across all funding patterns
  - o Level pay premiums increased 8% on average
  - o Single and 10-pay premiums increased 10% on average
- There are no impacts to Target premiums
- No first-year premium limit

## Lincoln SVUL<sup>ONE</sup> (2019) - 02/16/21

- Premiums have increased 12% on average across all funding patterns
  - o 11% increase on average at younger ages
  - o Up to 14% increase on average at older ages
- There are no impacts to Target premiums
- No first-year premium limit

#### **Prospectus**

There are no new prospectuses for these product updates. See below for a copy of the prospectuses.

- Lincoln VUL<sup>ONE</sup> (2019) 02/16/21
- Lincoln SVUL<sup>ONE</sup> (2019) 02/16/21

## **State Availability**

These products will only be available in the states where  $Lincoln\ VUL^{ONE}$  (2021) and/or the  $Lincoln\ SVUL^{ONE}$  (2021) are **not** approved at launch. These products will <u>not</u> be made available in New York.

#### **Transition Guidelines**

For states that are approved at rollout (i.e. those states that have not yet approved the *Lincoln VUL<sup>ONE</sup>* (2021) and/or the *Lincoln SVUL<sup>ONE</sup>* (2021)), there is a 14-day transition period which begins on **February 16, 2021 and <u>ends on March 1,</u> 2021.** 

- For the old product, formal applications must be signed, dated and received in-good-order in Lincoln's home office by the end of the transition period to qualify. For *LincXpress*® Tele-App Cases, a complete ticket and required solicitation forms must be received by the end of the transition period to qualify.
- For pending business or policies already issued, Lincoln will accept a written request and a revised illustration to change to the *Lincoln VUL*<sup>ONE</sup> (2019) 02/16/21 or *Lincoln SVUL*<sup>ONE</sup> (2019) 02/16/21.
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

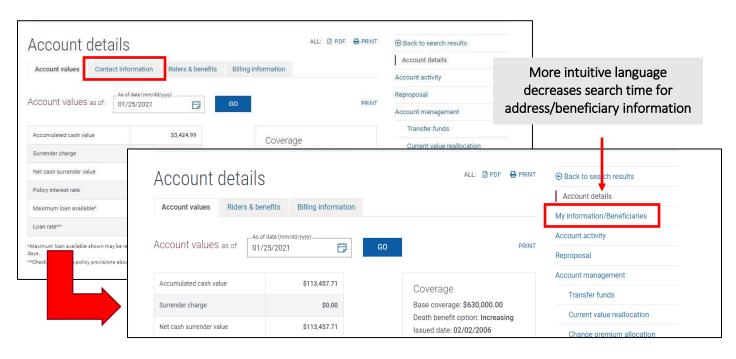
More information will be made available in the February 16, 2021 issue of the Lincoln Life Leader

## Enhancement to the Online Account Service Experience

Lincoln continuously strives to improve our customers' experiences. Recently, we gathered feedback on the ease of modifying an address or accessing beneficiary information online; two of the more common tasks for our customers. We learned that we could make these online actions a little more intuitive and increase their visibility. We are pleased to share that starting February 12, 2021, we will be making the following web enhancements.

Currently, customers must click on a tab called "Contact information" to locate their address and beneficiary information. The new experience will remove this tab and create a new right-hand rail navigation link called "My information/Beneficiaries."

This link will lead to a page where they'll be able to view the current owner, joint owner (if applicable), insured, and payor for the account along with the ability to update the address and beneficiary information. Furthermore, the new page is divided into two tabs, "Client information" and "Beneficiary information," creating a cleaner search experience. We also made the actionable links more visible. Change address now has its own unique column and the Manage Beneficiaries link has been reformatted as a button.





We are also introducing banner messages on the page if the policy has certain online restrictions.

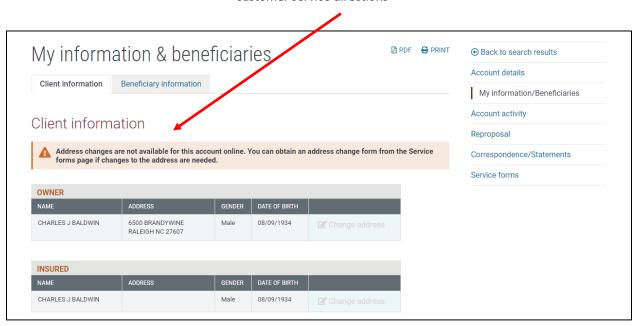
## Address Changes:

- If online address change is not available for a policy, the customer will be directed to service forms to complete the request
- For TAG products, the messaging will refer the customer to the appropriate service number to call

### **Beneficiary Information Changes:**

- If a policy cannot manage beneficiary designations online, the customer will be directed to service forms to complete the beneficiary change request
- For accounts that aren't currently able to display beneficiary information online, the customer will be notified and directed to the appropriate service number to call.

A banner message will appear for policies with online restriction limiting needless searching and provides customer service directions



With these enhancements in place, clients should find it easier to make updates to their address and beneficiary information.

## IRS Form 4506-C

## **Updated Form for Tax Request Verification**

We have been notified that the Internal Revenue Service (IRS) has updated the Form 4506 to the <u>Form 4506-C</u> and will only accept this version <u>effective March 1, 2021</u>. This form is used to initiate a tax return transcript request from a third-party, such as Lincoln Financial. Form 4506-C will replace both the 4506-T and 4506T-EZ forms.

This form will be accessible on all platforms starting February 16, 2021. For assistance with completing the tax request form, please download "Completing the 4506-C" [Lincoln Form LF10559] from the Lincoln Forms Tool or your firm platform.

For additional information, please review the answers to some commonly asked questions below:

Question	Answer
Can I use the Form 4506-C now?	Yes, this form is available for immediate use. Starting March 1, 2021, all requests received by the IRS must be on Form 4506-C.
Can I still use the Form 4506-T?	Through February 28, 2021 you may send requests on Form 4506-T (September 2018 and March 2019 versions only) and Form 4506T-EZ. You cannot use the June 2019 revision of Form 4506-T requests.  The last day that the IRS will accept Form 4506-T or Form 4506T-EZ will be February 28, 2021.
What happens if I send a Form 4506-T or Form 4506T-EZ on or after March 1, 2021?	The IRS will reject the form back to the requester and Form 4506-C will need to be completed
Will the IRS be releasing a Form 4506C-EZ for IVES participants to use?	No, the IRS will be not be releasing a Form 4506C-EZ.
What are the differences between the Form 4506-T and Form 4506-C?	<ul> <li>There are some minor differences between the Form 4506-T and Form 4506-C. These include:         <ul> <li>The Caution language below Line 5b was updated to be limited for IVES requests. The Caution underneath Line 5b instructs the taxpayer to make sure that Lines 5 through 8 are completed before signing</li> <li>Date formatting instructions were added for Line 8 entries</li> <li>A field was added below the signature lines to print or type the name(s) of the individual(s) signing the form</li> <li>Notification language for designated recipients and taxpayers was added to advise that a designated recipient will be subject to penalties for unauthorized access, other use, or redisclosure of the taxpayer's information without the taxpayer's express permission and authorization</li> </ul> </li> </ul>
Is the taxpayer's phone number a required entry on the Form 4506-C?	No, the phone number is not required for the Form 4506-C to be processed.

## Life Insurance New Business Contact & Submission Options

Mailing Addresses, Digital Solutions and Contact Information Reprinted from the January 25, 2021 Lincoln Life Leader

For timely handling of your important Lincoln life insurance business, including Lincoln *MoneyGuard*® Solutions, we would like to remind you of our New Business contact and submission options.

## **Physical Mailing**

Please mail all items (including policy documents and payments) to our Greensboro location:

ATTN: Underwriting and New Business Lincoln Financial Group 100 N. Greene Street Greensboro, NC 27401

Mail sent to other Lincoln locations will experience additional rerouting time or may be returned to sender.

## **Digital Submissions**

Lincoln offers many digital submission solutions for new application paperwork and to complete any outstanding requirements, such as eNIGO, online payments, and the Lincoln Producer Pending website. Each of our digital options are secure and allow for quicker processing time than traditional mailing methods.

Please contact your dedicated Lincoln Underwriting and New Business team with any questions. This contact information can be found in your case status notification emails or on the Pending Website.

## **State Approvals**

Updates since January 25, 2021

**No Updates** 

View State Availability Grids

Not a deposit

Not FDIC-insured

Not insured by any federal government agency

Not guaranteed by any bank or savings association May go down in value

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LCN-3430028-012921



Products and features are subject to availability and may vary by state.

Contractual obligations and Guarantees are subject to the claims-paying ability of the issuing company:

- The Lincoln National Life Insurance Company of Fort Wayne, IN; or
- Lincoln Life & Annuity Company of New York of Syracuse, NY.

Variable products distributed by Lincoln Financial Distributors, Inc., Members of Lincoln Financial Group.

The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.

Variable insurance products are sold by prospectus. Consider the investment objectives, risks, charges, and expenses of the variable product and its underlying investment options carefully before investing. The prospectus contains this and other information about the variable product and its underlying investment options. Please review the prospectus available online for additional information. Read it carefully before investing.

Only registered representatives can sell variable products.

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