



Life unCOMPLICATED

Lincoln LifeElements® Level Term rates are simply better

Great news for clients who want temporary life insurance to help protect their family or business!

- **Competitive pricing** for \$1 million coverage, age 45+ and \$500,000 coverage, age 55+
- **Guaranteed death benefit protection** for 10, 15, 20 or 30 years
- **Large case know-how** with the average face amount being one of the highest in the industry* and leading-edge underwriting
- **Smaller cases move faster** with an easy application via streamlined Tele-App process for electronic and paper ticket submissions — so you can focus on your large-case clients

Find cost-efficient business solutions

Fund buy-sell and key person plans.



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Marketing tools:

[Competitive ladders](#)

[Underwriting advantages](#)

Please refer to [The Lincoln Leader](#) for additional details.

For more information or an illustration, contact your Lincoln representative.

*LIMRA 4Q 2017 YTD U.S. Individual Life Insurance Sales Report.

Not a deposit	Not FDIC- insured	Not guaranteed by any bank or savings association	May go down in value
Not insured by any federal government agency			

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Products, riders and features are subject to state availability. Limitations and exclusions may apply. Not available in New York. Check state availability.

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The Lincoln Leader

March 12, 2018 – Vol. 16, Issue 03

LIFE INSURANCE

Now Available – *Lincoln LifeElements*® Level Term (2017) – 03/12/18

Effective March 12, 2018, Lincoln is pleased to announce pricing updates to *Lincoln LifeElements*® Level Term (2017) which will improve competitive positioning in key cells at ages 45 and above with face amounts of \$500,000 and above. There will be no pricing updates to *Lincoln TermAccel*® at this time.

Highlights

- Goals of the reprice include being a “top 3 carrier” in the following core cells:
 - \$1 million of death benefit at ages 45+ for all term periods
 - \$500,000 of death benefit at ages 55+ for all term periods
- Premium updates include a mix of both premium decreases and increases

Transition Guidelines

For states that are approved at rollout, there is a 60-day transition period which **begins on March 12, 2018 and ends May 11, 2018**. During the transition period:

- **New applications received** and **applications currently in underwriting** will automatically receive the lower of the two rates available. A request to use the lower rates will not be required. If the application had been submitted with premium using the higher rates, the difference will be automatically refunded.
- **For policies already issued**, Lincoln will accept a written request to change to the *Lincoln LifeElements*® Level Term (2017) – 03/12/18 rates.
- **For policies already placed**, Lincoln will not allow rewrites to the *Lincoln LifeElements*® Level Term (2017) – 03/12/18 rates.
- **For LincXpress® Tele-App Cases**, a complete ticket and required solicitation forms* must be received within the same transition rules outlined above.
- **For states approved after rollout**, the above will automatically apply based on the **availability date**.

The 2017 product has not been filed at this time in Alaska, Massachusetts, and New York since they have not approved the use of PBR/2017 CSO.

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NEW! Enhancements to Lincoln *LifeComp*®; DollarFlex and FlexKey

New York Regulation 210 – Non-Guaranteed Elements Illustration Disclosure – Reprint

***Required *LincXpress*® Tele-App solicitation forms include:**

- *LincXpress*® Tele-App Ticket (LF11252)
- Authorization for Release of Information (HIPAA) (LF02896 or state variations)
- Important Notice: Replacement of Life Insurance or Annuities (LF10087 or state variations) must be signed on or before the earliest signed form in the ticket packet and is needed whether replacing or not replacing.
- Receipt of Privacy Practices Notice and Important Notice Acknowledgment Form (LF10244)
- Agent's Report (LF10971)—Completed and signed by agent only

Click [here](#) to view the term state availability grid.

Illustration Availability

Illustrations for *Lincoln LifeElements*® Level Term (2017) – 03/12/18 will be run on Lincoln DesignItSM Illustration System (v40.C). If you have an active internet connection, the software will automatically update to include the new rates on March 12, 2018. If you need to download the Lincoln DesignItSM illustration system, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

The following riders are available on all versions of *Lincoln LifeElements*® Level Term:

- Accelerated Death Benefit Rider
- Children's Term Insurance Rider
- Waiver of Premium Rider

Marketing Materials

All impacted materials have been updated and made available on the Lincoln Advisor Websites.

Now Available with *Lincoln WealthPreserve*® IUL (2017) – New Term Riders

Effective March 12, 2018, the following riders are now available for use with *Lincoln WealthPreserve*® IUL (2017) in approved states:

- Supplemental Term Insurance Rider on Primary Insured (PITR) (ICC17PITR-7037/PITR-7037)
- Supplemental Term Insurance Rider on Other Insured (OITR) (ICC17OITR-7038/OITR-7038)
- Children's Term Rider (ICC17CTR-7036/CTR-7036)

Notable Differences for PITR and OITR compared to the versions sold on other products:

Issue Age Limits

The maximum issue age limits for both the PITR and OITR are as follows:

- 10-year term period: 18-69
- 15-year term period: 18-59
- 20-year term period: 18-49

Conversion Options

Conversion Options have been updated for consistency with currently sold term products:

- In the first seven (7) Policy Year(s) of the Conversion Period:
 - *For the Pitr*, the policy owner has the option to either: a) increase the Policy's Specified Amount by the amount of the Rider's Death Benefit; or b) convert the Rider's Death Benefit to any single life IUL, UL, VUL or any other policy made available by Lincoln for the purpose of conversion on the date of conversion, subject to the *Conversion Product Limitations*.
 - *For the Oitr*, the policy owner has the option to convert the Rider's Death Benefit to any single life IUL, UL, VUL or any other policy made available by Lincoln for the purpose of conversion on the date of conversion, subject to the *Conversion Product Limitations*.
- Beginning in the eighth (8th) Policy Year and for the remainder of the Conversion Period:
 - *For both the Pitr and Oitr*, the policy owner has the option to convert the Rider's Death Benefit to any single life individual permanent life insurance policy made available by Lincoln for the purpose of conversion on the date of conversion.

Conversion Product Limitations

During the entire Conversion Period, the policy owner cannot convert to a policy without surrender charges, or with riders and/or benefits that waive surrender charges or that enhance surrender values, or a policy that includes riders and/or benefits that provide optional long-term care coverage. Also, the policy to which the policy owner converts must be one that would otherwise require full underwriting and cannot be a policy that is primarily sold as part of a corporate-owned or corporate sponsored program or benefit plan. The policy to which the policy owner converts must be a policy that Lincoln would make generally available and which is otherwise distributed through licensed agents.

Rider Availability

New business applications will be accepted with these riders on March 12, 2018 in approved states. The new riders will be available in all states except CA, DE, DC, FL, GU, MP, NY, ND, SD, and VI. [Click here](#) to view the Universal Life state availability.

Reference Materials

The Product Reference Guide contains additional information on these riders and is available from the Lincoln Producer websites.

Product Reference Guide

Lincoln WealthPreserve® IUL Product Reference Guide

Illustration Availability

Illustrations for all three riders will be available on the Lincoln DesignItSM Illustration System (v40.0C). If you have an active internet connection, the software will automatically update to include the riders on March 12, 2018. If you need to download the Lincoln DesignItSM illustration system, it is available on the Lincoln producer websites or from Field Office Technicians.

Lincoln MoneyGuard® — New Policy Dating and Premium Effective Date Rules

Effective April 16, 2018, New Business will be changing the rules for policy dating and premium effective dates for Lincoln MoneyGuard®. The new dating rules will follow an *In Good Order* process. When all requirements, including premium, are deemed *In Good Order* – fully completed, signed and dated – the policy and premium effective date will be current dated.

The change is being implemented to bring our internal procedures in-line with industry standards and best practices and will bring Lincoln's MoneyGuard® business in-line with Lincoln's Life and Annuity business. The existing process of dating policies on the date that *the first check is received* at Lincoln is often challenging to explain concisely and difficult for our customers to understand. It causes the backdating of policy dates and premium effective dates and can appear to be scenario driven and inconsistent.

Due to unique dating rules, this does not apply to conversions or internal exchanges and the rules found in the Term Conversion and Internal Replacement Guidelines continue to apply.

Please review the new procedures below and do not hesitate to contact your Underwriting and New Business team with any questions.

Assumption	New Rules	Old Rules
No age change and No policy backdating	<ul style="list-style-type: none"> Policy Date: brought current at placement to the date Lincoln confirms all requirements, including premium, are in good order. Premium: Money is applied as of the Policy Date. 	<ul style="list-style-type: none"> Policy Date: date that the first check (1035 and/or CWA) was received at Lincoln. <ul style="list-style-type: none"> If multiple checks were received, the policy date would have been the date the first check was received, even after the case was in an Approved status.
Clients age changed between submission and placement	<ul style="list-style-type: none"> Policy Date: 1 day before client's birthday. Premium: Money is applied as of the Policy Date. 	<ul style="list-style-type: none"> Policy Date: brought as current as possible without changing age, if: <ul style="list-style-type: none"> The policy was issued without premium The initial premium was to be received via an EFT draft 1035 proceeds were received after issue
Backdating 1 month to save age (no change)	<p>Policy backdating up to 1 month to save age and illustrated on the Projection of Values.</p> <ul style="list-style-type: none"> Policy Date: 1 day before client's birthday. <ul style="list-style-type: none"> Policy date will not be changed at issue or placement. Premium: Money is applied 1 month after the policy effective date (or date money received, if earlier). 	<p>Policy backdating up to 1 month to save age and illustrated on the Projection of Values.</p> <ul style="list-style-type: none"> Policy Date: 1 day before client's birthday. <ul style="list-style-type: none"> Policy date will not be changed at issue or placement. Premium: Money is applied 1 month after the policy effective date (or date money received, if earlier).

eSignature Enhancement with Life Electronic Application and Ticket Submissions

Lincoln is committed to continuously improving and enhancing the application process and is pleased to introduce a new enhancement to the eSignature capability within the life insurance electronic application (eApp) and eTicket submission process. Effective for cases submitted **on or after March 14, 2018**, this update will save time and further streamline and simplify the experience for our advisors.

In the current process, there are two screens per signing role that the advisor must read and verify. In some instances where there are multiple signees, there could be six or more screens that must be reviewed by the advisor prior to generating the emails to each of the signing parties.

With the new process, it will now be **one consolidated screen** in which the advisor can review and verify information for all signing parties and generate the email to complete the eSignature process. Contact your Underwriting and New Business team with any questions.

Automated Self-Service In-force Illustrations

As discussed in the last Lincoln Life Leader, Lincoln's Life Customer Service department will begin promoting post-issue policy management initiatives. This week the focus is on Automated Self-Service In-force Illustrations. This valuable tool will help you monitor your client's policy performance and compare current policy values to objectives established when your client purchased the policy.

If the original sales illustration captured planned future policy changes for reminder notifications, such as changes in premium, death benefit option, or distributions from the policy, the automated "as-is" illustration will also reflect the same planned policy changes.

Illustrations are generated each year just after the policy anniversary. To obtain automated in-force illustrations, visit the My Business tab on LincolnFinancial.com and select New Sales Option, then select Illustration Tools and use the values as of the last policy anniversary.

Please note that automated in-force illustrations and reminder notifications for future policy changes are available for most currently sold Indexed UL, VUL, UL and SUL products and all new products will automatically receive these features. For a comprehensive list of all products currently available through the Automated Self-Service In-Force Illustrations, please [**click here**](#).

If you have ideas on how we could make this post-issue tool even more valuable to you, please contact Renica Greene at Renica.Greene@lfg.com.

New Sales Concept Tool in DesignIt

A new **Business Valuation** tool is available under the Business Insurance Planning Sales Concept category in the Lincoln DesignItSM Illustration System. This tool introduces a more comprehensive approach to informal business valuations, and creates a foundation for business insurance planning.

Key features include the following.

- Book value enhancements that now include the ability to input asset and liability adjustments
- The flexibility to enter up to five years of financial information, or as few as one year of data
- A comprehensive presentation including; new graphics, a narrative on valuation methods, and a glossary of terms
- Highlights on how permanent life insurance can help a business owner strengthen their business planning

VIEW the Business Valuation Tutorial Brainshark:

<http://www.brainshark.com/lfg/vu?pi=zIFz16gRW4zOqdfz0&intk=664989642>

NEW! Enhancements to Lincoln *LifeComp*[®]; DollarFlex and FlexKey

Two new client presentations for DollarFlex and FlexKey designs were launched in early February.

DollarFlex as a 457F Alternative	For tax-exempt organizations You will see additional content on pages 3 and 4 in the description and objectives to define the use of loan regime split dollar with these tax-exempt entities and the possible effect with the new tax law
FlexKey to informally fund a SERP	For corporate-owned life insurance Specific language has been added to pages 3 and 4 to expand upon the combination of corporate-owned life insurance and a SERP obligation. Note: <i>LifeComp</i> is not a party to a new or existing SERP arrangement offered by the Employer, this presentation simply discusses the Employer's ability to use the design to informally assist with any promises in their employment agreements.

How do I access the software release?

To receive this new software release:

- select **Connect to *LifeComp*[®]** from the top toolbar
- choose the **Check for Software Updates** option.

After updating your software, you will find these new presentations as an option when appropriate. Simply select under **Graphics Format** at the time you submit the case for calculation.

For more information contact the Business Insurance Solutions team or *LifeComp* team at BusinessInsuranceSolutions@lfd.com

New York Regulation 210 – Non-Guaranteed Elements Illustration Disclosure

Reprinted in full from the January 29, 2018 Lincoln Life Leader

New York Regulation 210 – Life Insurance & Annuity Non-Guaranteed Elements becomes effective for **policies issued in New York on or after March 19, 2018**. To comply with this new regulation, a Non-Guaranteed Elements Disclosure Form must be provided to the client prior to policy issue that shows the current scale of any non-guaranteed elements and allows an easy comparison to the corresponding guarantees.

Impacted Products

Lincoln will satisfy this requirement by generating a new illustration disclosure form for the following currently sold New York products, as well as for those that become available for sale in New York in the future:

- *Lincoln LifeCurrent*® UL
- *Lincoln LifeReserve*® UL (2009)
- *Lincoln LifeReserve*® Indexed UL Accumulator (2014)
- *Lincoln WealthAdvantage*® Indexed UL
- *Lincoln WealthPreserve*® Survivorship IUL
- *Lincoln AssetEdge*® VUL (2015)
- *Lincoln AssetEdge*® Exec VUL (2015)
- *Lincoln MoneyGuard*® Reserve

Term products are not impacted by this regulation.

NOTE: Due to the systems effort required for each product and low sales volumes, this new illustration disclosure will **not be created for *Lincoln PreservationEdge*® SVUL and therefore this product can no longer be issued in New York on or after March 19, 2018**.

Illustration Disclosure Form

The *New York Regulation 210 Non-Guaranteed Elements Disclosure Form* will be included in the illustration:

- For Life products, in the Required Reports after the “Cover Page”
- For MoneyGuard, in the Projection of Values reports after “Disclosures” and before “Understanding Your Projection of Values”

The disclosure form contains:

- An introduction that discusses how non-guaranteed elements may impact the illustration and policy. This replaces any non-guaranteed elements text that previously printed in other sections of the illustration.
- A listing of all the non-guaranteed elements for the specific product, presented with corresponding letter cross-references used in the table of rates and charges. Rates and charges that are fully guaranteed are not shown.
- A table of non-guaranteed rates and charges along with the corresponding guarantees for each year illustrated. These are based on the initial specified amount and death benefit option. For MoneyGuard, these do not reflect any impacts of Long Term Care claims. Differences in rates and charges resulting from future illustrated policy changes are not shown. Product features that have not been illustrated show current assumed rates as “n/a”.

The Signature Page will also contain a client and agent acknowledgement that the disclosure form has been reviewed.

Transition Guidelines

Policy Issue Date will determine if the disclosure form is required. Policy Issue Date is defined as the date the policy is physically produced with all restrictive requirements received in good order in the home office.

- If the Policy Issue Date is **Friday, March 16, 2018 or earlier**, the disclosure form **may be provided but is not required**.
- If the Policy Issue Date is **on or after Monday, March 19, 2018**, the disclosure form **is required and a signed illustration version 40.0 or later must be submitted prior to policy issue**.
- Since the new illustration disclosure will not be made available, **Lincoln PreservationEdge® SVUL can no longer be issued in New York on or after Monday, March 19, 2018**. The Policy Issue Date must be Friday, March 16, 2018 or earlier.
- ***There will be no exceptions.***

To minimize business disruption, the following will be **effective February 12, 2018**:

- **With the release of DesignItSM illustration platform (v. 40).**
 - The *New York Regulation 210 Non-Guaranteed Elements Disclosure Form* will automatically be generated for the products listed above.
 - A message will be added to the input screen and Producer Report for **Lincoln PreservationEdge® SVUL** that reads “Product can no longer be issued in New York on or after Monday, March 19, 2018.”

If you have an active internet connection, the software will automatically update on February 12, 2018 to this new version. If you need to download the Lincoln DesignItSM illustration platform, it is available on the Lincoln producer websites or from Field Office Technicians.

You are strongly encouraged to begin using this software version immediately.

- **All pending NY cases for the products listed above will have a new issue restrictive requirement** (memo to agent) that reads “Please note pursuant to NY Reg 210 Non-Guaranteed Elements Disclosure requirement, if the policy is not issued prior to 3/19/2018, a new signed illustration will be required prior to issue if a signed illustration version 40.0 or later was not already submitted.”

Frequently Asked Questions

Why was Policy Issue Date used to determine whether the disclosure form is required?

The regulation defines the requirement based on when a policy is issued.

What if the policy is issued before March 19, 2018 but placed after March 19, 2018?

The disclosure form is not required for policies with a Policy Issue Date prior to March 19, 2018, even if placed after that date.

What if the policy is issued after March 19, 2018 but backdated to save age prior to March 19, 2018?

The disclosure form would still be required, as backdating would only impact the Policy Effective Date (when insurance coverage begins). The disclosure form requirement is based on Policy Issue Date.

What if the policy was issued prior to March 19, 2018 but a material change is requested that results in a reissue after March 19, 2018?

A revised illustration including the disclosure form would be required.

What happens if it is after March 19, 2018 and all other issue restrictive requirements have been met, but a signed illustration version 40.0 or later has not been submitted?

The policy will not be issued until the signed illustration version 40.0 or later has been submitted.

Currently for VUL, a signed illustration is not an issue restrictive requirement. Will this be changed?

Yes, a signed illustration will be an issue restrictive requirement for all impacted products issued in NY on or after March 19, 2018, including VUL.

Is there an application received cutoff date in order to ensure a client can qualify for *Lincoln PreservationEdge® SVUL*?

No. However, the later the application is submitted, the larger the risk that the business will not be issued prior to March 19, 2018. No exceptions can be made.

State Approvals

Initial Rollout of:

Lincoln LifeElements® Level Term (2017) – 03/12/18

Children's Term Rider for use with *Lincoln WealthPreserve® IUL (2017) - 02/12/18*

Supplemental Term Insurance Rider on Other Insured for use with *Lincoln WealthPreserve® IUL (2017) - 02/12/18*

Supplemental Term Insurance Rider on Primary Insured for use with *Lincoln WealthPreserve® IUL (2017) - 02/12/18*

[View State Availability Grids](#)

Products and features subject to state availability. Guarantees are subject to the financial strength of the insurer. Lincoln Financial Group is the marketing name for The Lincoln National Corporation and its affiliates.

Insurance policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN. **The Lincoln National Life Insurance Company (Lincoln) does not solicit business in the state of New York, nor is it authorized to do so. Contractual obligations are subject to the claims-paying ability of The Lincoln National Life Insurance Company.**

Insurance policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY. **The contractual obligations are subject to the claims-paying ability of Lincoln Life & Annuity Company of New York (Lincoln).**

All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Variable products are sold by prospectus. For more information about the variable products, including fees and charges, refer to the prospectus. Variable products are distributed by Lincoln Financial Distributors and offered through broker dealers with effective selling agreements.

Only registered representatives can sell variable products.

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