

The Lincoln Leader

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LIFE INSURANCE

Lincoln MoneyGuard® II – New State Approvals for the Expanded Payment Options and Pricing Changes

Effective May 30, 2017, *Lincoln MoneyGuard® II* will be introducing expanded payment options and pricing changes for new sales of the product in the states of **Florida, Indiana, North Dakota and Virgin Islands**. On April 24, 2017, the Lincoln DesignItSM (version 36.0 F) and WinFlex Illustration systems will be updated with the capability to run both the current and new rates however no tickets may be received until the launch date (on May 30, 2017).

Background

Lincoln has a long-standing commitment to helping you protect client wealth from long-term care expenses with innovative solutions appropriately priced for market conditions. Upholding this commitment means creating new opportunities for our partners to grow their business and reach new customers. It also requires us to proactively manage our business in today's persistently low interest rate environment. To achieve this balance, Lincoln makes fair and responsible adjustments when appropriate to provide value to our policy owners, partners and shareholders, and operate responsibly for the long-term.

Market conditions have been challenging, yet *Lincoln MoneyGuard®* continues to grow. This is because we are committed to being able to offer your clients a flexible product that offers benefit and payment options that fit their specific needs.

Product Change Highlights

Expanded Payment Options

Due to customer demand, we are expanding our payment options to provide more financial flexibility to clients. Our new expanded payment options will give clients greater flexibility to purchase a policy at an earlier age and spread their payments over a longer period of time.

Listed below is the availability for the new expanded payment options;

- Clients ages 40 to 54 will now have the option to fund up to age 65, potentially for as long as 25 years.
- Clients between the ages of 55 and 72 will continue to have a choice of payment options up to 10 years.
- Clients between the ages of 73 and 79 will have a new schedule of payment options. Starting at age 73, clients can choose options up to 9 years, grading down by one year at each subsequent age, to 3 years of payments at age 79.

Single premium payment options are still available.

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Transition Guidelines

Reflected below are the Transition Guidelines for the states of Florida, Indiana, North Dakota and Virgin Islands:

- For applications to qualify for the current *Lincoln MoneyGuard*® II (2015) pricing, the completed ticket and one other required point of sale form for *Lincoln MoneyGuard*® II (2015) must be signed, dated, and received in good order by Lincoln's home office by May 26, 2017 by 6:00 pm EST.
- For pending business, after May 26, 2017 Lincoln will accept a written request and a revised projection of values to change to *Lincoln MoneyGuard*® II (2017).
- For issued or placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.

As a reminder, the standard *MoneyGuard*® Rules are:

- Once a ticket 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. If these conditions are not met, the case will be closed out. If a case is reopened, a new ticket must be submitted, and the case will be subject to the premium rates in effect at that time.
- Advisors who are not properly credentialed (licensing/appointment/etc.) to solicit business when the paperwork is submitted will be subject to the premium rates in effect on the date when the advisor becomes properly credentialed and resubmits the paperwork.

Illustration Availability

As of April 24, 2017, the Lincoln DesignitSM (version 36.0 F) and WinFlex Illustration systems will be updated to reflect the new rates. During the transition period both current and new rates can be run. However, no tickets for *Lincoln MoneyGuard*® II (2017) may be received for Florida, Indiana, North Dakota or Virgin Islands prior to May 30, 2017.

Marketing Materials

All impacted marketing materials are now available for order or download from the Lincoln Fulfillment Center. They will be made available on the various Lincoln Producer Websites on April 17, 2017.

Client Materials for use in the following states:	
AK, AL, AR, CO, GA, IA, ID, IL, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, NE, NM, NV, OH, OK, OR, PA, RI, SC, TN, TX, UT, VA, VT, WA, WI, WV, and WY	
Client Brochure	MGR-ICC-BRC015
Client Product Guide	MGR-ICC-BRC014
Client Seminar	MGR-ICC-PPT007
Flex Pay Client Profile	MGR-ICC-FLI005
Single Pay Client Profile	MGR-ICC-FLI006
Client Materials for use in the following states:	
AZ, CT, DC, DE, IN, FL, NJ, ND, SD and VI	
Please Note: The materials are still pending in the following states: CA, HI, MT, NY	
Client Brochure	MGR-CLT2-BRC013
Client Product Guide	MGRCLT2-BRC012
Client Seminar	MGR-CLT2PPT007
Flex Pay Client Profile	MGR-CLT2-FLI004
Single Pay Client Profile	MGR-CLT2-FLI005
Advisor material	
Advisor Guide	MGR-ADV2-BRC006
Advisor PPT	MGR-ADV2-PPT006
Leverage Chart	MGR-ADV2-FLI007
Quadrant Flier	MGR-QUAD-FLI004

Lincoln MoneyGuard® II – Reminder Regarding the Initial State Approvals for Expanded Payment Options and Pricing Changes

As previously announced in the Lincoln Leader on March 13, 2017, *Lincoln MoneyGuard® II* will be introducing expanded payment options and pricing changes for new sales of the product effective April 17, 2017, in states previously approved for which the transition period began on March 13, 2017. For state availability information on those 45 states, please [click here](#) to view the current state availability grid.

Transition Period Reminder and Additional Information

For additional information regarding the *Lincoln MoneyGuard® II* updates, including details on the transition guidelines for which there is an end date of April 13, 2017 at 6:00 PM EST, please [click here](#) to view the Lincoln Leader article from March 13, 2017.

Summary of Key Transition Dates

Please see below for grid that summarizes the key transition dates for the multiple transition timelines.

State	Designlt Release Date for MoneyGuard II (2017)	Transition Cutoff Date for MoneyGuard II (2015)	MoneyGuard II (2017) Product Availability
All States Except: CA, FL, HI, IN, MT, NY*, ND, VI	3/13/17	4/13/17	4/17/17
FL, IN, ND, VI	4/24/17	5/26/17	5/30/17
CA, HI, MT	Pending State Approvals		

* New York has not been filed with the State

eDelivery Update – Limiting Blank Pages

In a commitment to continuously improve the eDelivery experience, we have made a positive change to policies eDelivered utilizing iPipeline. Unnecessary blank pages that previously generated in between the individual documents of the packet have been removed. Now, when the agent or client views the policy package online, they will no longer need to scroll through blank pages. In addition, if the policy package is printed, the amount of paper used will be reduced.

While greatly reduced, a few blank pages may still exist in the eDelivered packet as a result of state filed forms and additional system limitations. It is also worth noting that this change is for policies eDelivered through iPipeline only. No changes have been made to policies accessed through the Pending website. Please contact your Underwriting and New Business Team with any questions.

Market Conduct Manual Updated

Reprinted from the Lincoln Life Leader, March 27, 2017

The Market Conduct Manual for producers has been updated effective March 16, 2017.

The Market Conduct Manual is a guide for producers who sell Lincoln's individual life insurance and annuity products. This manual provides a high-level overview of Lincoln's expectations for ethical conduct and good business practices in the sales of these products. It covers a wide variety of topics and is provided to producers upon appointment with Lincoln's insurance companies. By signing a Producer Agreement with Lincoln, producers agree to adhere to the guidelines contained within the manual.

The manual was recently updated to reflect Lincoln's current market conduct policies and procedures, dealing with such issues as:

- **Advertising:** Helpful information for producer initiated websites
- **Conflicts of Interest:** Clarification of attorney/producer roles
- **Unfair Trade Practices:** Clarification of "Twisting" and "Tie-In Sales" definitions
- **Suitability in Fixed and Indexed Annuity Sales:** State specific guidance
- **Privacy Principles:** Clarified how to handle information requests, privacy practices notice and HIPAA forms
- **Financial Exploitation of Vulnerable Persons:** Updates to provide specific process action steps
- Section added to address: **Department of Labor Conflict of Interest Rules**

The updated manual (BJ-8114) is available in the Consolidated Forms Tool in the Producer Solutions Life of Business section, and on Lincoln's producer websites or you may [click here](#) to view the updated manual.

State Approvals

Now available

Lincoln ConversionSM UL

- California

Lincoln LifeElements[®] Level Term (2017) – 01/23/17

- New Hampshire
- Northern Mariana Islands (MP)

[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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