

# Introducing: Builder Plus IUL

North American is pleased to announce the addition of a new Indexed Universal Life insurance product to our competitive portfolio effective **April 16, 2018**. The new Builder Plus IUL is designed for death benefit protection with stronger performance and marketability—including the features you love about our indexed universal life products, plus more. Builder IUL® will remain available, however, the new Builder Plus IUL may be a compelling option with new features as highlighted below.

## Highlights

- Strong long-term cash value accumulation potential through index linked crediting, a 1.0% interest bonus<sup>1</sup>, and a 10% Account Interest Multiplier.<sup>2</sup>
- Return of Premium death benefit option.<sup>3</sup>
- Surrender charge period is 10 years.
- Variable rate loans are available in policy year one.
- Accelerated Death Benefits-terminal, chronic, critical illness.<sup>4</sup>
  - New Accelerated Death Benefit disclosures (form series L-3235NS REV 10-17).
  - The maximum that can be accelerated has been increased to \$2 million (lifetime maximum for all three benefits combined per policy).
  - Limits on Terminal Illness were raised from the smaller of 75% or \$750k to 90% or \$1.0M.
  - Qualifying chronic illnesses do not need to be permanent.
- WriteAway<sup>SM</sup> accelerated underwriting available for eligible cases.

## Market

Builder Plus IUL is designed for clients with a death benefit need and a long-term cash value accumulation need.

## Materials to Get Started

The following new marketing materials are now available to help you and your clients get started with Builder Plus IUL:

- Tip Sheet
- Promotional flyers
- Producer video
- Consumer video
- Consumer brochure
- Interactive consumer website

Materials can be found on the new product landing page  
<http://nalife.northamericancompany.com/NA-BuilderPlusIUL>.

### **Availability**

Starting April 16, 2018, the new product will be available on all versions of our software (Web-based Illustrations and North American's Illustration software, NACIS).

Builder Plus IUL is approved and available in all states EXCEPT Alabama, California, Delaware, District of Columbia, Florida, North Dakota and South Dakota.

### **Submitting an Application**

Builder Plus IUL can be submitted via paper application, but the preferred method for submission and the only way to use the WriteAway underwriting process, is through North American's online application, SimpleSubmit® e-app. Visit the SimpleSubmit page on [www.NorthAmericanCompany.com](http://www.NorthAmericanCompany.com) for the information you need to help you start submitting your apps today.

### **New Forms**

The following forms have been updated and the new versions will be required for Builder Plus IUL. These forms will be available on Supply Warehouse and Forms Factory starting 4/16/18.

- Supplement to the Application for Indexed UL L-3189B REV 1-18 replaces current form series.
- IUL Disclosure L-3190A REV 1-18 replaces current form series.

*Please note that the new updated version of these forms will also be required for all other IUL products beginning 4/16/18. As of 5/16/18 we will no longer accept the old version of these forms for all other IUL products.*

### **Current Pending Business**

Existing applications that are currently being processed in New Business or Policy Change but have not yet released can be changed to Builder Plus IUL. When changing an existing application to Builder Plus IUL the following criteria must be met:

- If the existing application is dated 3/6/18 or after, the change can be made with the existing application, and the plan will be amended on delivery.
- If the application is dated prior to 3/6/18, a new fully completed application will be required.
- The updated version of the Supplement to Application and IUL Disclosure form will be required.
- The correct version of the Accelerated Death Benefit Disclosure form should be provided to the client.

### **Back-Dating Guidelines**

All Builder Plus IUL policies must have an anniversary date of 3/6/18 or later. We cannot back-date a Builder Plus IUL policy prior to 3/6/18 for any reason.

### **Learn More at the Web Training**

Looking to learn more about this new product introduction? Join us on one of the dates listed below.

Register now to ensure you get all of the details on this exciting new product.

[April 16, 2018 3:00 PM CT](#)

[April 18, 2018 10:00 AM CT](#)

**For further information, please contact Sales Development at 800-800-3656 Ext. 10411 or [SalesSupport@nacolah.com](mailto:SalesSupport@nacolah.com).**

1. Conditionally Guaranteed Interest Bonus on Fixed Account - If we are crediting interest in excess of the guaranteed interest rate and your client's policy is in effect after the 10th policy anniversary, your client's policy will receive an Interest Bonus. The Interest Bonus is 1.0% above the then current interest rate. The Interest Bonus percentages are not guaranteed and subject to change; however, once a policy is issued, the percentage will not change. For Standard Policy Loans the interest bonus is not applied to any loaned amount.
2. Account Interest Multiplier is applied after interest credit or index credit is determined and before any Interest Bonus. It is not applied to the Interest Bonus nor any portion of the Account Value that is Policy Debt or the Minimum Account Value.
3. Subject to eligibility requirements.
4. Subject to eligibility requirements. The death benefit will be reduced by the amount of the death benefit accelerated. Since benefits are paid prior to death, a discount will be applied to the death benefit accelerated. As a result, the actual amount received will be less than the amount of the death benefit accelerated. An administrative fee applies for an election of the chronic or terminal illness. There is no administrative fee for critical illness.

Indexed Universal Life products are not an investment in the "market" or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

Builder Plus IUL (policy form series LS183), Builder IUL (policy form series LS172), Accelerated Death Benefit Endorsement for Critical, Chronic and Terminal (form series LR503), Accelerated Death Benefit Endorsement for Chronic and Terminal Illness (form series LR502), and Accelerated Death Benefit Endorsement for Terminal Illness (form series LR501) are issued by North American, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features, riders, endorsements, or issue ages may not be available in all jurisdictions. Limitations or restrictions may apply.