

LIFE SOLUTIONS

The Lincoln Leader

JULY 11, 2022
VOLUME 20, ISSUE 13

Pricing Update: *Lincoln SVUL^{ONE}* (2021) – 07/11/22

Effective July 11, 2022, Lincoln is announcing pricing updates on *Lincoln SVUL^{ONE}* (2021) which serve to better balance the competitive positioning of our premium durations by maintaining competitiveness in key strategic single pay cells while increasing competitiveness in level pay designs. *Lincoln SVUL^{ONE}* (2021) – 07/11/22, a survivorship variable universal life insurance product, continues to offer a lifetime guaranteed death benefit with market-driven growth potential, as well as a second Guaranteed Minimum Death Benefit (GMDB) option that for a lower premium provides 100% protection to age 90, and 50% GMDB protection thereafter, regardless of how the market performs.

Pricing Changes

Pricing adjustments apply to both GMDB options (Lifetime guaranteed and GMDB drop at age 90) and will vary by age and funding pattern. On average adjustments are as follows based on non-tobacco cells ages 40-80:

- **15% decrease to Level pay designs** (mostly decreases with a handful of increases)
- **2% decrease to 10 pay designs** (with a mix of increases and decreases)
- **3% increase to single pay designs** (with a mix of increases and decreases)

Prospectus

There is no new prospectus for this product update. To view the *Lincoln SVUL^{ONE}* (2021) prospectus, [click here](#).

Transition Guidelines

For states that are approved at rollout there is a 30-day transition period which begins on July 11, 2022, and ends on August 10, 2022. During the transition period:

- **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 cases with the owner listed as "Trust to be Established,"** formal applications received in the Home Office by the end of the transition period and have been signed by the insured will still qualify as awaiting a trust to be set up is part of the normal course of business. The only paperwork that Lincoln will not require at submission is the executed Certification of Trustee Powers with the trustee/owner's signature. It must be received prior to issue.

HEADLINES

[Pricing Update– *Lincoln SVUL^{ONE}* \(2021\) – 07/11/22](#)

[Lincoln MoneyGuard Fixed AdvantageSM](#)

[Now Launching July 25: Real-Time Offer for Life Insurance](#)

[LTCG Text Messaging for Appointment Scheduling and Updates](#)

[Electronic Health Record Status Now Included in Pending Requirements](#)

- For formal applications that expire prior to Issue or have been closed out, a new Part I must be submitted, and the case will be subject to the rates available at that time.
- For *LincXpress*® Tele-App Cases, a complete ticket and required solicitation forms must be received in Lincoln's home office 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 SVUL^{ONE}* (2021) – 07/11/22.
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

[Click here](#) to view the Variable Universal Life state availability.

Illustrations

Illustrations for *Lincoln SVUL^{ONE}* (2021) – 07/11/22 will be run on *Lincoln DesignItSM* Illustration System (v57.0D). If you have an active internet connection, the software will automatically update to include the new rates on July 11, 2022. If you need to download the *Lincoln DesignItSM* Illustration System, it will be available on the Lincoln producer websites or from Field Office Technicians.

Reference and Marketing Materials

All impacted materials will be updated and made available on the Lincoln Producer Websites.

Lincoln MoneyGuard Fixed AdvantageSM

Now available in Montana and New Jersey

As a leader in the hybrid long-term care marketplace, with over 30 years of expertise in providing long-term care solutions, Lincoln is committed to innovation and solutions to help meet the changing needs of clients. We're excited to announce our newest addition to the Lincoln MoneyGuard solutions product portfolio, Lincoln *MoneyGuard Fixed AdvantageSM*, is available effective July 11 in Montana and New Jersey.

MoneyGuard Fixed AdvantageSM is a universal life insurance policy with a long-term care rider that preserves the core design features of our current *MoneyGuard* Universal Life product. Following a transition period, *MoneyGuard Fixed AdvantageSM* will replace Lincoln *MoneyGuard*® III.

With the launch of *MoneyGuard Fixed AdvantageSM*, we're excited to introduce the new **Benefit Transfer Rider (BTR)** that is automatically included with all *MoneyGuard Fixed AdvantageSM* policies, at no additional cost. This innovative rider provides the opportunity to enhance an existing policy's long-term care and death benefits through the utilization of death claim proceeds from a separate policy at a rate that will always be greater than the amount being transferred.

Benefit Transfer Rider (BTR)

Qualifications

The BTR provides beneficiaries the choice of additional flexibility with the option to use some (\$25,000 minimum) or all of their death benefit proceeds to enhance benefits on their existing MoneyGuard policy with no additional underwriting requirements. Qualifications to use the BTR are:

- Insured and beneficiary are MoneyGuard policyholders
- The Benefit Transfer Rider is on both policies
- The beneficiary is the insured on their policy

Utilization

At the time of first death claim, the beneficiary has the following choices:

1. Take full death benefit income tax-free.
2. Use full death benefit to purchase more benefits on their own policy.
3. Take partial death benefit income tax-free and use remainder to purchase more benefits on their own policy.

▪ Benefits and Values

Notable features associated with enhancing benefits through the Benefit Transfer Rider include the following:

- Utilization of the BTR will increase existing policy benefits for the following values:
 - Long-Term Care Benefits
 - Death Benefit
 - Surrender Value
- The increase in Long-Term Care and Death Benefit will always be more than the amount of death benefit transferred.
- Increased policy benefits utilizing the BTR will not increase charges on the existing policy and would not require underwriting.
- If inflation exists on the base policy then the BTR long-term care benefits will also grow with inflation.

Distinct Advantages

Distinct advantages to the Benefit Transfer Rider for planning purposes includes:

- **No decision until time of claim** — Allows clients to make an informed decision based on their unique situation. Can be elected through age 121 and if the beneficiary is on long-term care claim.
- **Customizable policies** — Personalize to meet individual client's needs instead of sharing benefits.
- **Beyond married couples** — Use with couples, siblings, parents and for estate planning.
- **Coming soon: Product optionality** — Leverage across the MoneyGuard Advantage product suite including *MoneyGuard Fixed Advantage*SM and *Lincoln MoneyGuard Market Advantage*^{®1}.

Future Plans

Lincoln is excited to make the Benefit Transfer Rider part of the MoneyGuard Advantage product suite value proposition.

- Later this year and subject to state approval, Lincoln intends to add the Benefit Transfer Rider to our *MoneyGuard Market Advantage* product.
- Additionally, subject to state approval, *MoneyGuard Market Advantage* policies placed in force prior to the addition of the BTR, will have the BTR added to their contracts as part of a supplementary mailing. This mailing would likely occur early next year but will apply to all *MoneyGuard Market Advantage* policies issued since February 2021.
- There are no plans to add the BTR to other in force MoneyGuard products at this time

Additional Product Highlights for *MoneyGuard Fixed Advantage*SM

Product Pricing

Maintains the competitive pricing improvements from Lincoln *MoneyGuard*[®] III (2021) – 01/10/22.

Flexible Care Cash Enhancement

Flexible Care Cash benefits will now be available for **seven days a week** (previously limited to five days a week).

The following aspects of Flexible Care Cash remain in place:

- While Specified Amount 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.
- Clients have ability to simultaneously use both FCC and reimbursement but are limited to one option per day.

While *MoneyGuard Market Advantage* Flexible Care Cash currently is available for five days a week, the enhancement to seven days a week will also be included for *MoneyGuard Market Advantage* at a later date, pending state approvals. This will coincide with the addition of BTR as referenced in the Future Plans section.

For the additions of BTR and FCC to *MoneyGuard Market Advantage*, a registration statement has been filed with the Securities and Exchange Commission. These securities may not be sold until the registration statement becomes effective.

Refreshed Projection of Values

A redesigned Projection of Values will be launched with *MoneyGuard Fixed Advantage*SM. Notable items associated with the *MoneyGuard Fixed Advantage*SM Projection of Values includes:

- 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 refreshed additional reports enhancing the sales process: What Care Costs Report, Concierge Care Report, Quick Quote Report, Premium Options Report, Policy Expense and Analysis Report and a new Benefit Transfer Rider Report.
- The new additional report for the Benefit Transfer Rider allows for a personalized example of how BTR funding will impact the policy.

Policy Charges

- LTCBR Charge is now level for 10 years
- Premium Load is 25% of all premiums in all years
- Montana will launch *MoneyGuard Fixed Advantage*SM with gender distinct pricing; no longer unisex

Availability and Transition Rules

Applications for Lincoln *MoneyGuard Fixed Advantage*SM will be accepted in Montana and New Jersey beginning July 11, 2022.

- For applications to qualify for the current *MoneyGuard*[®] III (2021) – 01/10/22, a projection of values and the completed Part 1 must be signed, dated, and received in-good-order by Lincoln's home office by Friday, August 12, 2022.
- For pending or issued *MoneyGuard*[®] III business on or after July 11, 2022:
 - Lincoln will accept requests with a revised projection of values and the updated Terminal Illness Rider Disclosure to change to *MoneyGuard Fixed Advantage*SM. Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.
 - In Montana, there will also be an updated LTC Personal Worksheet (MGF12467-30).
 - Please contact your New Business Team with any requirement or process questions.
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of July 11, 2022, *Lincoln DesignIt*SM and WinFlex will be updated with the new product. During the transition period both products can be run.

- Ensure that you are appropriately credentialed. Clients of advisors who are not properly credentialed to solicit business when the paperwork is submitted will be subject to the product in effect on the date when the advisor becomes properly credentialed and resubmits the paperwork.
- 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. If these conditions are not met, the case will be closed out. If a case is reopened, a new Part 1 must be submitted, and the case will be subject to the product available at that time.

Illustration Capabilities

Lincoln DesignItSM (v57.0D) and WinFlex illustration systems have been updated with illustration capability effective July 11, 2022. If you have an active internet connection, the software will automatically update to include these updates on July 11, 2022.

Available Riders/Endorsements

The following riders/endorsements are available on *MoneyGuard Fixed AdvantageSM* (19-MG890, ICC19-MG890) and state variations;

- Long-Term Care Benefits Rider: (LTCBR-890, ICC19LTCBR-890)
- Value Protection Endorsement: (END-10534, ICC19END-10534)
- Terminal Illness Acceleration of Death Benefit Rider: (TIR-891, ICC19TIR-891)
- Benefit Transfer Rider: (BTR-894, ICC21BTR-894)

[Click here](#) to view a stand-alone flier regarding this information.

Reference Materials

Reference Materials have been created for Lincoln *MoneyGuard Fixed AdvantageSM*. They are available on the various Lincoln producer websites.

Technical Training Guide

- [Lincoln MoneyGuard Fixed AdvantageSM Product Reference Guide](#)
- [Lincoln MoneyGuard Fixed AdvantageSM vs. Lincoln MoneyGuard[®] III \(2021\) – 01/10/22](#)

Specimen Contracts

- [Lincoln MoneyGuard Fixed AdvantageSM \(visit producer website for appropriate state variation\)](#)

Marketing Materials

Marketing materials for *MoneyGuard Fixed AdvantageSM* are available for viewing on the various Lincoln websites and for order from the Lincoln Literature Fulfillment Center.

| Materials | Audience | Order Code |
|-------------------------------------------------------------|------------------------|-------------------------------|
| <i>MoneyGuard Fixed AdvantageSM</i> Client Guide | Client | MG-MFA-BRC001 |
| <i>MoneyGuard Fixed AdvantageSM</i> Fact Sheet | Client | MG-MFA-FST001 |
| Benefit Transfer Rider Case Study | Financial Professional | MG-BTR-FLI001 |
| Benefit Transfer Rider Flier | Financial Professional | MG-BTR-FLI002 |
| Flex Care Cash Flier | Financial Professional | MG-FCC-FLI002 |

¹Although not currently available, BTR will be added to in-force policies and future product versions of *MoneyGuard Market Advantage*, subject to state approvals.

Now Launching July 25: Real-Time Offer for Life Insurance

We are excited to announce the new launch date of Real-Time Offer: July 25, 2022. The decision to postpone until this date has allowed us to make final preparations for this exciting new capability, and ensure we are delivering the best possible experience for our financial professionals and clients.

What is “Real-Time Offer”

To improve turnaround times for life insurance ticket submissions, Real-Time Offer will immediately communicate an underwriting approval decision to clients that have been approved lab-free by our automated underwriting process. The client, writing agent and case contact will be notified of the approval upon completion of the online or phone interview.

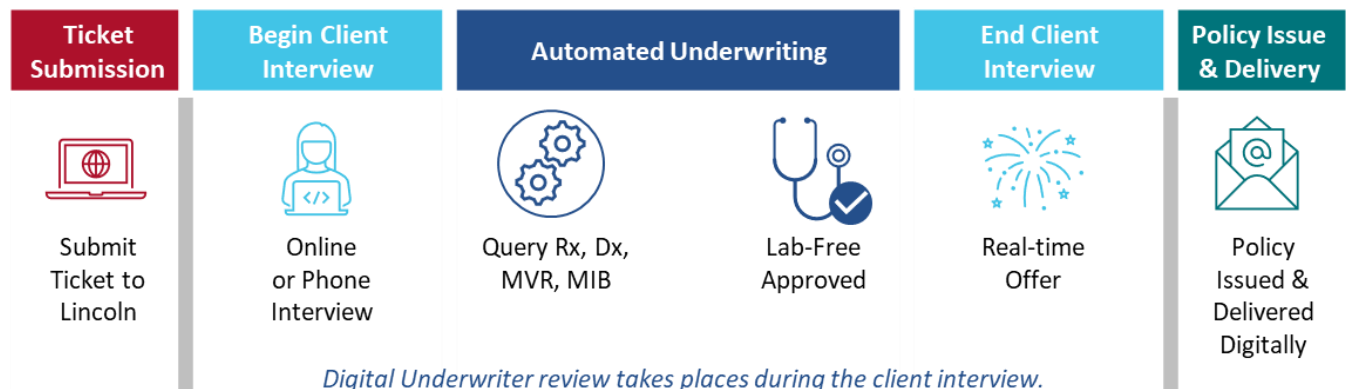
The approved underwriting offer may be *‘as applied for’* or *‘other than applied for.’* The underwriting rate class will only be provided to the agent and case contact. If labs or other information is needed, or if the case is declined, the agent and case contact will be notified through Lincoln’s standard pending case status process.

What You Need to Know

- **Available for life insurance ticket submissions only:**
 - *Lincoln TermAccel*®
 - *LincXpress*® submissions (single-life only): *Lincoln LifeElements*® Term, IUL, VUL*
- **Ages:** 18-60
- **Face Amounts:** \$2.5 million and less
- **Underwriting criteria:**
 - Only available for cases assessed through the automated underwriting process
 - Client must be approved lab-free
 - Good Health Statement and Insurability Supplement is not required for cases approved via Real-Time Offer

A Quick, User-Friendly Process

Here's a workflow example of how the Real-Time Offer works:



The workflow example assumes the client qualifies for the lab-free process and the case is approved. Any issue-restrictive outstanding requirements must be satisfied before the policy is issued and delivered.

Real-Time Offer and Communication of Underwriting Status

The following communications will occur at the end of the client interview based on the underwriting status:

APPROVED LAB-FREE: REAL-TIME OFFER

The client will be informed that the underwriting has been approved. They will be advised that their agent or Lincoln will contact them with details regarding the approval and next steps.

At the same time the client is notified of the approval, an email will be sent to the writing agent and case contact informing of the underwriting approval and the rate class. The offer may be *'as applied for,'* or *'other than applied for.'* The agent will be responsible for notifying the client of the offered rate class. Offers *'as applied for'* will move forward to policy issue and delivery**

- All issue-restrictive requirements must be satisfied before the policy will be issued
- Term cases offered *'better than applied for,'* the case will move forward to policy issue and delivery
- Permanent product cases offered *'better or worse than applied for,'* a revised illustration must be received by Lincoln prior to policy issue
- All cases offered *'worse than applied for,'* the offer must be accepted before the case will be issued

LABS or ADDITIONAL INFORMATION NEEDED

The client will be informed that labs and/or additional information, which could include medical records, is needed to finish the underwriting process. Lincoln will inform the client about next steps for scheduling a lab appointment, if needed.

The agent and case contact will be notified through Lincoln's standard pending cases status process.

DECLINED

The client will be informed that their agent will contact them for next steps. Lincoln **will not** communicate the decline decision to the client.

The agent and case contact will be notified through Lincoln's standard pending cases status process.

If you have any questions about Real-Time Offer, please contact your dedicated Lincoln Underwriting & New Business team.

*Survivorship policies are not eligible for automated underwriting or real-time offer

**Subject to any firm requirements

LTCG Text Messaging for Appointment Scheduling and Updates

Lincoln MoneyGuard® interview enhancement coming soon

Starting July 11, 2022, the Lincoln MoneyGuard® team is excited to offer text messaging for interview scheduling and appointment updates with our partner LTCG. This new feature will reduce manual touchpoints and increase efficiency by placing control in the hands of the client and introducing automation to the scheduling process. LTCG will offer text messaging on any type of interview, whether it be the full interview, partial interview or the cognitive screening.

For Interviews Conducted Via LTCG

Clients will be able to schedule, reschedule, and receive reminders and updates directly from their cell phone. To utilize text messaging, the client will need to provide a valid cell phone number. This new process will replace the online scheduling tool. LTCG conducts interviews for applicants who are ages 61 and older. The types of text messages they can expect to receive are:

- Initial appointment scheduling
- Appointment confirmation
- Appointment reminder
- Appointment running late (if applicable)

The client will also be provided with a contact number if they would prefer to call LTCG regarding their interview. The client will have an opt-out option provided to them in the initial text from LTCG, and they can opt-out at any point in the process. By opting out, the client will be placed in the phone queue for LTCG to conduct future communications via phone.

We encourage you to talk with your client about this new feature before you submit the application. Since this process will be automated, LTCG will reach out very quickly once they receive the client's cell phone number. The dedicated phone number from which LTCG will be conducting reach outs will be (833) 434-0729. If the client does not respond to the text messages within three days, LTCG will reach out via phone. If contact still cannot be made after 5 days, Lincoln will be updated and in turn Lincoln will reach out to the case contact for next steps.

For Interviews Conducted Through Lincoln Tele-App

There will not be any changes to the current scheduling process at this time. However, the client will receive text message reminders for their upcoming appointment.

Electronic Health Record Stats Now Included in Pending Requirements

As part of our effort to provide quick turnarounds and streamlined underwriting, Lincoln has updated the pending requirements to now include information on an Electronic Health Record (EHR) status. If a Lincoln Underwriter orders an EHR, the agent and case contact will be informed so that they may delay ordering an APS unless the Underwriter requests it. If the Underwriter needs an APS to be ordered, they will add a separate requirement and reach out to the case contact directly.

For more information about EHRs, please review our [EHR Guide](#).

State Approvals

Initial Rollout

- Lincoln SVUL^{ONE} (2021) – 07/11/22 including the Optimal No Lapse Enhancement Rider (ONER)

Montana and New Jersey

- Lincoln MoneyGuard Fixed AdvantageSM

[View State Availability Grids](#)

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.

Lincoln Financial Group[®] affiliates, their distributors, and their respective employees, representatives, and/or insurance agents do not provide tax, accounting, or legal advice. Please consult an independent financial professional as to any tax, accounting, or legal statements made herein.”

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.

| |
|---------------------------------------------------|
| 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 |

©2022 Lincoln National Corporation

LincolnFinancial.com

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN-4835463-070722



[View index of past Lincoln Life Leader articles](#)

For Financial Professional use only. Not for use with the public