

LIFE SOLUTIONS

The Lincoln Leader

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Now Available – Lincoln MoneyGuard Market Advantage® (2022)

Lincoln Financial Group continues its commitment to the long-term care marketplace and solutions that help meet the changing needs of clients with the launch of enhancements to our variable universal life insurance linked-benefit product within the Lincoln MoneyGuard® portfolio, **Lincoln MoneyGuard Market Advantage® (2022)***. Lincoln MoneyGuard Market Advantage® (2022) is available effective **Aug. 15, 2022**, subject to state approvals.

MoneyGuard Market Advantage® (2022) provides pricing improvements that allow for even greater benefit growth potential and adds the new Benefit Transfer Rider (BTR) to all policies at no additional cost. This innovative rider provides beneficiaries the option to leverage some or all of their death benefit proceeds to enhance their own benefits on an existing MoneyGuard Fixed AdvantageSM or MoneyGuard Market Advantage® policy, all with no additional underwriting requirements.

Additionally, the Flexible Care Cash (FCC) benefits are extending to seven days a week (previously five) providing clients greater flexibility and access to cash for informal care needs.

Pricing Improvements

Lincoln MoneyGuard Market Advantage® (2022) has a positive rate change due to a reduction of premium loads. This improvement will result in greater Accumulation Value growth potential as more of the premiums will be applied to the policies subaccounts and/or fixed account investment selections.

Greater Accumulation Value growth potential provides the opportunity for more growth in policy benefits (Long-term Care and Death Benefit).

- Benefit increases will range between 2% - 9% (assuming gross illustrated range of returns between 6% - 7%) if comparing LTC benefits at attained age 85.
- Single pay designs will see the higher impact (9%) with the improvement percentage reducing as flex pay designs stretch out (ranging down to 2%).
- A rate adjustment was made to a factor within the premium calculation which will reflect policy size. Thus, policies with a \$100,000 specified amount will have the same no-lapse premium as current MoneyGuard Market Advantage, with slightly higher premiums for specified amounts below \$100,000 and slightly lower premiums for specified amounts above \$100,000. The range of difference is generally within 1-2%.

HEADLINES

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Product Enhancements

Benefits Transfer Rider

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 (*MoneyGuard Fixed AdvantageSM* or *MoneyGuard Market Advantage[®]*)
- The Benefit Transfer Rider is on both policies
- The beneficiary is the insured on their policy

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

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

** subject to \$25k minimum

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.

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.
- **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.

Notable detail associated with how BTR works on *MoneyGuard Market Advantage*: BTR funding purchases a paid-up benefit on top of the base policy benefits and does not get invested in subaccounts, the Fixed Account, or applied to the Accumulation Value. BTR benefits do not increase or decrease over time (unless increasing due to elected inflation) due to market fluctuations.

Flexible Care Cash

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

- Provides 50% of the maximum daily benefit in cash to compensate informal caregivers including spouses.
- Flexible Care Cash is available as long as Base LTC Limit Value remains on the policy.
- Clients have ability to use both FCC and reimbursement but are limited to one option per day.
- Must be part of the plan of care.

Future Plans

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

- Subject to state approval, *MoneyGuard Market Advantage* policies placed in force prior to the addition of the BTR on Aug. 15, 2022, will have the BTR added to their contracts as part of a supplementary mailing. This mailing will likely occur early next year and will apply to all *MoneyGuard Market Advantage* policies issued since Feb. 2021.
 - We will not be able to add BTR to in force *MoneyGuard Market Advantage* policies in the state of Montana, since our new product will be filed with gender distinct pricing and the old product is unisex.
- There are no plans to add the BTR to other in force *MoneyGuard* products.

Additionally, the enhancement to seven days per week for Flexible Care Cash eligibility will be applied to in force *MoneyGuard Market Advantage* policies in combination with the BTR inclusion noted above.

Availability and Transition Rules

Applications for Lincoln *MoneyGuard Market Advantage*® (2022) will be accepted beginning on Aug. 15, 2022 in all approved states.

- For applications to qualify for the current *MoneyGuard Market Advantage*®, an illustration and the completed Part 1 must be signed, dated, and received in good order by Lincoln's home office by Friday, Sep. 16, 2022.
- For pending or issued *MoneyGuard Market Advantage*® business on or after Aug. 15, 2022, Lincoln will accept requests with a revised illustration to change to *MoneyGuard Market Advantage*® (2022). Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of Aug. 15, 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.

Prospectus

The prospectus can be found on LFG.com under Industry Professional > Performance and prospectus center > MoneyGuard. [Click here](#) to view a copy of the prospectus.

Illustration Capabilities

Lincoln's *DesignIt*SM (v.58.0) and WinFlex illustration systems will be updated with illustration capability effective Aug. 15, 2022. Illustration capability will include the availability of a Benefit Transfer Rider additional report.

Reference Materials

Reference Materials have been created for Lincoln *MoneyGuard Market Advantage* (2022). They are available on the various Lincoln producer websites.

Technical Training Guide

- [Lincoln MoneyGuard Market Advantage® \(2022\) Product Reference Guide](#)
- [Lincoln MoneyGuard Market Advantage® \(2022\) vs. Lincoln MoneyGuard Market Advantage®](#)

Specimen Contracts

- [Lincoln MoneyGuard Market Advantage® \(2022\) \(visit producer website for appropriate state variation\)](#)

Marketing Materials

Marketing materials for *MoneyGuard Market Advantage*® (2022) are available for viewing on the various Lincoln websites and for order from the Lincoln Literature Fulfillment Center. Materials will be updated and available on Aug. 15, 2022 or shortly thereafter.

Materials	Audience	Order Code
<i>MoneyGuard Market Advantage</i> Interactive Client Guide	Client	www.LFG.com/MMA
<i>MoneyGuard Market Advantage</i> Client Guide	Client	MG-MMA-BRC006
<i>MoneyGuard Market Advantage</i> Fact Sheet	Client	MG-FACT-FST004
<i>MoneyGuard Market Advantage</i> Investment Guide	Client	MG-INVST-BRC001
<i>MoneyGuard Market Advantage</i> Monthly Performance Snapshot	Client	MG-MGMA-FLI001
<i>MoneyGuard Market Advantage</i> Client Video	Client	Link
<i>MoneyGuard Market Advantage</i> Client Seminar	Client	MG-MGMA-PPT001
<i>MoneyGuard</i> Product Suite Seminar	Client	MG-MFA-PPT001
<i>MoneyGuard Market Advantage</i> Financial Professional Guide	Financial Professional	MG-MMA-BLV003
<i>MoneyGuard Market Advantage</i> Financial Professional Presentation	Financial Professional	MG-MGMA-PPT002
Benefit Transfer Rider Case Study	Financial Professional	MG-BTR-FLI004
Benefit Transfer Rider Flier	Financial Professional	MG-BTR-FLI002
Premium Flexibility Case Study	Financial Professional	MG-LLP-FLI001
High Net Worth Case Study	Financial Professional	MG-MMA-FLI003
High Income Earners Case Study	Financial Professional	MG-MMA-FLI004
Young Professional Case Study	Financial Professional	MG-MMA-FLI005
Flex Care Cash Flier	Financial Professional	MG-FCC-FLI002
Why <i>MoneyGuard Market Advantage</i> Flier	Financial Professional	MG-MMA-FLI007

* (2022) is a reference name only for purposes of differentiating the current *MoneyGuard Market Advantage*® offering from the updated *MoneyGuard Market Advantage*® offering. These updates do not change the official marketing name of the product which remains *MoneyGuard Market Advantage*

Pricing Update: *Lincoln TermAccel*[®] Level Term (2019) – 08/15/22

Effective Aug. 15, 2022, Lincoln is announcing pricing updates to *Lincoln TermAccel*[®] Level Term (2019) which will improve competitive positioning in key cells. *Lincoln TermAccel*[®] life insurance offers an entirely electronic, streamlined interview process with fully automated underwriting and no APS requirement.

Pricing Updates

Goal of the reprice includes being a “**top 3 carrier**” in the following non-tobacco, core cells for 10, 15, 20-year term durations:

- Face amounts of **\$500k - \$999k**, annual premiums are currently in the **top 3** for nearly all ages.
- Face amounts of **\$1M+**, annual premiums are currently in the **top 3** for nearly all ages 45+.
- There will be a mix of premium increases and decreases.
- Along with this pricing update the Policy Fee is being reduced from \$90 to \$70 on cases of \$1M and above.

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **Aug. 15, 2022 and ends on Sep. 14, 2022**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest rates available.
- **For policies already issued** Lincoln will accept a written request to change to the *Lincoln TermAccel*[®] (2019) – 08/15/22 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln TermAccel*[®] (2019) – 08/15/22 rates.
- **For states approved after rollout** the above will automatically apply based on the availability date. *Lincoln TermAccel*[®] (2019) is not available in New York.

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

Illustration Availability

Illustrations for *Lincoln TermAccel*[®] (2019) – 08/15/22 will be run on *Lincoln DesignIt*SM Illustration System (v.58.0). If you have an active internet connection, the software will automatically update to include the new rates on Aug. 15, 2022. If you need to download the *Lincoln DesignIt*SM 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 TermAccel*[®] (see state availability):

- Accelerated Benefit Rider
- Waiver of Premium Benefit
- Children’s Level Term Insurance Benefit Rider

Marketing Materials

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

Pricing Update: *Lincoln LifeElements*[®] Level Term (2019) – 08/15/22

Effective Aug. 15, 2022, Lincoln is announcing pricing updates to *Lincoln LifeElements*[®] Level Term (2019) which will improve competitive positioning in key cells. *Lincoln LifeElements*[®] Level Term life insurance offers both a traditional paper application process and a streamlined Tele-App process for electronic and paper ticket submissions.

Pricing Updates

Goal of the reprice includes being a “**top 3 carrier**” in the following non-tobacco, core cells for 10, 15, 20-year term durations:

- Face amounts of **\$500K and above**, annual premiums are currently in the **top 3** for most ages 55+
- There will be a mix of premium increases and decreases
- Along with this pricing update the Policy Fee is being reduced from \$90 to \$70 on cases of \$1M and above

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **Aug. 15, 2022 and ends on Sep. 14, 2022**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest rates available.
- **For policies already issued** Lincoln will accept a written request to change to the *Lincoln LifeElements*[®] (2019) – 08/15/22 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln LifeElements*[®] (2019) – 08/15/22 rates.
- **For states approved after rollout** the above will automatically apply based on the availability date. *Lincoln LifeElements*[®] (2019) is not available in New York.

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

Illustration Availability

Illustrations for *Lincoln LifeElements*[®] (2019) – 08/15/22 will be run on *Lincoln DesignIt*SM Illustration System (v.58.0). If you have an active internet connection, the software will automatically update to include the new rates on Aug. 15, 2022. If you need to download the *Lincoln DesignIt*SM 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*[®] (see state availability):

- Accelerated Benefit Rider
- Waiver of Premium Benefit
- Children’s Level Term Insurance Benefit Rider

Marketing Materials

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

Indexed Account Rate Changes

Effective Sep.15, 2022, Lincoln will be making changes to caps, participation rates and spreads on certain indexed accounts, which may reduce future policy performance. The changes apply only to newly created indexed account segments for a select group of previously sold life insurance products in Lincoln's Indexed UL product suites. The Illustration software will be updated effective Aug. 15, 2022 reflecting all indexed account changes. **There are no changes to currently sold products.**

Products with Rate Changes

Lincoln LifeElements® Indexed UL		Non – New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	7.00%	6.50%
1 Year Monthly Cap	Cap	2.90%	2.80%
1 Year Monthly Average	Spread	2.75%	3.00%

Lincoln LifeReserve® Indexed UL		Non – New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	7.00%	6.50%
1 Year Monthly Cap	Cap	2.90%	2.80%
1 Year Monthly Average	Spread	2.75%	3.00%

Lincoln LifeReserve® Indexed UL Protector		Non – New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	7.00%	6.50%
1 Year Monthly Cap	Cap	2.90%	2.80%
1 Year Monthly Average	Spread	2.75%	3.00%

Lincoln LifeReserve® Indexed UL Accumulator		Non – New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	7.00%	6.50%
1 Year Monthly Cap	Cap	3.00%	2.80%
1 Year Monthly Average	Spread	2.75%	3.00%

Lincoln LifeReserve® Indexed UL Accumulator		New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	6.50%	6.00%
1 Year Monthly Cap	Cap	2.85%	2.65%
1 Year Monthly Average	Spread	3.00%	3.25%

Lincoln LifeReserve® Indexed UL Accumulator (2014)		Non – New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	8.00%	7.50%
1 Year Point-to-Point Uncapped	Participation Rate	46.50%	44.50%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	7.60%	7.10%

Lincoln LifeReserve® Indexed UL Accumulator (2014)		New York	
<i>All Indexed Accounts have a 1% floor</i>		Existing Rate¹	New Rate²
1 Year Point-to-Point Capped	Cap	7.50%	7.00%
1 Year Point-to-Point Uncapped	Participation Rate	44.00%	42.00%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	7.10%	6.60%

Lincoln WealthPreserve® IUL (2019) – 10/21/19		Non – New York	
		Existing Rate¹	New Rate²
Plus 0% Floor 2% Asset Based Charge deducted when segment opens	Cap	7.75%	6.50%
	Index Credit Enhancement (<i>multiplier</i>)	56.00%	56.00%
Conserve 1% Floor	Cap	6.50%	6.25%
	Account Value Enhancement	0.35%	0.35%

¹Applies to index segments created on or before Aug. 15, 2022.

²Applies to index segments created on or after Sep. 15, 2022.

For additional information on indexed account rates, including guaranteed and non-guaranteed elements, please view Lincoln's [Current and Historic Declared Rates flier](#).

Illustration Software Updates

If you have an active internet connection, the *Lincoln DesignIt*SM Illustration System (v.58.0) will automatically update on Aug. 15, 2022 to reflect the indexed account rate changes and new maximum illustrated rates; you will need to download the updated *Lincoln Inforce Platform* (v.34.0). If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.

Reference Material

The online version of the following reference materials is available by clicking on the name of the document below and can also be accessed through the Individual IUL product sections of the Lincoln producer websites under Product Details > Resources Tab.

Document Name	Content
Indexed Account Rates – Current	Provides Indexed Accounts rates within currently sold Lincoln Life Insurance products effective with new segments opened on or after Sep. 15, 2022.
Indexed Account Rates – Current and Historical	Provides Indexed Accounts rates for currently and previously sold products beginning with the new product introduction through rates effective for new segments opened on or after Sep. 15, 2022.
Frequently Asked Questions	Provides talking points to help answer questions you may receive from customer.

Marketing Material

All impacted marketing materials are being assessed and updated as necessary. All updated materials will be made available on the various Lincoln websites and will be available for order from the Lincoln Literature Fulfillment Center prior to the Sep. 15, 2022 new segment effective date.

Requirement Update: Good Health Statement & Insurability Supplement Additional clarity for Good Health Statement requirement for Real-Time Offer

Lincoln Underwriting & New Business would like to provide additional clarity for when the Good Health Statement and Insurability Supplement Form (GHS) [LFF12222] may be required on a policy which was approved via Real-Time Offer.

For all cases approved with a Real-Time Offer, the Good Health Statement and Insurability Supplement Form [LFF12222] will not be required if placed within 21 days of policy issue. If a policy is issued but not placed in force within 21 days, the Underwriter will require the client and agent to submit this completed form. This requirement will be enforced on all policies, regardless of Real-Time Offer status.

This is an update from previously published information that the GHS form would not be required on cases approved via Real-Time Offer. If you have any questions, please contact your dedicated Underwriting & New Business team.

Real-Time Offer Resources

Real-Time Offer Flyer	Real-Time Offer Agent Brainspark
www.LFG.com/LincXpress	www.LFG.com/TermAccel
LincXpress FAQ	TermAccel FAQ
LincXpress Agent Training Brainspark	TermAccel Agent Training Brainspark

Lincoln to Work with Policyowners Impacted by Severe Weather in Kentucky

Lincoln Financial Group® (Lincoln) recognizes the hardships many of our policyowners and agents have experienced related to the recent severe weather in Kentucky. As the severe weather may have impacted the timeliness of payments and submission of paperwork, we will work with our policyowners, agents and brokers, on a case-by-case basis, to ensure their Lincoln insurance coverage will remain in force and not lapse due to nonpayment of premium.

If you were impacted by the severe weather, please contact us at the phone number listed below with any questions you may have with your coverages:

- Individual Life Insurance: 1-800-487-1485

State Approvals

Initial Rollout

- Lincoln *MoneyGuard Market Advantage*® (2022)
- Lincoln *TermAccel*® (2019) – 08/15/22
- Lincoln *LifeElements*® Level Term (2019) – 08/15/22

Oregon

- Lincoln *TermAccel*® (2019) – 05/16/22
- Lincoln *LifeElements*® Level Term (2019) – 05/16/22

New Jersey

- Lincoln *AssetEdge*® VUL (2022)
- Lincoln Enhanced Allocation Rider (LEAR) – available on *Lincoln AssetEdge*® VUL (2022)
- Business Exec Enhanced Surrender Value Rider – available on *Lincoln AssetEdge*® VUL (2022)
- Individual Exec Enhanced Surrender Value Rider – available on *Lincoln AssetEdge*® VUL (2022)

[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

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