

LIFE SOLUTIONS

The Lincoln Leader

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Pricing Update – *Lincoln LifeGuarantee*® SUL (2019) – 07/13/20

As the life insurance industry continues to operate in today's challenging and changing environment, Lincoln remains committed to proactively manage our business as part of our disciplined approach to financial and risk management. Our thoughtful business decisions enable Lincoln to remain strongly committed to the life insurance business and the markets we participate in, maintain a consistent industry-leadership position, and continuously meet customer and financial professional needs - guided by our long-term objectives of honoring our commitments to policyholders.

Effective July 13, 2020, Lincoln is announcing pricing updates on *Lincoln LifeGuarantee*® Survivorship Universal Life (2019).

Lincoln LifeGuarantee® SUL (2019) – 07/13/20 will replace *Lincoln LifeGuarantee*® SUL (2019) – 11/11/19 for all states that are approved at rollout.

Pricing Changes

The following pricing updates apply:

- Premiums have increased 20% on average
- Target premiums have increased to be aligned with updated lifetime level premiums

Transition Guidelines

A transition period will begin on **July 13, 2020 and end on July 27, 2020**. All states will be automatically approved at rollout with the exception of New York (where the product is not currently available).

- **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 LincXpress® Tele-App Cases**, a complete ticket and required solicitation forms must be received.

HEADLINES

Lincoln LifeGuarantee® SUL (2019) – 07/13/20

New Online Client Interview Completion Option for *Lincoln TermAccel*®

Lincoln DocuSign ePolicy Delivery Enhancements

Pending Case Impact from EMSI Closure

"Memo to Agent" for Upcoming Issue-by Deadlines

Disclosure Related to Lincoln's Annual Illustration Certification

Streamlined Online Life Beneficiary Change Form

Reminder: Change to Electronic Delivery for Quarterly Statements

COVID-19 Operations Impact for Lincoln Life and *MoneyGuard*®

- **For pending business or policies already issued**, Lincoln will accept a written request and a revised illustration to change to the *Lincoln LifeGuarantee*® SUL (2019) – 07/13/20.
- **For policies already placed**, normal internal replacement guidelines apply. Rewrites will not be allowed.
- **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.
- **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.

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

Illustration Availability

Illustrations for *Lincoln LifeGuarantee*® SUL (2019) – 07/13/20 will be run on the *Lincoln DesignIt*™ Illustration System (v49.0E). If you have an active internet connection, the software will automatically update to include the new rates on July 13, 2020. If you need to download the *Lincoln DesignIt*™ 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 and for order from the Lincoln Literature Fulfillment Center.

New Online Client Interview Completion Option for *Lincoln TermAccel*®

Lincoln Underwriting & New Business is pleased to further enhance the *Lincoln TermAccel*® experience by providing clients with a new online interview completion method for their life insurance application.

Beginning July 20, 2020, clients will now have two options for completing their Part I and Part II application interview questions: **online** or **phone**. This new online option provides clients with a choice in how they provide their personal information to Lincoln.

Lincoln TermAccel® Online Interview: What You Need to Know



Enables Faster Turnaround

- A secure link is emailed directly to the client, following receipt of submission at Lincoln
- Client may begin the online interview immediately upon receiving the email from Lincoln



Streamlined User Experience

- Offers a private and convenient interview experience, 24/7
- The online platform is mobile-friendly and can be completed on any device
- An auto-save feature enables clients to stop and come back later to complete the interview, with no loss of previously entered information
- Support tools are provided for the client through the online experience, including:
 - Online Chat with a live Tele-App specialist (Monday-Friday, 8am – 9pm ET),
 - Help FAQs, and a
 - Medical Terminology Tool