

The Lincoln Leader

September 10, 2018 – Vol. 16, Issue 16

LIFE INSURANCE

Now Available – *Lincoln TermAccel*® Level Term – 09/10/18 with Product Expansion!

Effective September 10, 2018, Lincoln is pleased to announce a **product expansion** along with **pricing improvements** to *Lincoln TermAccel*® Level Term – 09/10/18 which will improve competitive positioning in key cells. *Lincoln TermAccel* offers an entirely electronic, streamlined Tele-App process with fully automated underwriting and no APS requirement.

Highlights

Product Expansion

- Face Amount: \$100,000 - **\$1,000,000** (*Increased from \$500,000*)
- Issue ages: 18 – **60** (*Increased from 50*)
- Term Periods: **10-Year (NEW)**, 15-Year, 20-Year, and 30-Year

Term	Insured's Age	
10-year	18-60	
15-year	18-60	
20-year	18-60	
	Nontobacco	Tobacco
30-year	18-55	18-50

Competitive Updates

Goals of the repricing include being a “top 4 carrier” in the following expanded nontobacco core cells for all term periods:

- Ages **30-60** for face amounts of \$250,000 - **\$1,000,000**
- Premium updates include a mix of both premium decreases and increases

Transition Rules

For states that are approved at rollout, there is a 60-day transition period which begins on **September 10, 2018 and ends on November 9, 2018**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest *Lincoln TermAccel* rates available. A request to use the lower rates will not be required. If the application had been submitted with premium using higher rates the difference will be automatically refunded.
- **For policies already issued** Lincoln will accept a written request to change to the *Lincoln TermAccel* – 09/10/18 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln TermAccel* – 09/10/18 rates.
- **For states approved after rollout** the above will automatically apply based on the availability date. *Lincoln TermAccel* is not available in New York.

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

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**Add to your calendar:
Time to Register for the
September edition of the
Lincoln ONEmeetingSM!**

Exception Handling – *Lincoln TermAccel* Underwriting Procedures

For consideration in new or overlapping underwriting cells: Due to the unique product and pricing announcement the following guidelines will apply for a limited period of time.

Reminder:

Existing rule for product switches from *Lincoln LifeElements*® Level Term to *Lincoln TermAccel*: *Lincoln TermAccel* rates are based on a streamlined automated workflow and assume a cost savings benefit associated with that process. By switching products, that benefit is lost. Therefore, we will not allow a product switch within 12 months of applying for a traditional product.

For submissions that meet the following criteria, a product switch from *Lincoln LifeElements* Level Term (2017) to *Lincoln TermAccel* – 09/10/18 only, may be considered:

- 10-year *Lincoln LifeElements* at ages 18-60 and \$250,000 to \$1,000,000; or *Lincoln LifeElements*, other durations, at ages 51-60 and \$500,001 to \$1,000,000
- No APS has been ordered or received on the original *Lincoln LifeElements* Level Term (2017) policy submission
- The original *Lincoln LifeElements* application and/or ticket must have been received by Lincoln between August 10, 2018 and September 17, 2018
- Cases that meet the above criteria and have not yet reached a “Placed” status

Exclusions:

- If the prior *Lincoln LifeElements* case has had either a quick quote or a trial associated with it, a product switch to *Lincoln TermAccel* – 09/10/18 will not be allowed
- If the prior *Lincoln LifeElements* case used labs completed for another company, a product switch to *Lincoln TermAccel* – 09/10/18 will not be allowed

Important Information

To be considered, any request for a product switch to *Lincoln TermAccel* must be received by the Lincoln Underwriting and New Business team no later than October 10, 2018.

Any approved request for a product switch to *Lincoln TermAccel* will require completion of a new *Lincoln TermAccel* Ticket and completion of a *Lincoln TermAccel* Tele-App interview.

If the prior *Lincoln LifeElements* case has been approved lab-free and Preferred Plus NT, and a policy switch is requested, we will allow lab-free consideration on the new policy - subject to favorable underwriting review in the *Lincoln TermAccel* process.

Illustration Availability

Illustrations for *Lincoln TermAccel* – 09/10/18 will be run on Lincoln DesignItSM Illustration System (v42.0 C). If you have an active internet connection, the software will automatically update to include the new rates on September 10, 2018. If you need to download the Lincoln DesignItSM 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*:

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

Marketing Materials – [Click here](#) to view the *Lincoln TermAccel*® Level Term FAQ document.

Now Available – *Lincoln LifeElements*® Level Term (2017) – 09/10/18

Effective September 10, 2018, Lincoln is pleased to announce pricing improvements to *Lincoln LifeElements*® Level Term (2017) which will improve competitive positioning in key cells. *Lincoln LifeElements*® Level Term offers both a traditional paper application process and a streamlined Tele-App process for electronic and paper ticket submissions.

Highlights

- Goals of the reprice include being a “top 3 carrier” in the following nontobacco core cells for all term periods:
 - Ages 55 and above for face amounts of \$500,000 and above
 - Ages 30 and above for face amounts of \$1,000,000 and above
- Premium updates include a mix of both premium decreases and increases.

Transition Guidelines

For states that are approved at rollout, there is a 60-day transition period which begins on **September 10, 2018 and ends on November 9, 2018**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest *Lincoln LifeElements* rates available. A request to use the lower rates will not be required. If the application had been submitted with premium using higher rates the difference will be automatically refunded.
- **For policies already issued** Lincoln will accept a written request to change to the *Lincoln LifeElements*® Level Term (2017) – 09/10/18 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln LifeElements*® Level Term (2017) – 09/10/18 rates.
- **For LincXpress Tele-App cases** a complete ticket and required solicitation forms must be received within the same transition period outlined above.
- **States approved after rollout** will transition directly from the 03/12/18 rates to the 09/10/18 rates. These are the same states that have not yet approved the 07/16/18 rates: AR, MD, MO, OR and WA. The above will automatically apply based on their availability date.

The *Lincoln LifeElements*® Level Term (2017) product has not been filed at this time in Alaska, Massachusetts, and New York since they have not approved the use of PBR/2017CSO.

Click here to view the Term state availability grid.

Illustration Availability

Illustrations for *Lincoln LifeElements*® Level Term (2017) – 09/10/18 will be run on Lincoln DesignItSM Illustration System (v42.0 C). If you have an active internet connection, the software will automatically update to include the new rates on September 10, 2018. If you need to download the Lincoln DesignItSM 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*® Level Term:

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

Marketing Materials

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

Automated In-Force Illustrations

Lincoln automatically generates an “as-is” in-force illustration shortly after the policy anniversary on certain currently sold Lincoln Life policies. These automated in-force illustrations can assist agents and policy owners in periodically monitoring policy performance with the goal of better managing their long-term policy goals and objectives.

The in-force illustrations are available within five business days of the policy anniversary.

- Owners may access these illustrations by visiting www.lincolnfinancial.com or by calling the Lincoln Customer Care Center at 800-487-1485.
- Agents may access the illustrations through www.lfd.com. The agent can locate the illustrations in the **Client Correspondence & Statements** section of “My Business/Current Business.”

The screenshot shows the 'Correspondence & Statements' search interface. A yellow arrow points to the 'MY BUSINESS' tab in the top navigation bar. The search criteria include: Products (Annuity, Life, Both), All Categories (Point-in-Time Illustrations), Date Range (01/03/2017 to 01/03/2018, 12 Months), and Account Number (XXXXXXX). The search results show one record: PIT, Point-in-Time Illustration, Client Name, Date 12/05/2017, and Acct/Emp #.

Currently available on these Products:

- *Lincoln LifeGuarantee*® UL (2013)
- *Lincoln LifeGuarantee*® SUL (2013)
- *Lincoln WealthAccumulate*® IUL (2018)
- *Lincoln WealthPreserve*® IUL (2017)
- *Lincoln WealthAdvantage*® Indexed UL
- *Lincoln LifeReserve*® IUL Accumulator (2014)
- *Lincoln WealthPreserve*® Survivorship IUL
- *Lincoln VUL*^{ONE} (2014)
- *Lincoln SVUL*^{ONE} (2013)
- *Lincoln SVUL*^{ONE} (2016)
- *Lincoln AssetEdge*® VUL (2015)
- *Lincoln AssetEdge*® Exec VUL (2015)
- *Lincoln PreservationEdge*® SVUL
- *Lincoln MoneyGuard*® Reserve (NY)
- *Lincoln MoneyGuard*® II (2015)
- *Lincoln MoneyGuard*® II (2017)

If you have questions or need assistance, contact the Lincoln DIY In-force Illustrations team at 1-833-274-4520 or email us at DIYInforceIllustration@lfg.com.

Pennsylvania Tax Withholding for Nonresident Producers

Effective July 1, 2018, Lincoln Financial Group (Lincoln) is required per Pennsylvania law to withhold 3.07% Pennsylvania State withholding tax for any nonresident producer with a Pennsylvania source of income. This tax does not apply to Pennsylvania residents.

Because of the withholding requirements, Lincoln will be writing to producers/firms that are licensed in Pennsylvania, are not a resident of Pennsylvania, and are currently writing business in Pennsylvania to inform them and obtain proper documentation.

Please note that not all firms and producers will receive communication regarding this requirement. Those exempt include:

- Corporations
- Statutory Employees (Please note, Statutory employees, while exempt from this withholding, will still be subject to any taxes earned under a 1099 earning agreement).
- Puerto Rico Residents
- All producers with a Pennsylvania address or who are paid through a Broker Dealer with a Pennsylvania resident address

Lincoln will automatically withhold the required 3.07% withholding tax on all Pennsylvania earned income beginning on September 10, 2018. Collection of taxes due from July 1, 2018 – September 8, 2018 will be collected and withheld on the pay cycle ending September 14, 2018.

Please contact the Care Center at 1-800-238-6252, Option 1 for any additional questions that you may have.

Now Available – Expanded quote capabilities available on *Lincoln LifeGuarantee*® UL (2013) – 02/12/18

New: *Lincoln LifeGuarantee*® UL (2013) – 02/12/18 has expanded quote capabilities on several industry leading quoting tools.

In addition to lifetime guarantee durations, ***VitalQuote***, ***LifePipe***, and ***CompuLife*** now include competitive quotes for the following less than lifetime guarantee durations.

- Age 110
- Age 105
- Age 100
- Age 95

Additional information will be available as we extend the quoting capabilities to more quoting tools. Please contact your Lincoln Representative with any questions.

New Lincoln *MoneyGuard*® II Enhanced Application Submission Process effective September 10, 2018

On July 9, 2018, Lincoln Underwriting and New Business launched a new application forms package that will improve efficiency and the overall Lincoln *MoneyGuard*® II submission process for both agents and clients. The benefits of the new forms package include reducing the redundancy of questions and leveraging technology to create a more efficient submission process.

As previously communicated, **effective September 10, 2018**, the Application Part I and all point-of-sale forms will be required; tickets will no longer be accepted. Please review the complete details and transition guidelines below.

What we are doing

- **New forms replace the ticket.** The new forms package will create a more efficient application process and a better client experience by reducing the redundancy of questions asked during the interview process.
- The new forms include:
 - **Application Part I**
 - **Medical LTC Supplement**
 - **Application Part II**
- **Customized experience to complete forms.** Based on preference, clients can choose to complete the Medical LTC Supplement and Part II Application over the phone with a Lincoln representative, or by completing the paper forms with their agent.
- **Leverage technology to reduce turnaround time.** Lincoln will leverage technology to capture application information, reducing the time to acknowledge receipt of the business.

Important Information

- **Lincoln *MoneyGuard*® Coversheet** – Includes basic information including primary case contact, where the policy should be sent, and the completion method of the Medical LTC Supplement and Application Part II – via paper or phone. Paper submission is subject to firm approval.
- **Application Part I** – Will be completed by the agent and includes all non-medical information from the ticket, plus six additional categories, including: Insured Information, Billing Information, Client and Agent Replacement Questions, Inflation Protection Check Box, Contact Information. This information is currently requested from the client, which often causes confusion and redundancy of questions being asked.
- **Medical LTC Supplement** – Will be required for all clients to determine initial underwriting eligibility for Lincoln *MoneyGuard* II.
- **Application Part II** – Includes all detailed medical questions and will only be required for clients who are determined to be eligible for Lincoln *MoneyGuard* II, based on answers provided on the Medical LTC Supplement.

- The **Medical LTC Supplement** and **Application Part II** can be completed based on the preference of the client – over phone with a Lincoln representative or on paper with their agent.
 - If the completion method is paper, the **Application Part I** and **Medical LTC supplement** must be submitted with the required point-of-sale forms. The **Application Part II** may be submitted via paper with the required point-of-sale forms or via phone during the personal history interview. If a cognitive screening is required, a Lincoln representative will call the client to complete the cognitive screening.
 - If the completion method is phone, the **Application Part I** must be submitted with the required point-of-sale forms. The **Medical LTC Supplement** and **Application Part II** will be completed by the client over the phone with a Lincoln representative during the personal history interview. If a cognitive screening is required, it will be conducted during the interview.
- **Replacement Form(s)** – Will only be required for policies being replaced and/or in-force insurance in an NAIC State.
- **No longer needed – Receipt of Required Notice, Lincoln’s Position Regarding Marijuana and Important Notice** forms have been incorporated into the Application Part I and will no longer be required.

What You Need to Know

- **Beginning on July 9, 2018**, the new forms will be available on the Lincoln Forms Tool and all supported forms vendor websites.
- When accessing forms on the Lincoln Forms tool, the new forms will be packaged into bundles to make access easier.
- For each case, reference and review the Lincoln *MoneyGuard*® Application Checklist – Form MG11718 to ensure that all form requirements are being met.
- **Regarding state approvals:**
 - California and Virgin Islands are pending approval of the new process and will continue to follow their current workflow until approved.
 - New York will follow their current workflow for Lincoln *MoneyGuard*® Reserve and requires full interview by the vendor. Lincoln *MoneyGuard*® II is not approved in New York.

Transition Period

- There will be a **60-day transition period from July 9, 2018, to September 7, 2018**.
- Completed ticket and one other required point-of-sale form must be signed, dated, and received in good order by the Lincoln Home Office by September 7, 2018, 11:59 pm ET to flow through the ticket process.
- Effective September 10, 2018, the Application Part I and all point-of-sale forms will be required. Tickets will no longer be accepted.
- If a ticket has been submitted to Lincoln prior to September 10, 2018, 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. If a case is reopened, a new application package must be submitted.
- Please ensure that you are appropriately credentialed prior to submitting an application.

New Forms Package Overview

Please reference the Lincoln *MoneyGuard*® application checklist – Form MG11718 for all forms and requirements.

Required Point-of-Sale Forms

- **NEW** Lincoln *MoneyGuard* Coversheet – MG11672 (firm variations)
- **NEW** Lincoln *MoneyGuard* Application Part I – MGF11612A
- Agent’s Report – MG11724
- *MoneyGuard* Projection of Values
- LTC Personal Worksheet (state and product variations)
- Confirmation of Personal Worksheet Financial Information Opt Out – LF10581 (if applicable)
- Authorization for Release of Information (HIPAA)—Form LF02896 (state variations)

The following forms can be submitted on paper or via phone, with a Lincoln representative:

- **NEW** Medical LTC Supplement – MGF11640
- **NEW** Lincoln *MoneyGuard* Application Part II – MGF11612B (state variations)

Replacement Forms, if applicable

- **NEW** Replacement Form –33503; needed for replacements and/or in-force Insurance in an NAIC state
- Appropriateness Verification Statement – Form 33555
- Notice to Applicant Regarding Replacement of Accident or Sickness or Long-Term Care Insurance – Form LTC06291
- If the case is a 1035 exchange, the Absolute Assignment Form – LF06591 – will also be required.

Required disclosures to leave with applicant

- Privacy Practices Notice – GB06714
- Privacy Notice for Protected Health Information – GB06735
- A Shopper’s Guide to Long-Term Care Insurance and LTC Outline of Coverage
- LTC Buyers’ Guide
- Things You Should Know – Form MG07207 (state variations)

Marketing Materials

Enhanced Application Process Overview	MGR-PROC-FLI003	Agent use
Agent Frequently Asked Questions	MGR-FAQ-FLI002	Agent use
Pre-Submission Tool	MGR-QUA2-FLI009 (Nationwide) MGR-CA-FLI058 (CA Only)	Client use
Personal History Interview Worksheet	MGR-PHI2-FLI003 (Nationwide) MGR-PHIC-FLI003 (CA Only) MGR-PHI2-FLI002 (NY & VI Only)	Client use
Video Pre-Submission	VIEW	Client use
Video Personal History Interview	VIEW (Nationwide) VIEW (CA Only)	Client use

On-Demand Agent Training

New Enhanced Application Submission Process

AN OVERVIEW
[VIEW](#)

THE DETAILS
[VIEW](#)

Time to Register for the September edition of the Lincoln ONEmeetingSM!

Join Steve Sabol, Competitive Market Solutions Creative Director, and his guests on **Tuesday, September 11, 2018 @ 1 PM ET/10 AM PT** for the Lincoln ONEmeeting.

How to Have More Effective Conversations with Your Clients

ONE big idea: A discussion with Michael Maslansky from Maslansky + Partners to learn how to better communicate your value and the value of life insurance to your clients, and actionable ideas you can implement into your practice

DC minute: Legislative update with Tom Commito

ONE sales idea of the month: What happens if your clients outlive their assets? Do they have a plan?

The Lincoln advantage: A turn-key approach to policy reviews with Lincoln's Post Issue Policy Management Platform

NOW what? A 15-minute questionnaire can help quickly determine the amount (and type) of life insurance that may be appropriate for your client, and a look at a playbook with over a dozen sales ideas

[REGISTER HERE](#)

State Approvals

Updates for September 10, 2018

Initial Rollout of:
Lincoln LifeElements[®] Level Term (2017) – 09/10/18

Initial Rollout of:
Lincoln TermAccel[®] – 09/10/18

[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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