

The Lincoln Leader

October 8, 2018 – Vol. 16, Issue 18

LIFE INSURANCE

Enhanced Variable Product Underwriting Program

Available for a Limited Time!

Lincoln is committed to offering one of the industry's broadest and most diverse Life insurance portfolios, with products that provide competitive value to our producers and clients. Throughout 2018, we've continued to make enhancements that further deliver on that commitment – from introducing two new Indexed UL products, expanding availability of *Lincoln TermAccel*®, improving Term pricing, and increasing target premiums on *Lincoln WealthAccumulate*® IUL.

Effective October 8, 2018, Lincoln is pleased to announce an enhanced underwriting program to strengthen the competitive value of Lincoln's industry-leading suite of Variable Universal Life (VUL) products.

For VUL cases fully underwritten at standard or better and placed between October 8, 2018 and December 31, 2018, Lincoln is offering a one-class underwriting upgrade.

Important Details

- This program is inclusive of the following VUL products:
 - *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}*
 - *Lincoln AssetEdge*® VUL
 - *Lincoln PreservationEdge*® SVUL

NOTE: The enhanced variable product underwriting program is not available for cases placed in New York or for *Lincoln AssetEdge*® Exec VUL.

- Only applies to VUL policies placed between October 8, 2018 and December 31, 2018
- Available for issue ages 20-80 and all face amounts, subject to age/risk class guidelines based on product applied for. There are no changes to current product parameters or backdating rules. Please note: per current guidelines, backdating from age 81 to age 80 will not be permitted to qualify for this program.
- Any application submitted and/or currently in underwriting is eligible, including any formal or trial offers
- Only fully underwritten policies at standard or better will qualify – includes Lab-Free cases and Internal Exchanges
- 1035 Exchanges that are in process will be eligible
- Target premiums will be based on the new upgraded underwriting class
- A revised illustration will be required based on the new, upgraded underwriting class
- Term Conversions are not eligible
- All substandard-rated cases are not eligible
- Any inforce policies are not eligible

Please contact your dedicated Lincoln Underwriting team with any additional questions

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Enhanced Variable Product Underwriting Program Available for a Limited Time!

2018 End of Year Commitment and Guidelines – Underwriting & New Business

2018 End of Year Commitment and Guidelines

Underwriting & New Business

Lincoln's Underwriting & New Business department is committed to helping you meet your year-end goals and objectives. Our focus is to ensure the maximum amount of your business is placed **by close of business on December 31, 2018**. To assist in placing year end business, we encourage you to submit outstanding requirements as early in December as possible.

Key Dates and Deadlines

October 1	Overnight Guidelines for 1035 proceeds: Beginning on 10/1/2018, any 1035 Exchange that has a target premium of \$5K+ and/or expected 1035 proceeds of \$7.5K+ will be requested to <u>overnight</u> the check to Lincoln
October 1	Lincoln will begin mailing all paper policy prints via overnight delivery through end of 2018
November 1	Submit end of year 1035 Exchange applications to allow for underwriting and retrieval of 1035 funds (subject to losing carrier turn-around times)
November 22-23	Thanksgiving/Company Holiday
December 3	Submit new applications, tickets and paperwork in-good-order by this date to allow enough time to underwrite and obtain documents to place for year-end closing (excludes 1035 Exchanges)
December 21	All policies <u>must be placed in-force</u> to meet the 2018 commission deadline and be considered 2018 income
December 25	Christmas / Company Holiday
December 27	All premium(s) and delivery requirements must be received by Lincoln, in-good-order, to ensure placement of your policy
December 31	Underwriting and New Business teams will work a full business day to support your business needs

Helpful Hints & Reminders

- Always include special instructions on a cover sheet.
- Complete application and applicable forms in their entirety and remember to include the agent's page with agent code to be used for placement.
- Please use the latest state version of the application and forms that can be obtained on the Lincoln producer website.
- Remember to get signatures and dates on all forms. Trust/Corporate owned policies do require that the trustee/officer sign with their title.
- The Replacement Notice [Form 33503] must be signed on or before the application signature date. For *LincXpress* submissions, the Replacement Form must be signed on or before the earliest solicitation signature date.
- Include in-good-order EFT forms for all bank draft cases and note on the coversheet if the first premium will be drafted.
- Ordering medical requirements up-front saves significant processing time.
- **Utilize Lincoln's *LincXpress* Tele-App, eApp, and/or eDelivery to help expedite processing from submission to placement.** (*LincXpress* Tele-App can be used for New Business submissions only – not applicable for Internal Exchanges).
- Suitability review for VUL can take time. Send all VUL forms through your OBD or LFSC rep for suitability review as soon as possible.
- 1035 Follow-Up Calls: Initial calls will be made 2 to 3 business days after exchange has been initiated. Follow-up calls will be made every 1 to 2 weeks (based on carrier) on initiated cases that are in-good-order.

State Approvals

Updates from 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.

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

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