

# The Lincoln Leader

November 12, 2018 – Vol. 16, Issue 22

## Now Available – *Lincoln LifeElements*® Level Term (2017) – 11/12/18

Effective November 12, 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 non-tobacco 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 **November 12, 2018 and ends on January 11, 2019**. 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) – 11/12/18 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln LifeElements*® Level Term (2017) – 11/12/18 rates.
- **For LincXpress Tele-App cases** a complete ticket and required solicitation forms must be received within the same transition period outlined above.
- **For states approved after rollout** the above will automatically apply based on the availability date.

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At this time, the 2017 product has not been filed in Massachusetts and New York since they have not approved the use of PBR/2017CSO.

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

### Illustration Availability

Illustrations for *Lincoln LifeElements*® Level Term (2017) – 11/12/18 will be run on Lincoln DesignIt<sup>SM</sup> Illustration System (v43). If you have an active internet connection, the software will automatically update to include the new rates on November 12, 2018. If you need to download the Lincoln DesignIt<sup>SM</sup> 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.

## Now Available – *Lincoln TermAccel*® Level Term – 11/12/18

Effective November 12, 2018, Lincoln is pleased to announce pricing improvements to *Lincoln TermAccel*® Level Term 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

- Goals of the reprice include being a “top 4 carrier” in the following non-tobacco core cells for all term periods ages 30-60 and 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 **November 12, 2018 and ends on January 11, 2019**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest 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* – 11/12/18 rates.
- **For policies already placed** Lincoln will not allow rewrites to the *Lincoln TermAccel* – 11/12/18 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 to view the [term state availability grid](#).

### Illustration Availability

Illustrations for *Lincoln TermAccel* – 11/12/18 will be run on Lincoln DesignIt Illustration System (v43). If you have an active internet connection, the software will automatically update to include the new rates on November 12, 2018. If you need to download the Lincoln DesignIt<sup>SM</sup> 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

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

For additional details, click to view the *TermAccel* [Frequently Asked Questions](#).

## Consideration and flexibility for new Voya applications

*Available through January 31, 2019*

Lincoln has more than 100 years in the life insurance industry, and remains as committed to the individual life insurance business as ever, offering one of the broadest and most diverse Life portfolios with products that provide competitive value to our producers and clients.

With the recent announcement from Voya to cease new individual life insurance sales at the end of 2018, Lincoln’s Underwriting and New Business team will be offering considerations and flexibility to better serve clients during this time of potential elevated need in the industry.

**Effective immediately through January 31, 2019, for any Voya individual life insurance policy not yet placed:**

- Lincoln will start the Underwriting process for a new Lincoln fixed life insurance policy upon receipt of a Voya Individual Life Insurance Application, Voya Agent’s Report and Lincoln required forms identified below
- Lincoln will consider a match of Voya’s underwriting offer for issued cases meeting certain criteria

These considerations expand upon Lincoln’s current process to accept items such as labs and medical records from other companies to initiate the Underwriting process. Please note, that Lincoln will prepare and issue the policy with a Lincoln Individual Life Insurance Application and Amendment and signatures will be required upon policy delivery.

Product eligibility	<ul style="list-style-type: none"><li>• <i>Lincoln LifeElements</i><sup>®</sup> Level Term</li><li>• Lincoln UL and SUL Portfolio</li><li>• Lincoln IUL and SIUL Portfolio</li></ul>
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<p>Application guidelines</p>	<p>To start the Lincoln Underwriting process, the following forms must be submitted to Lincoln, through your standard submission process, by 1/31/19:</p> <ul style="list-style-type: none"> <li>• Voya Individual Life Insurance Application (Signed on or after 9/1/18)</li> <li>• Voya Agent’s Report</li> <li>• Voya completed medical exams and lab slip (Exams not yet completed should be cancelled and Lincoln will order an exam, if needed)</li> <li>• Lincoln Authorization for Release of Information (HIPAA) (LF02896 or state variations)</li> <li>• Lincoln Important Notice: Replacement of Life Insurance or Annuities (LF10087 or state variations)</li> <li>• Lincoln Receipt of Privacy Practices Notice and Important Notice Acknowledgment Form (LF10244)</li> <li>• Additional forms will be required based on product applied for, state and replacement status</li> <li>• Signed Lincoln Illustration</li> </ul> <p>If the Voya policy has been issued but not placed, the following is required:</p> <ul style="list-style-type: none"> <li>• Lincoln Declaration of Insurability Supplement [LFF10069 or state variations]</li> <li>• Voya Policy Pages indicating proof of issued underwriting offer (comparable to LNL’s Policy Specifications Page)</li> </ul> <p>All cases will follow the <i>LincXpress</i> Tele-App paper ticket process and Agent/Insured/Owner signatures for the Lincoln Individual Life Insurance Application Packet will be required upon delivery of the policy</p>
<p>Underwriting qualifications</p>	<ul style="list-style-type: none"> <li>• Ages up to 70 and all face amounts</li> <li>• Subject to age/risk class guidelines based on product applied for</li> <li>• Lincoln will consider an underwriting offer match for issued Voya policies with a face amount of \$2.5 million or less (Face amounts of \$5 million or less for survivorship cases) <ul style="list-style-type: none"> <li>○ Only Voya cases issued, but not placed, at standard or better will be eligible for the underwriting offer match consideration</li> </ul> </li> </ul>
<p>Exclusions</p>	<ul style="list-style-type: none"> <li>• <i>Lincoln TermAccel</i>®, Variable Universal Life, Simplified Issue/Guarantee Issue, cases with the Exec Rider, Table Reduction Program for an underwriting offer match and Lincoln <i>MoneyGuard</i>®</li> <li>• Cases placed in New York</li> <li>• 1035 Exchanges already initiated by Voya</li> <li>• In-force Voya policies</li> </ul>

For additional details, click to view the [Frequently Asked Questions](#).

**Please contact your Lincoln Underwriting and New Business team with any questions.**

## Enhanced Variable Product Underwriting Program

*Available for a Limited Time*

Reprinted from the Lincoln Life Leader, October 8, 2018

**Effective October 8, 2018**, Lincoln announced 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.**

<p><b>Product eligibility</b></p>	<p><b>The program is available on the following products:</b></p> <ul style="list-style-type: none"> <li>• <i>Lincoln VUL<sup>ONE</sup></i> and <i>Lincoln SVUL<sup>ONE</sup></i></li> <li>• <i>Lincoln AssetEdge<sup>®</sup></i> VUL</li> <li>• <i>Lincoln PreservationEdge<sup>®</sup></i> SVUL</li> </ul> <p><b>The program is not available for <i>Lincoln AssetEdge<sup>®</sup></i> Exec VUL or cases placed in New York</b></p>
<p><b>Case placement deadline</b></p>	<ul style="list-style-type: none"> <li>• The case must be placed between October 8, 2018 and December 31, 2018</li> <li>• 1035 Exchanges in process <u>ARE</u> eligible</li> </ul>
<p><b>Issue ages/face amounts</b></p>	<p><b>The program is available for:</b></p> <ul style="list-style-type: none"> <li>• Issue ages 20-80</li> <li>• All face amounts</li> <li>• Subject to age/risk class guidelines based on product applied for</li> <li>• Per current guidelines, backdating from age 81 to age 80 will not be permitted to qualify</li> </ul>
<p><b>Underwriting qualifications</b></p>	<ul style="list-style-type: none"> <li>• Only fully underwritten policies <u>at standard or better</u> will qualify</li> <li>• Lab-Free cases are eligible</li> <li>• Underwritten Internal Exchanges are eligible</li> <li>• All formal or trial offers are eligible</li> </ul>
<p><b>Exclusions</b></p>	<p><u>Not eligible</u> for the underwriting upgrade program:</p> <ul style="list-style-type: none"> <li>• Substandard rated cases</li> <li>• Cases assessed at standard through the Table Reduction Program</li> <li>• Term Riders</li> <li>• In-force policies</li> <li>• Term Conversions</li> </ul>

For additional information, please view the [Frequently Asked Questions](#) flier.

Please contact your Lincoln Underwriting team with any additional questions.

## Medical Exam Requests – Best Practices for Year-End

As we enter the last few weeks of 2018, it's important that requests for medical requirements are accurate and done in a timely manner to help avoid any year-end delays. The following best practices will help to ensure that the correct medical testing is conducted in a timely manner for Underwriting purposes:

- Ensure the Face Amount provided to the exam vendor matches the actual amount applied for on the Lincoln application.
- Submit the request for medical requirement to the Exam Vendor up-front during the application process.
- Work with your client to ensure the appointment is scheduled and exams are completed in a timely manner.
- Exam Vendors are required to adhere to Lincoln's Age/Face Guidelines when completing exams. No changes may be made without prior approval directly from Lincoln.

Please note: For *Lincoln TermAccel* and *LincXpress* Tele-App submissions, Lincoln will order labs, if required. For any case being submitted through the *LincXpress* Tele-App process, if labs are requested the case would not be eligible for lab-free consideration.

Lincoln's Underwriting & New Business department is committed to helping you meet your year-end goals and objectives and our focus is to ensure the maximum amount of your business is placed **by close of business on December 31, 2018**.

## Form Updates

<p><b>Accelerated Benefit Rider for Chronic Illness and Terminal Illness Disclosure Lincoln <i>LifeAssure</i>® ABR</b> Change in Service Mark to Registered Mark (30 Day Transition)</p> <ul style="list-style-type: none"><li>• LFF11798 (5/18) and all state variations for use with <i>Lincoln VUL<sup>ONE</sup></i> (2014)</li><li>• LFF11677 (5/18) and all state variations for use with <i>Lincoln LifeGuarantee</i>® UL (2013), <i>Lincoln WealthAccumulate</i>® IUL (2018) and <i>Lincoln WealthPreserve</i>® IUL (2017)</li></ul>
<p><b>Indexed Life Insurance Vermont Buyer's Guide</b> Indexed Value Updates (30 Day Transition)</p> <ul style="list-style-type: none"><li>• LF10796 (5/18)</li></ul>
<p><b>Lincoln <i>WealthAccumulate</i>® IUL 2018</b> Change in Service Mark to Registered Mark requiring the following forms updates (30 Day Transition)</p> <ul style="list-style-type: none"><li>• LF11803 (8/18) <i>Lincoln WealthAccumulate</i>® Indexed Universal Life (2018) Vermont Buyer's Guide</li><li>• LFF11805 (8/18) <i>Lincoln WealthAccumulate</i>® Indexed UL (2018) Disclosure Statement for use in Pennsylvania</li></ul>

# 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

<b>Beginning October 1</b>	<b>Overnight Guidelines for 1035 proceeds:</b> 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
<b>Beginning October 1 – End of 2018</b>	Lincoln will begin mailing all paper policy prints via overnight delivery through end of 2018
<b>November 1</b>	Submit end of year 1035 Exchange applications to allow for underwriting and retrieval of 1035 funds (subject to losing carrier turn-around times)
<b>November 22-23</b>	<b>Thanksgiving/Company Holiday</b>
<b>December 3</b>	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)
<b>December 21</b>	All policies <u>must be placed in-force</u> to meet the 2018 commission deadline and be considered 2018 income
<b>December 25</b>	<b>Christmas/Company Holiday</b>
<b>December 27</b>	All premium(s) and delivery requirements must be received by Lincoln, in-good-order, to ensure placement of your policy
<b>December 31</b>	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 for November 12, 2018:

### Initial Rollout of:

**Lincoln LifeElements® Level Term (2017) – 11/12/18**

### Initial Rollout of:

**Lincoln TermAccel® – 11/12/18**

**Lincoln LifeElements® Level Term (2017) - 09/10/18**

- **Arkansas**
- **Maryland**
- **Missouri**
- **Washington**

[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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