

LIFE SOLUTIONS

The Lincoln Leader

JANUARY 11, 2021
VOLUME 19, ISSUE 1

Pricing Update: *Lincoln TermAccel*® Level Term (2019) – 01/11/21

Effective January 11, 2021, Lincoln is announcing pricing updates to *Lincoln TermAccel*® Level Term (2019). *Lincoln TermAccel*® offers an entirely electronic, streamlined interview process with fully automated underwriting and no APS requirement.

Pricing Updates

- The majority of core cells, for all term durations, ages 30 – 60 and face amounts of \$500K - \$1M, will rank in the top 5 compared to key competitors.
 - Preferred Plus class will remain ranked mainly in the top 4 – 8 compared to key competitors.
- Premium updates will be a mix of both decreases and increases.

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **January 11, 2021 and ends on February 10, 2021**. 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) – 01/11/21 rates.
- **For policies already placed**, Lincoln will not allow rewrites to the *Lincoln TermAccel*® (2019) – 01/11/21 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.

HEADLINES

[Pricing Update: *Lincoln TermAccel*® Level Term \(2019\) – 01/11/21](#)

[Pricing Update: *Lincoln LifeElements*® Level Term \(2019\) – 01/11/21](#)

[Increased Target Premiums on *Lincoln AssetEdge*® VUL \(2020\) – 01/11/21](#)

[Long-Term Care Rider – Now Available in Additional States](#)

[Policy Owner Feedback Survey – Goes Digital](#)

[Market Conduct Manual Updated](#)

Illustrations

Illustrations for *Lincoln TermAccel*[®] (2019) – 01/11/21 will be run on *Lincoln DesignIt*SM Illustration System (v51.0 C). If you have an active internet connection, the software will automatically update to include the new rates on January 11, 2021. 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*[®] Level Term (see state availability):

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

Pricing Update: *Lincoln LifeElements*[®] Level Term (2019) – 01/11/21

Effective January 11, 2021, Lincoln is announcing pricing updates to *Lincoln LifeElements*[®] Level Term (2019) 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.

Pricing Updates

- The majority of the following core cells, all term durations, will rank in the top 3 compared to key competitors:
 - Face amounts of \$1M and above, age 30 and above
 - Face amounts of \$500k-999k, ages 50 and above
- Premium updates will be a mix of both decreases and increases

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **January 11, 2021 and ends on February 10, 2021**. During the transition period:

- **New applications received and applications currently in underwriting** will automatically receive the lowest rates available.
- **For LincXpress Tele-App cases** a complete ticket and required solicitation forms must be received.
- **For policies already issued**, Lincoln will accept a written request to change to the *Lincoln LifeElements*[®] (2019) – 01/11/21 rates.
- **For policies already placed**, Lincoln will not allow rewrites to the *Lincoln LifeElements*[®] (2019) – 01/11/21 rates.
- **States approved after rollout**, the above will automatically apply based on the availability date.

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

Illustrations

Illustrations for *Lincoln LifeElements*® (2019) – 01/11/21 will be run on *Lincoln DesignIt*™ Illustration System (v51.0 C). If you have an active internet connection, the software will automatically update to include the new rates on January 11, 2021. If you need to download the *Lincoln DesignIt*™ 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 (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.

Increased Target Premiums on *Lincoln AssetEdge*® VUL (2020) – 01/11/21

Effective January 11, 2021, Lincoln is pleased to announce improvements to target premiums on *Lincoln AssetEdge*® VUL. These improvements further strengthen the end-to-end competitive value of *Lincoln AssetEdge*® VUL, an accumulation focused VUL policy designed for clients interested in upside potential with options for downside protection.

Highlights

Target premiums will be increased by 25% across all cells for new business. Includes target premiums for:

- Base policy (2020 version)
- Exec (Alternate Cash Surrender Value Rider) Version

Lincoln AssetEdge® VUL base product, pricing and features are not changing between the *Lincoln AssetEdge*® VUL (2020) – 12/14/20 and the *Lincoln AssetEdge*® VUL (2020) – 01/11/21. The increase in target premium rates is the only change from the old version to the new.

Prospectus

There is no new prospectus for this product update. [Click here](#) to view a copy of the prospectus.

Transition Guidelines

All states will be automatically approved at rollout except for New York (where the product is not available).

- New formal applications (and tickets) received on or after January 11, 2021 will receive the new, higher target premiums.
 - For pending and issued cases that were received between January 1, 2021 to January 10, 2021: These cases are also eligible for the new, higher target premiums and will be proactively updated
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

One-class Underwriting Upgrade Program

- For all qualifying AssetEdge VUL applications submitted and received at Lincoln on or before December 31, 2020, eligible clients will receive a one-class underwriting upgrade. [View the guidelines.](#)
- If the case was eligible under the one-class underwriting upgrade program, this benefit will automatically apply, and the producer may not opt-out of the program.

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

Illustrations

Illustrations for *Lincoln AssetEdge*® VUL (2020) – 01/11/21 will be run on the *Lincoln DesignIt*SM Illustration System (v51.0 C). If you have an active internet connection, the software will automatically update to include the new product version on January 11, 2021. 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.

Long-Term Care Rider – Now Available in Additional States

Effective January 11, 2021, Long-Term Care Rider, a life insurance rider, will be made available with the following products in the denoted states:

- *Lincoln AssetEdge*® VUL (2020) – 01/11/21 and *Lincoln AssetEdge*® Exec VUL (2020) – 01/11/21
 - Connecticut, Florida and New Jersey
- *Lincoln VUL^{ONE}* (2019) – 10/12/20
 - Florida and New Jersey

Only available at policy issue, at an additional cost, this rider is designed for clients who have a need for death benefit protection with accumulation potential but are also concerned about long-term care expenses of covered services for temporary and permanent chronic illness, now with a zero-day elimination period.

Rider Highlights & Updates

- Offers access to death benefit due to a temporary or permanent chronic illness, subject to eligibility and requirements
- Ability for your LTC benefit to grow should your policy Death Benefit increase due to corridor or Death Benefit Option 2
- Zero-day elimination period (once qualified) allows access to benefits sooner
- Addition of Transitional Care Assistance Benefit to the array of Covered Services

Rider Availability and Transition

The Long-Term Care Rider will replace the *Lincoln Care Coverage*® Accelerated Benefits Rider (CCABR). New business applications for the LTC Rider will be accepted on **January 11, 2021** in newly approved states and will be subject to a 60-day transition period ending **March 11, 2021**.

- **For newly approved states**, there is a 60-day transition period which begins on January 11, 2021 and ends on March 11, 2021. Formal applications for CCABR applications must be signed, dated and received in-good-order in Lincoln's home office by the end of the transition period to qualify.
- **During this transition period**, both the Long-Term Care Rider and CCABR elections will be available. An illustration will be required with the ticket to determine the desired rider.
- **For pending business or policies already issued**, and have not been paid (no money applied), Lincoln will accept a written request and revised illustration to add the Long-Term Care Rider.
- **For policies already placed**, Rewrites and Internal Replacements for the purpose of adding the Long-Term Care Rider will not be allowed.

Illustrations

Illustrations for these products with the Long-Term Care Rider will be run on the current version of *Lincoln DesignItSM* Illustration System (v51.0 C). If you have an active internet connection, the software will automatically update on January 11, 2021 to include these changes. If you need to download the *Lincoln DesignItSM* Illustration System, it is available on the Lincoln producer websites or from Field Office Technicians.

Illustration Updates

- **Updated!** Long-Term Care Rider Summary. This updated summary has a new look and feel for a better user experience and improved readability. This summary must be included with any illustration where the LTC Rider is elected.
- **NEW!** Long-Term Care Acceleration Report. This new report offers a hypothetical example of how the rider benefits impact the policy while on claim. Both current and guaranteed ledgers will be included.
- **NEW!** Quick Quote Tool Report. The Quick Quote Tool will now be available as an optional report within the illustration. The Quick Quote Tool will remain available for the Long-Term Care Rider and available in the right panel under "Special Features"
- An annotated training document entitled Illustrating the LTC Rider can be found in the *Lincoln DesignItSM* Reference drop down on the top of the screen.

Policy Owner Feedback Survey – Goes Digital Administered by LIMRA CAP

Lincoln is committed to providing an excellent customer experience and identifying opportunities for continuous improvement. As part of our focus on customer satisfaction, in 2015, Lincoln began a partnership with LIMRA CAP – a facet of LIMRA's Customer Assurance Program – to conduct a brief post-issue policy survey to gather valuable customer experience feedback and understanding of what led their purchasing decision to Lincoln.

To align with Lincoln's Digital First strategy, beginning mid-January, we are pleased to announce that this survey will now be delivered via email to clients who have elected electronic policy delivery through one of our platforms, including *Lincoln DocuSign* or *iPipeline DocFast*. Clients who receive their policy package through digital PDF policy delivery will continue to receive this survey through USPS mail.

After a new Lincoln life insurance policy has been placed:

- A survey will be emailed or mailed directly to the policy owner, from LIMRA CAP, within 1-2 months
- For surveys mailed via USPS, a postage-paid, pre-addressed return envelope will be included for the policy owner to complete and submit back to LIMRA

- The policy owner will be directed to call the Lincoln Customer Service Call Center for any questions they may have
- Included with the survey is information on a drawing in which, after submission of the survey, **the policy owner is automatically entered with a grand prize of \$2,500.**



Through the ongoing survey results, Lincoln has gathered valuable information from our policy owners which has led to improvements in the Underwriting & New Business process. Additionally, the feedback received has given Lincoln the opportunity to reach out to producers when their client has indicated an issue during their purchase experience to resolve the issue.

For questions that you may have on this program, contact Kyle Seidnitzer, Life & Annuity Compliance, Kyle.Seidnitzer@lfg.com.

Market Conduct Manual Updated

The Market Conduct Manual for producers has been updated effective December 2020. The Market Conduct Manual is a guide for producers who sell Lincoln's individual life insurance and annuity products. This manual provides a high-level overview of Lincoln's expectations for ethical conduct and good business practices in the sales of these products. It covers a wide variety of topics and is provided to producers upon appointment with Lincoln's insurance companies. By signing a Producer Agreement with Lincoln, producers agree to adhere to the guidelines contained within the manual.

The manual was recently updated to reflect Lincoln's current market conduct policies and procedures, dealing with such issues as:

- **Producer Licensing and Appointment** – Errors and Omissions Liability Program must include coverage for premium-financed life insurance if you intend to sell premium financed contracts.

The updated manual (BJ-8114) is available in the Consolidated Forms Tool in the Producer Solutions Life of Business section, and on Lincoln's producer websites or you may [Click Here](#) to view the updated manual.

State Approvals

Updates since December 14, 2020

Initial Rollout

- *Lincoln TermAccel*® (2019) – 01/11/21
- *Lincoln LifeElements*® Level Term (2019) – 01/11/21
- *Lincoln AssetEdge*® VUL (2020) – 01/11/21 and *Lincoln AssetEdge*® Exec VUL (2020) – 01/11/21

Florida

- *Lincoln WealthPreserve*® 2 IUL (2020)

Florida and Guam

- *Lincoln WealthAccumulate*® 2 IUL (2020)

Connecticut, Florida and New Jersey

- Long-Term Care Services Rider (LTC Rider) ICC20LTC-7090 for use with *Lincoln AssetEdge*® VUL (2020) – 12/14/20 and *Lincoln AssetEdge*® Exec VUL (2020) – 12/14/20

Florida and New Jersey

- Long-Term Care Services Rider (LTC Rider) ICC20LTC-7090 for use with *Lincoln VUL^{ONE}* (2019) – 10/12/20

[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.

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

©2020 Lincoln National Corporation

[LincolnFinancial.com](#)

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN-3394660-010721



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

For Financial Professional use only. Not for use with the public