



# LINCOLN LEADER

LIFE INSURANCE VERSION

Volume 7, Issue 17

09/16/09

## Key Headlines

Coming Soon! *Lincoln LifeGuarantee<sup>SM</sup> UL (2009)* and *Lincoln LifeGuarantee<sup>SM</sup> Plus UL (2009)*

Lincoln VUL Dollar-Cost Averaging Fixed Account Enhanced Interest Rate Program – **Date Extended**

Underwriting & New Business Connects with e-Postcards

## State Availability

**Click here** to view the life state availability charts.

**Click here** to view the life forms approval chart.

**Information Compiled By Insurance Solutions, Product & Distribution Support**

## Coming Soon! *Lincoln LifeGuarantee<sup>SM</sup> UL (2009)* and *Lincoln LifeGuarantee<sup>SM</sup> Plus UL (2009)*

Effective September 28, 2009, Lincoln will release the newest secondary guarantee individual products in its universal life insurance portfolio:

- *Lincoln LifeGuarantee<sup>SM</sup> UL (2009)* and
- *Lincoln LifeGuarantee<sup>SM</sup> Plus UL (2009)*.

***Lincoln LifeGuarantee<sup>SM</sup> UL (2009)*** - Offers very competitive level pay to 100 lifetime guaranteed insurance coverage.

### Key Features

- Lower cost on level pays with no premiums needed after age 100
- Flexible timing on 1035 premiums
- Industry leading underwriting: Accessible, responsive, and fair
- Point-of-sale support — we provide some of the best solutions in the industry to solve client planning problems.

***Lincoln LifeGuarantee<sup>SM</sup> Plus UL (2009)*** - Best suited for clients ages 45–65 who want death benefit guarantees and cash value. This product provides flexibility in planning for:

- Future long-term care needs
- 1035 exchanges with and without loans
- Family and charitable gifting
- Funds to buy out partners in buy/sell arrangements

### Changes to both products include:

- Late 1035 Forgiveness (same as SUL): 1035 premiums can arrive anytime during the first year without impacting the length of guaranteed coverage
- Level-pay, lifetime guaranteed premiums are competitive and you only need to fund to age 100 to guarantee lifetime coverage.
- The Coverage Protection Guarantee is now provided as an automatic rider
- Death Benefit Options 1 and 2 are available, Option 3 is no longer available
- Loan charged rate is now 6.00% and the crediting rate for borrowed funds is 4.00%.
- Premium load on *Lincoln LifeGuarantee*<sup>SM</sup> UL (2009) is now 15% versus the old product's 30%
- Premium load on *Lincoln LifeGuarantee*<sup>SM</sup> Plus UL (2009) is now 7.5% in all years

In addition, you will also notice changes to target premiums (light to moderate sized reductions). Please remember that both products still offer rolling targets for 5 years (rolling targets are not available in New York).

### Availability

New business applications will be accepted beginning Monday, September 28, 2009 in states where *Lincoln LifeGuarantee*<sup>SM</sup> UL (2009) and *Lincoln LifeGuarantee*<sup>SM</sup> Plus UL (2009) have been approved.

### Transition Rules

In all states where approved at launch and before December, there will be an extended transition period which ends **December 31, 2009**. For states that approve in December 2009 and beyond, there will be a 30-day transition period from the date the product is made available.

Normal Internal Replacement Guidelines and Contract Rewrite Guidelines apply. **Click here** to view the current Internal Replacement/Rewrite Guidelines.

Any application received after the transition period ends will automatically receive the new product and rates. A policy may be backdated, but if the application is received after the transition period, it will receive the new product and rates.

## Illustrations

Illustrations for *Lincoln LifeGuarantee*<sup>SM</sup> UL (2009) and *Lincoln LifeGuarantee*<sup>SM</sup> Plus UL (2009) will be run on the current version of *Lincoln DesignIt*<sup>SM</sup> illustration software. If you have an active internet connection, the software will automatically update on September 28, 2009 to include this new product.

If you need to download the *Lincoln DesignIt*<sup>SM</sup> illustration system, it is available on the Lincoln producer websites or from Field Office Technicians.

\*\*\*\*\* **End of Product Introduction Section** \*\*\*\*\*

## **Lincoln VUL Dollar-Cost Averaging Fixed Account Enhanced Interest Rate Program – Date Extended**

Lincoln will extend the Dollar Cost Averaging (DCA) Fixed Account Enhanced Interest Rate Program to December 31, 2009.

Given recent market volatility, clients may be hesitant to purchase variable universal life because they feel the “time isn’t right”. Dollar Cost Averaging may be a solution to help them ease into the market and focus on the long-term growth potential of VUL.

Lincoln will offer a 10% Fixed Account enhanced current interest rate to help with short-term returns while the client transfers funds into variable investment options using a 12-month Dollar Cost Averaging (DCA) program. This annual effective rate is paid on the declining balance in the Fixed Account so the amount of interest earned will be less. These fixed rates do not reflect performance of the variable investment options selected by the client.

The DCA Fixed Account Enhanced Interest Rate program is available on:

- New Lincoln VUL applications signed between **June 1, 2009 and December 31, 2009**.
- The enhanced program applies to all currently available Lincoln VUL products, except in New York.

For complete details on program eligibility and how to apply, [click here](#) to view the comprehensive Q&A document.

*Note:*

*Using Dollar Cost Averaging does not assure a profit and does not protect against loss in a declining market. Also, using this method involves continuous investment in securities regardless of fluctuating price levels, so consider the financial ability to continue investment during period of low price levels.*

## Underwriting & New Business Connects with e-Postcards

If you've ever sent a postcard, you know it's a quick and easy way to send a brief note to someone describing where you are and what you are doing. Underwriting and New Business has found that sending postcards – e-Postcards, to be exact – is a simple and direct way to connect with producers to deliver information that cuts through the messaging clutter.

The e-Postcards are simple, one-subject e-mail messages, often no more than two sentences, about topics of interest to our distribution partners. And they're working. Customer feedback has shown that the brief notes are getting their attention and getting business placed with Lincoln.

**Roland Paradis**, Vice President, Underwriting and New Business, said the idea for e-Postcards was the result of producer feedback.

“We found that we were often explaining to producers what our various guidelines were and communicating information that's essentially available to them already,” Paradis said. “But they receive so much information every day that messages get lost in the shuffle of a full-length newsletter or a list of links on a web site. They told us that small chunks of information were easier to read, easier to digest, and most important, easy to remember.”

So starting in March, Underwriting and New Business created a calendar of topics and began sending the e-Postcards every other week. The content is simple, as this example about preferred aviation rates shows:

*For all plans of insurance, we can now offer Preferred rates on domestic private pilots who are under age 70 and who have at least 100 solo flying hour experience. They must also have their IFR's and fly no less than 50 hours and no more than 250 hours per year.*

Other topics range from Underwriting's stance on cigar smokers, to announcing Lincoln's new underwriting guidelines, to simple notes reminding producers that their underwriting contacts are accessible whenever needed. Each note is followed by a link to a producer web site for more information. And the subject line for each message is about the specific topic so that the messages can be easily filed and recalled later.

The e-Postcards are sent to the Underwriting Account Executives. The UAEs, in turn, send the e-Postcards to their respective customers, maintaining the single point of contact for the customer while relaying valuable information.

The e-Postcards are also sent to the Underwriting & New Business team and posted to a shared drive and producer web sites for future reference.

Paradis said customer feedback has been positive, and that several of the e-Postcards were directly responsible for placing business with Lincoln. The two-sentence aviation e-Postcard above resulted in a \$2.5 million case from a producer who wasn't aware of Lincoln's guidelines.

“Our goal is to stay in touch with our customers and let them know what we can do for them and why it's easy to do business with Lincoln. The information in the e-Postcards isn't necessarily new, but it calls attention to topics that our producers care about, might have forgotten about, or didn't think to look up to begin with,” Paradis said.

## Questions & Comments

Please contact Jennifer DiPoppo if you have any Administrative/Operational announcements that you would like to include in the Lincoln LIFE Leader.

[jennifer.dipoppo@LFG.com](mailto:jennifer.dipoppo@LFG.com)



Reminder: You must be logged into LFAPlanner.com, LincolnFinancialNetwork.com or LFD.com prior to linking to the hot links contained in this document. For some secure documents an additional login screen may be required – please use your normal login ID and Password if this screen is required.

---

Products and features subject to state availability. Guarantees backed by the financial strength of the insurer. Lincoln Financial Group is the marketing name for The Lincoln National Corporation and its affiliates.

Policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. Contractual obligations are backed by the claims-paying ability of The Lincoln National Life Insurance Company.**

Policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY. **The contractual obligations are backed by the claims-paying ability of Lincoln Life & Annuity Company of New York.**

**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.**

© 2009 The Lincoln National Life Insurance Company, Fort Wayne, IN 46801

**LCN:200909-2034190**