

LIFE SOLUTIONS

The Lincoln Leader

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Coming soon – Lincoln MoneyGuard Fixed Advantage® Pricing Improvements

Effective September 11, 2023

Effective September 11, 2023, Lincoln will be implementing pricing decreases to Lincoln MoneyGuard Fixed Advantage, which will improve competitive positioning. There will be no pricing increases as a result of this update.

Following a transition period, Lincoln MoneyGuard Fixed Advantage® – 09/11/23 will replace currently sold Lincoln MoneyGuard Fixed Advantage® - 01/23/23.

Pricing Improvements

- Pricing improvements range from 0 - 15%
- Average pricing decrease is 5%
- Issue ages 55 through 65 will see the most improvement

Availability and Transition Guidelines

Pending firm approval, applications for Lincoln MoneyGuard Fixed Advantage® – 09/11/23 will be accepted beginning on September 11, 2023.

- For applications to qualify for the current Lincoln MoneyGuard Fixed Advantage® pricing, a projection of values and the completed Part 1 must be signed, dated, and received in-good-order by Lincoln's home office by October 13, 2023.
- For pending or issued business on or after September 11, 2023, Lincoln will accept requests with a revised projection of values to change to Lincoln MoneyGuard Fixed Advantage® – 09/11/23.
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of September 11, 2023, Lincoln DesignItSM and WinFlex will be updated with the new product version. During the transition period both versions can be run.

PRODUCT HEADLINES

[Coming Soon - Lincoln MoneyGuard Fixed Advantage® Pricing Improvements](#)

[Lincoln MoneyGuard® Marks 35th Anniversary](#)

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PROCESS HEADLINES

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- Ensure that you are appropriately credentialed. Clients of financial professionals who are not properly credentialed to solicit business when the paperwork is submitted will be subject to the product version in effect on the date when the financial professional becomes properly credentialed and resubmits the paperwork.
- Remember that once an application is submitted, 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 out. If a case is reopened, a new Part 1 must be submitted, and the case will be subject to the product version available at that time.

Illustration Capabilities

*Lincoln's DesignIt*SM (v62.0B) and WinFlex illustration systems will be updated with this change effective September 11, 2023. If you have an active internet connection, the software will automatically update to include these updates on September 11, 2023.

Reference and Marketing Materials

All impacted materials will be updated and made available for viewing on the various Lincoln websites and for order from the Lincoln Literature Fulfillment Center.



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Lincoln *MoneyGuard*[®] Marks 35th Anniversary

For more than a century, Lincoln Financial has helped millions of people plan, protect and retire. We have a rich history of bringing forward-looking products to the market, and our *MoneyGuard*[®] solutions are a great example. Thank you for the trust you've placed in Lincoln over the past 35 years. We're proud to have helped prepare, protect and serve our customers, their loved ones and their legacies. This is not a responsibility we take lightly. Here's to the next 35 years!

[See the video highlighting Lincoln's commitment to long-term care](#)

[Learn more about Lincoln *MoneyGuard*[®] solutions](#)

Coming Soon - Indexed Account Rate Changes

Effective September 15, 2023

Reprinted from the July 31, 2023 Lincoln Life Leader

Effective Sept.15, 2023, Lincoln will be making changes to caps, participation rates and spreads on certain indexed accounts, which may reduce future policy performance. The changes apply only to newly created indexed account segments for a select group of previously sold life insurance products in Lincoln's Indexed UL product suites. The Illustration software was updated effective August 14, 2023 reflecting all indexed account changes. There are no changes to currently sold products.

Products with Rate Changes

Lincoln LifeReserve® Indexed UL Protector

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	6.50%	6.00%
1 Year Monthly Cap	Cap	2.80%	2.70%
1 Year Monthly Average	Spread	3.00%	3.25%

Lincoln LifeElements® Indexed UL

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	6.50%	6.00%
1 Year Monthly Cap	Cap	2.80%	2.70%
1 Year Monthly Average	Spread	3.00%	3.25%

Lincoln LifeReserve® Indexed UL Accumulator (2011)

New York

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	6.00%	5.50%
1 Year Monthly Cap	Cap	2.65%	2.55%
1 Year Monthly Average	Spread	3.25%	3.50%

Lincoln LifeReserve® Indexed UL Accumulator (2011)

Non-New York

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	6.50%	6.00%
1 Year Monthly Cap	Cap	2.80%	2.70%
1 Year Monthly Average	Spread	3.00%	3.25%

Lincoln LifeReserve® Indexed UL Accumulator (2014)

New York

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	7.00%	6.50%
1 Year Point-to-Point Uncapped	Participation Rate	42.00%	40.00%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	6.60%	6.10%

Lincoln LifeReserve® Indexed UL Accumulator (2014)

Non-New York

<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate¹</i>	<i>New Rate²</i>
1 Year Point-to-Point Capped	Cap	7.50%	7.00%
1 Year Point-to-Point Uncapped	Participation Rate	44.50%	42.50%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	7.10%	6.60%

<i>Lincoln WealthPreserve</i> [®] SIUL (2014)			New York
<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate</i> ¹	<i>New Rate</i> ²
1 Year Point-to-Point Capped	Cap	5.75%	5.25%
1 Year Point-to-Point Uncapped	Participation Rate	29.00%	27.00%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	5.25%	4.75%

<i>Lincoln WealthPreserve</i> [®] SIUL (2014)			Non-New York
<i>All Indexed Accounts have a 1% floor</i>		<i>Existing Rate</i> ¹	<i>New Rate</i> ²
1 Year Point-to-Point Capped	Cap	6.00%	5.50%
1 Year Point-to-Point Uncapped	Participation Rate	30.00%	28.00%
1 Year Point-to-Point High Participation	Participation Rate	140.00%	140.00%
	Cap	5.50%	5.00%

¹Applies to index segments created on or before Aug. 15, 2023.

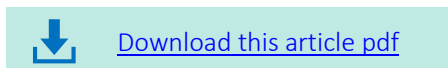
²Applies to index segments created on or after Sep. 15, 2023.

Illustration Software Updates

If you have an active internet connection, the *Lincoln DesignIt*SM Illustration System (v.62.0) was automatically updated on August 14, 2023 to reflect the indexed account rate changes and new maximum illustrated rates; you will need to download the updated *Lincoln Inforce Platform* (v.39.0). If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.



Provides talking points to help answer questions you may receive from customers.



Automated Underwriting Expansion to eApp

Available for life insurance products on August 28, 2023

Reprinted from the July 31, 2023 Lincoln Life Leader

On August 28, 2023, Lincoln will expand its automated underwriting capabilities to include **electronic application (eApp) submissions** for life insurance products. This is the next milestone in our “Digital Underwriting Evolution,” as we continue to expand the offering of our technology advancements to more clients. eApp will now leverage our digital underwriter to help streamline the underwriting review and will bring lab-free consideration to qualifying clients. Benefits of automated underwriting include a faster processing time and simplified client experience.

What You Need to Know

Life eApp is an electronic submission process for the traditional full application and is completed by the Financial Professional through Lincoln’s Producer website at no cost, or through an iPipeline account.

Eligibility


eApp cases eligible for automated underwriting and lab-free consideration include:

- Ages 18-60, and
- Face amounts \$2.5 million and less
- Products: Life insurance (Term, IUL, VUL), excluding survivorship
- For clients not eligible for AU and lab-free consideration, there will be no changes to the eApp process

NEW eApp client online interview

- To be considered for the lab-free process, the client will be required to complete a brief online personal history interview (PHI) to provide additional underwriting information.
- Lincoln will email a link directly to the client, following the submission of the eApp by the Financial Professional.
- An eApp [Client Interview Guide](#) will be attached to the email, to help the client prepare for the questions.
- Your client should expect the interview to take approximately 20-minutes.
- For clients that do not wish to complete an online interview, an opt-out feature will be available for the Financial Professional to select. If opt-out is selected, the client will not be eligible for lab-free consideration.

Lab-Free Consideration

 This application may be eligible for the lab-free process. Your client will need to complete an online interview to provide additional underwriting information. Your client is automatically opted-in unless you select to opt-out below.

I choose to opt my client out.

Training

[eApp agent training Brainshark](#)



[For additional detail on commonly asked questions, download the complete article](#)



Please contact your dedicated Lincoln Underwriting & New Business team with any additional questions.

Express Issue for Term Policies

Lincoln LifeElements® Level Term and Lincoln TermAccel®

To enable faster turnaround times on your Lincoln term policies, Lincoln is pleased to announce that beginning Sept. 5, 2023, Lincoln will **automatically issue in-good order term policies with face amounts of \$2.5 million and below that are approved with a Standard Non-Tobacco or better rating.**

What You Need to Know

- **Regardless of the applied-for rating**, all policies \$2.5 million and below that are approved Standard Non-Tobacco or better will automatically be issued.
- During policy delivery, the agent or agency pre-approver will have the **ability to review the policy and decline to sign** if changes are required before the policy is delivered to the client.
- The following will **require underwriting offer acceptance** prior to policy issue:
 - All table-rated cases
 - All tobacco rate classes



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Save Time with Pre-Populated Term Disclosure Forms

For Ticket Submissions

To speed up and simplify the process, we are excited to announce that **Term Disclosure Forms sent for eNIGO and/or ePolicy Delivery via Lincoln DocuSign will now have the following information pre-populated on the form:**

- The Insured's Name
- The Insured's Date of Birth

Note: Data will be pre-populated based on information that has previously been provided to Lincoln. These fields can only be updated by one signing party.

Stay on the lookout for continued expansion of this data-prefill capability on additional forms in the future!

2023 Life Insurance Year-End Guidelines

Individual Life, Executive Benefits and Lincoln MoneyGuard®

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 before the close of business on December 29, 2023.

We encourage you to submit all outstanding requirements for year-end cases as soon as possible. The following guidelines and key dates should be followed to meet these expectations.

Key Dates and Deadlines

October 2	Incoming 1035 exchange - overnight mailing requests. For any incoming 1035 exchange, the surrendering carrier will be provided with Lincoln's FedEx account number and requested to overnight the check to Lincoln.
November 3	Suggested 1035 exchange submission deadline. Submit 1035 exchange applications and/or tickets to allow time for underwriting and receipt of 1035 exchange funds. Lincoln will leverage electronic methods to submit 1035 paperwork to surrendering carriers, when available
November 10	Pending 1035 exchanges must be initiated. After the Underwriting offer has been made and all issue-restrictive requirements are in-good-order, the exchange will be initiated, and the surrendering carrier will be requested to overnight the check to Lincoln. Completion of the 1035 exchange is subject to losing carrier turn-around times.
November 23-24	<i>Company Holiday</i>
December 7	Suggested final date to submit all applications and tickets requesting a Tele-App or Phone PHI. The completion of the interview is contingent on your client's scheduling availability. As a reminder, the online interview (eInterview) is flexible and can be completed at any time.
December 14	Suggested final date to submit all full applications and tickets requesting an online interview.
December 21	All placement-restrictive requirements, including premium, must be received at Lincoln in-good-order to be guaranteed for placement by December 29, 2023.
December 22	2023 compensation income placement deadline.* All business placed in-force with premium by December 22, 2023 will be considered as 2023 income. Any business placed after this date, through December 29, 2023, will count as 2023 production but will be treated as 2024 earnings.
December 25	<i>Company Holiday</i>

PENDING CASE STATUS

The following *Memo to Agent Requirement* will be added to all pending cases starting October 16, 2023: "IMPORTANT YEAR-END NOTICE: To ensure this policy is placed in-force by year-end, all placement-restrictive requirements, including premium(s), must be received at Lincoln in-good-order by December 21, 2023."

*Important information regarding Internal Replacements: For Lincoln internal replacements, all business must be placed in-force with premium by December 22, 2023 to be considered as 2023 compensation income. Any business placed after this date, through December 29, 2023, will count as 2023 production but will be treated as 2024 earnings.

Always, Go Digital First!



Digital Tools

To help expedite your case from submission to placement

Lincoln will leverage electronic health records (EHR) in lieu of an APS, when possible!

- **eSubmission (via eTicket or eApp)** Helps to ensure that applications/tickets are submitted in-good-order
- **Online client interview (eInterview)** Clients can complete their interview 24/7
- **Automated Underwriting** Creates an opportunity for the lab-free process with real-time offer - further speeding up the process
- **eNIGO** Resolves not-in-good-order form requirements online
- **ePolicy delivery** Offers same day delivery of issued policies with electronic signing capability for the agent and client
- **Pending Case Status** available 24/7 from your Lincoln Producer website or via automated email notifications

Visit www.LFG.com/GoDigital for more information and reference materials

Lincoln's Suite of Digital Capabilities

- Eliminates paperwork
- Increases in-good-order submissions
- Streamlines underwriting decisions, a real-time offer is now available for qualifying clients
- Offers same day delivery of issued policies

Best Practices

Top 3

- Always include special instructions on a cover sheet.
- Include an in-good-order EFT form for **all bank draft cases** and note on the coversheet if the first premium will be drafted. Available for all modes (monthly, quarterly, semi-annual, annual).
- Always make sure the ticket/application information is correct so it will match the client interview information.

FYI

- **1035 Exchange Follow-Up Calls:** Initial calls will be made 2 - 3 business days after the exchange has been initiated. Follow-up calls will be made every 1 - 2 weeks (based on carrier) on initiated cases that are in-good-order.
- **Wire Transfers are not instantaneous.** Please allow a minimum of 4 hours after initiation of a wire to Lincoln before trying to confirm its receipt. More information: [Wire and ACH Instructions](#)
- **Suitability review for VUL** can take time. Send all VUL forms through the outside broker-dealer (OBD) or Lincoln Financial Securities (LFS) representative for suitability review as soon as possible.
- **VUL policies** will be placed in-force within 2 business days from the date in which the final placement restrictive requirement was received in-good-order

Forms

- Complete application and all forms in their entirety, including the Agent's Report at submission, with correct agent code and agency/broker dealer, to ensure compensation is paid correctly.
- Download and submit the latest version of the application, forms and product illustration.
- Get signatures and dates on all forms. Trust/Corporate owned policies require the trustee/officer to sign with a title.
- The Replacement Notice [Form 33503] must be signed on/or before the application signature date. **For ticket submissions**, the Replacement Form [LF10087] must be signed on/or before the earliest solicitation signature date.

**TermAccel
Contacts**

Case Processing & Underwriting
TermAccelUWNB@LFG.com
(844) 815-6925

TermAccel Client Interview Team
TermAccelTeleAppTeam@LFG.com
(844) 815-7582

Reference Materials IGO Best Practices

- [Core Life Products](#)
- [TermAccel®](#)
- [MoneyGuard®](#)



Please contact your dedicated Lincoln Underwriting & New Business team with any additional questions.



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GoDigital Website Revamp

A one-stop-shop for Lincoln digital capability resources

On August 21, the Lincoln Life and MoneyGuard® [GoDigital website](#) received some exciting new enhancements to improve navigation and user experience!

GoDigital was first created during the peak of the COVID-19 pandemic to help drive awareness and education around the digital tools available for conducting business with Lincoln. Its purpose today is to continue promoting the use of Lincoln's electronic processes and provide resources to Financial Professionals, back-office staff, and wholesalers to assist them throughout the entire sales experience.

Key Features

- **One Location** provides a streamlined experience for both Life and MoneyGuard, with access to Annuities.
- **Digital Resource Library** that puts helpful tools and videos in one convenient place.
- **Simplified, Modern Layout** has less written text for easier navigation and less reading.
- **What's New Carousel** highlights new and relevant information to keep you up to date!

[GoDigital](#)

Check it out today: www.LFG.com/GoDigital

Lincoln Financial Group® to Work with Policy Owners Impacted by Wildfires in Hawaii

Lincoln Financial Group® (Lincoln) recognizes the hardships many of our policy owners and agents have experienced related to wildfires in Hawaii. As the wildfires may have impacted the timeliness of payments and submission of paperwork, we will work with our policy owners, agents and brokers, on a case-by-case basis, to ensure their Lincoln insurance coverage will remain in force and not lapse due to nonpayment of premium.

If you were impacted by the recent wildfires, please contact us at the phone number listed below with any questions you may have with your coverages:



Individual Life Insurance: 1-800-487-1485

State Approvals

Last Updated 8/14/2023

[View State Availability Grids](#)

Looking for an article?

[View the Index of Articles](#) for past issues of the Lincoln Life Leader or visit the Lincoln Leader archive page on your producer websites.

Important Information:

Lincoln life insurance policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

Policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer.

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.

Products, riders, and features are subject to state availability. Limitations and exclusions may apply.

With variable products, policy values will fluctuate and are subject to market risk and to possible loss of principal.

Lincoln variable universal life insurance is sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the policy and its underlying investment options. This and other important information can be found in the prospectus for the variable universal life policy and the prospectus for the underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For current prospectuses, please call 800-444-2363 or go to www.LincolnFinancial.com.

It is possible coverage will expire when either no premiums are paid following the initial premium, or subsequent premiums are insufficient to continue coverage.

Only registered representatives can sell variable products.

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

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

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