

THE DOWNLOAD



FULLY UNDERWRITTEN
& SIMPLIFIED ISSUE

AUGUST 2023

Thank you for your partnership with Mutual of Omaha, we hope you've been having a great summer so far! We strive to continually provide the marketplace with robust products and dedicated support for our partners in the field. We look forward to a strong third quarter!

Please see important updates in this most recent edition of The Download.

New 4th Crediting Strategy on all IULs

United of Omaha's IULs have always been strong, but now they are stronger than ever. On **June 30, 2023**, we announced that we have added the BofA U.S. Agility Index crediting strategy to our entire IUL platform. This new index is designed for clients who want an option that may provide more consistent performance in fluctuating market environments. Please **review the FAQ** and Training Video for more information.

Watch Training Video

The Cost-of-Care Study Results Are In

The Mutual of Omaha cost-of-care study is conducted annually in over 300 cities in all fifty states, and the results are in - cost of services continue to rise in every category. In fact, the national average for a private nursing home room is over \$100,000 per year.

To help you and your producers navigate the conversation about how clients intend to pay for their long-term care, we've updated our cost-of-care tools:

- [Cost-of-Care Calculator](#): See the current cost of LTC services by state and view what those costs might be 5, 10 or 20 years down the road
- [Cost-of-Care Brochure](#): Use this brochure to help clients understand the current cost of LTC services in their state

Additional Resources:



- [Cost of Care Overview \(608612\) →](#)
- [Get More Out of Life with a Long-Term Care Rider \(345502\) →](#)

Reach out to a member of your sales team if you have questions about our cost-of-care resources.

Offer Protection this Summer with Children's Whole Life

Give clients peace of mind this summer by making sure their kids and grandkids are covered. Our Children's Whole Life product is affordable, easy to apply for and can be purchased by a parent or grandparent.



It's a great add-on product to any sale you make if children are in the household. [Use our consumer-facing brochure](#) to help start the conversation with your clients.

For more information on our Simplified Issue portfolio please [visit mutualofomaha.com/simple](#).

Mutual of Omaha Brokerage Sales is on Facebook and LinkedIn!

Join our **Facebook Group*** and follow us on **LinkedIn** to stay up to date on the latest social media campaigns including LTC Cost-of-Care Study, Life Insurance Awareness Month and more.

Thank you for your partnership and we wish you continued success throughout 2023!

A handwritten signature in black ink, which appears to read "Michael Sladek".

Michael Sladek

Vice President

Brokerage Sales & Digital

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