

LIFE SOLUTIONS

The Lincoln Leader

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Now Available– Lincoln MoneyGuard® Pricing Improvements

Announcing pricing updates to the MoneyGuard® suite of life insurance product offerings

Effective July 12, 2021, Lincoln Financial implemented pricing improvements to **Lincoln MoneyGuard® III**, **Lincoln MoneyGuard® II** and **Lincoln MoneyGuard® II NY**.

The purpose of these pricing updates is to improve competitive pricing in key cells. There will be no pricing increases as a result of this update.

After a transition period, currently sold *MoneyGuard®* products will be replaced by the following:

- Lincoln *MoneyGuard® III* (2021) – 07/12/21 will replace currently sold Lincoln *MoneyGuard® III* (2021)
- Lincoln *MoneyGuard® II* (2020) – 07/12/21 will replace currently sold Lincoln *MoneyGuard® II* (2020) – 06/14/21 in the state of California.
- Lincoln *MoneyGuard® II NY* – 07/12/21 will replace currently sold Lincoln *MoneyGuard® II NY* – 06/14/21 in the state of New York.

Pricing Improvements

Lincoln MoneyGuard® III

- 5-year LTC benefit duration with 3% inflation option design for issue ages 55-65 will see the following updates:
 - Couples Discount underwriting class will see an average pricing decrease of 10%. Standard underwriting class will see an average pricing decrease ranging from 3% to 10%.
- 5-year LTC benefit duration with 5% Inflation option design for issue ages 55-65 will see the following updates:
 - Couples Discount underwriting class will see an average pricing decrease of 8%. Standard underwriting class will see an average pricing decrease of 6%.
- Issue ages 51-54 and 66-69 may also see moderate pricing improvements within the 5-year LTC benefit duration with 3% or 5% inflation option designs.

HEADLINES

[Now Available – Lincoln MoneyGuard® Pricing Improvements](#)

[New York Life Insurance Product Update](#)

[Enhancements to the Online Registration Experience on LincolnFinancial.com](#)

[Updates to EFT Authorization Requirements](#)

[Post Level Term Rated Reduction Update](#)

[Digital Billing and Payment for Term Life Policyholders \(Reprint\)](#)

Lincoln MoneyGuard® II

- 6-year LTC benefit duration with 3% inflation option design will see prices decrease by an average of 9.5% with a range of 6% to 13% based on issue age, gender and underwriting class.

Lincoln MoneyGuard® II NY

- 6-year LTC benefit duration with 3% inflation option design will see prices decrease by 9% for all issue ages, genders and underwriting classes.

Availability and Transition Guidelines

Subject to state and firm approvals, applications for Lincoln MoneyGuard® III (2021) – 07/12/21, Lincoln MoneyGuard® II (2020) – 07/12/21, and Lincoln MoneyGuard® II NY – 07/12/21 will be accepted beginning on July 12, 2021. Please see below for important information associated with availability and transition guidelines.

- For applications to qualify for the current products, a projection of values and the completed application Part 1 must be signed, dated and received in-good-order by Lincoln's home office by Friday, August 13, 2021.
- For pending or issued business, on or after July 12, 2021, Lincoln will accept requests with a revised projection of values to change to new product offerings.
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of July 12, 2021, *Lincoln DesignItSM* and WinFlex have been updated with the new product version. During the transition period both versions can be run.
- 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 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 available at that time.
- **New York Reg 187:** Please note that effective February 1, 2020, financial professionals are now required to complete two presale training courses prior to soliciting new business or servicing existing business in New York. Specifically, the trainings include:
 1. NY Regulation 187 Best Interests Training; AND
 2. Carrier Specific Product Training

You will **not** need to retake these trainings if you have already completed them (this rate change does not require any additional product training). In accordance with NY Regulation 187, the enhanced documentation and suitability review **are still required** before policy issue.

Illustration Capabilities

Lincoln's DesignItSM (v.53.0E) and WinFlex illustration systems have been updated with this change effective July 12, 2021. If you have an active internet connection, the software will automatically update to include these changes on July 12, 2021.

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 by July 12, 2021 or shortly thereafter.

| Lincoln MoneyGuard® III | | |
|--|------------------------|--------------------------------|
| Materials | Audience | Order Code |
| Client Seminar – ICC | Client | MG-ICC-PPT002 |
| Client Seminar – Non-ICC | Client | MG-CLT2-PPT002 |
| Financial Professional Guide | Financial Professional | MG-ADV-BRC001 |
| Single Pay Case Study – ICC | Client | MG-ICC-FLI001 |
| Single Pay Case Study – Non-ICC | Client | MG-CLT2-FLI001 |
| Flex Pay Case Study – ICC | Client | MG-ICC-FLI003 |
| Flex Pay Case Study – Non-ICC | Client | MG-CLT2-FLI003 |
| <i>MoneyGuard® III Flex Pay Ideas that Sell</i> | Financial Professional | MG-FLEX-PPT001 |
| Lincoln MoneyGuard® II | | |
| Materials | Audience | Order Code |
| <i>MoneyGuard® II California Client Presentation</i> | Client | MG-CA-PPT001 |
| <i>MoneyGuard® II California Single Pay Case Study</i> | Client | MG-CA-FLI007 |
| <i>MoneyGuard® II Flex Pay Ideas that Sell</i> | Financial Professional | MG-FLEX-PPT002 |
| Lincoln MoneyGuard® II NY | | |
| Materials | Audience | Order Code |
| <i>MoneyGuard® II NY Client Seminar</i> | Client | MG-NY-PPT001 |
| <i>MoneyGuard® II NY Advisor Seminar</i> | Financial Professional | MG-NY-PPT002 |
| <i>MoneyGuard® II NY Single Pay Case Study</i> | Client | MG-NY-FLI001 |
| <i>MoneyGuard® II NY Flex Pay Case Study</i> | Client | MG-NY-FLI002 |
| <i>MoneyGuard® II NY Flex Pay Ideas that Sell</i> | Financial Professional | MG-FLEX-PPT003 |

New York Life Insurance Product Update

Last day to submit applications is August 13, 2021

Recently, as part of a review of its electronic signature processes, Lincoln Life & Annuity Company of New York (Lincoln) became aware that the application currently used for its life insurance products sold in New York, does not comply with New York's requirements for use with electronic processes and platforms. Lincoln is committed to ensuring our products and processes are in compliance with state regulations and guidelines, **therefore the following actions will be taking place until a new, electronic-compliant application and process can be implemented:**

The following life insurance products currently sold in New York will be suspended after August 13, 2021:

- *Lincoln LifeElements®* Level Term (2019) - 07/15/19
- *Lincoln WealthAdvantage®* Indexed UL
- *Lincoln WealthPreserve®* IUL (2017) - 02/12/18

Submission and placement deadline

- All New York applications for the life insurance products listed above must be received in-good-order at Lincoln **by August 13, 2021**, and
- All pipeline cases for the New York products listed above must be placed inforce, or 1035 exchange initiated **by October 29, 2021**
- Any case not placed inforce or 1035 exchange initiated by October 29, 2021 will be cancelled

All electronic process solutions for products sold in New York, including Lincoln *MoneyGuard*® and life insurance policy conversions, will be suspended after August 13, 2021, including:

- eApp
- eNIGO
- ePolicy Delivery (through DocuSign or DocFast)
- No electronic or digital signatures will be accepted

Note: The following products remain available for sale with paper processes only:

- Lincoln *MoneyGuard*® II NY
- For use with Group or Term Conversions only: *Lincoln Conversion*™ UL, *Lincoln LifeElements*® One-year Term, *Lincoln LifeElements*® 10-year Term

As a reminder, [New York Solicitation and Situs guidelines](#) must continue to be followed. For any New York resident (Proposed Insured or Owner) applying for life insurance coverage outside of New York, no part of the sale can take place in the state of New York. All sales activities including solicitation, paramed exam, paperwork signing, and policy delivery must be conducted in the state of situs, and all paperwork and forms must align to the state of situs. Additionally, the New York resident (Proposed Insured or Owner) must sign the Out of State Verification Form.

At this time, there is no date set for the future availability and reintroduction of life insurance products in New York. Any updates will be communicated through the Lincoln Life Leader.

In addition to the changes above, the following illustration changes for the *Lincoln WealthPreserve*® IUL (2017) product sold in New York are effective July 12, 2021:

- Due to NY regulatory requirements, the maximum illustrated rate will be changing on the *Lincoln WealthPreserve*® IUL (2017) - 02/12/18 product as follows:
 - AG49 Policies – 5.18%
 - AG49-A Policies – 4.88%
- Policies sold after December 11, 2020 must follow the AG49-A guidelines.
- This is not a cap change; it is purely illustrative and does not reduce the maximum credited rate that can be applied to the product. The illustration changes will be effective with version 53.0E of *DesignIt*™ on July 12, 2021.

If you have any additional questions regarding these changes, contact your dedicated Lincoln Underwriting & New Business team.

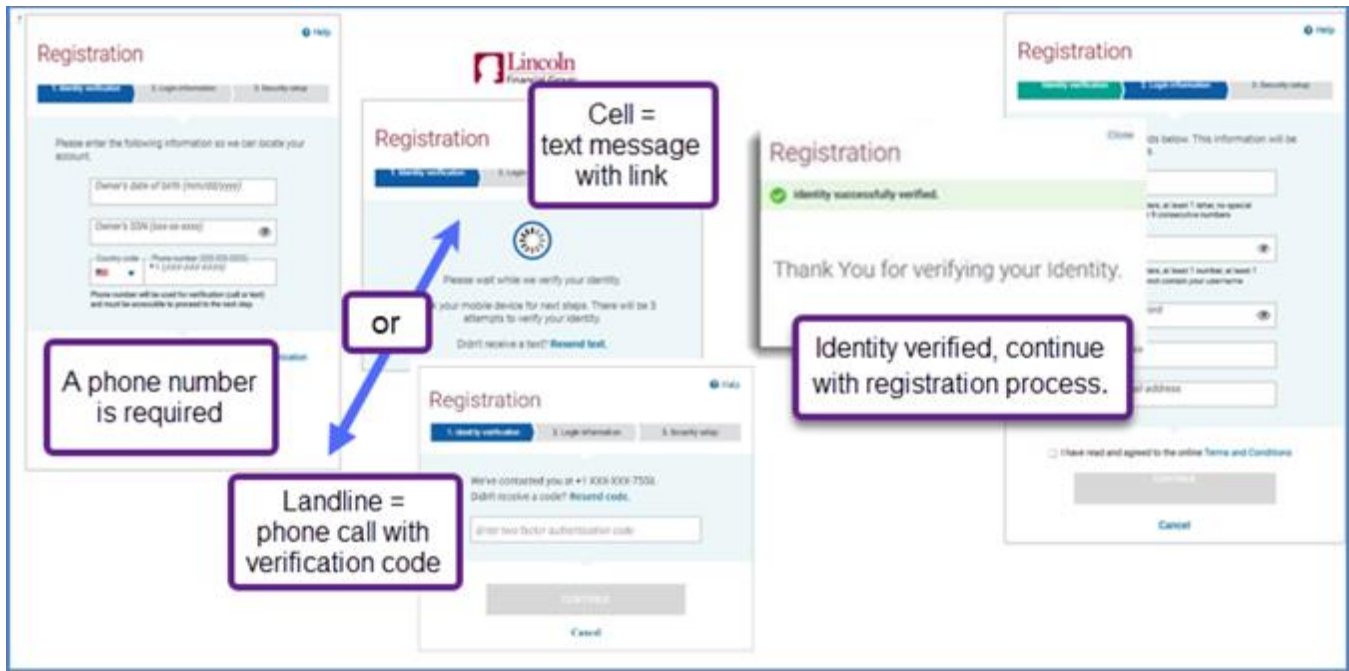
Enhancements to the Online Registration Experience on LincolnFinancial.com

Use of phone numbers to verify identity begins July 23rd.

We are pleased to announce upcoming enhancements to the online registration experience for LincolnFinancial.com. Effective July 23, 2021, we are phasing in a new telephone-based identity verification process for all consumers and financial professionals who register for access to their accounts on LincolnFinancial.com.

A telephone number (for either a landline or cell phone) will be required during the registration process and verified before the registration can be completed. This new identity verification process replaces the use of Knowledge-Based Authentication (KBA) questions, increases security and helps streamline the registration experience. There is no impact to consumers or financial professionals who have already registered for online account access. New users will be prompted to follow the process for anyone registering for account access including employees, customers, producers, consultants, broker-dealers, prospects, plan sponsors and TPAs.

The updated registration screens are shown below, as well as the three quick steps in the identity verification process:



1. The user enters required information, including a phone number.
2. For a **cell phone**, a text message will be sent that includes a link to verify. For a **landline**, a call will be made, and a verification code given. The user will enter the code from the automated-voice message to verify.
3. Once the identity is confirmed, the registration process can be completed.

The information provided will carry over and automatically create a multifactor profile, either text or phone, based on the phone number provided in registration for the user during first and every subsequent login.

If you have questions, [review this FAQ document](#) or use the [Contact Us page on LincolnFinancial.com](#) to contact the correct representative.

Updates to EFT Authorization Requirements

Lincoln Underwriting & New Business has added a new digital option for **EFT Account Verification documentation**. If additional validation is required from our payment vendor, GIACT, the following are now acceptable forms of account verification documentation* for all individual life insurance products, including Lincoln *MoneyGuard*®:

- **NEW! Account screen capture** – including: account holder name, account number and bank name
- **Voided check**
- **Verification of Deposit (VOD)** – including: account number, routing number, bank letterhead, account ownership verification, bank employee's signature, type of bank account (checking or savings)
- **Bank Statement** – including: account holder name, account number and bank name

For any additional questions, please contact your dedicated New Business team.

*Please note, based on the information required, there may be instances that require the use of the voided check option.

Post Level Term Rate Reduction Update

Lincoln has been running the Post Level Term Rate Reduction Program since 2015. We are pleased to continue this innovative rate reduction program and will expand the offerings as products are approved for future rate reductions.

The list below contains all approved books of business that are eligible for this program to date. **Not sure if your clients are part of this program?** You can simply use the plan codes below within your version of the Lincoln Book of Business tool to see if any of your client's policies are included in the premium reduction.

| Plan Description | Plan Series | Issuing Company | Plan Code |
|--|-------------|-----------------|------------|
| FPP Capital Choice Term – Series 3 – Level 20 Years | 3 | FPP | 3CTO-20 |
| FPP Great Term Options (GTO) Series 1 – Level 20 Years | 1 | FPP | GTO-20 |
| FPP Great Term Options (GTO) Series 2 – Level 20 Years | 2 | FPP | 2GTO-20 |
| FPP Great Term Options (GTO) Series 3 – Level 20 Years | 3 | FPP | 3GTO-20 |
| FPP Great Term Options (GTO) Series 4 – Level 20 Years | 4 | FPP | 4GTO-20 |
| FPP Great Term Options (GTO) Series 6 – Level 15 Years | 6 | FPP | 6GTO-15 |
| FPP Great Term Options (GTO) Series 6 – Level 20 Years | 6 | FPP | 6GTO-20 |
| FPP Great Term Options (GTO) Series 7 – Level 20 Years | 7 | FPP | 7GTO-20 |
| FPP Great Term Options (GTO) Series 8 – Level 20 Years | 8 | FPP | 8GTO-20 |
| FPP Great Term Options (GTO) Series 9 – Level 20 Years | 9 | FPP | 9GTO-20 |
| FPP Great Term Options (GTO) Series 10 – Level 15 Years | 10 | FPP | 10GTO-15 |
| FPP Great Term Options (GTO) Series 10 – Level 20 Years | 10 | FPP | 10GTO-20 |
| FPP Great Term Options (GTO) Series C – Level 20 Years | C | FPP | CGTO-20 |
| FPP Leadership Term – Series 5 – Level 20 Years | 5 | FPP | 5STO-20 |
| FPP Leadership Term – Series 5 – Level 20 Years | 5 | FPP | 5GTO-20 |
| FPP Super Term Options (STO) Series 2 – Level 20 Years | 2 | FPP | 2STO-20 |
| FPP Super Term Options (STO) Series 3 – Level 20 Years | 3 | FPP | 3STO-20 |
| FPP Super Term Options (STO) – Series 4 – Level 20 Years | 4 | FPP | 4STO-20 |
| FPP Super Term Options (STO) – Series 7 – Level 20 Years | 7 | FPP | 7STO-20 |
| JP Score Twenty – Level 20 Years | 1 | JP | SC20/VNS20 |
| LNL Great Term Options (GTO) Series 7 – Level 20 Years | 7 | LNL | 7LGTO-20 |

| | | | |
|---|----|-----|-----------|
| LNL Great Terms Options (GTO) Series 8 – Level 20 Years | 8 | LNL | 8LGTO-20 |
| LNL Great Term Options (GTO) Series 9 – Level 15 Years | 9 | LNL | 9LGTO-15 |
| LNL Great Term Options (GTO) Series 9 – Level 20 Years | 9 | LNL | 9LGTO-20 |
| LNL Great Term Options (GTO) Series 10 – Level 15 Years | 10 | LNL | 10LGTO-15 |
| LNL Great Term Options (GTO) Series 10 – Level 20 Years | 10 | LNL | 10LGTO20 |
| LNL Great Term Options (GTO) Series 12 – Level 15 Years | 12 | LNL | 12LGTO15 |
| LNL Great Term Options (GTO) Series 13 – 15 Years | 13 | LNL | 13LGTO15 |
| LNL Leadership Term - Series 2 – Level 20 Years | 2 | LNL | 2LLT-20 |
| LNL Leadership Term - Series 3 – Level 20 Years | 3 | LNL | 3LLT-20 |
| LNL Leadership Term – Series 11 – Level 15 years | 11 | LNL | 11LGTO15 |
| LNL Presidential Term- Series 3 - Level 20 Years | 3 | LNL | 3LPT-20 |
| LNL Presidential Term – Series 4 – Level 20 Years | 4 | LNL | 4LPT-20 |
| LNY Great Term Options (GTO) Series 5 – Level 15 Years | 5 | LNY | 5GNY20 |
| LNY Great Term Options (GTO) Series 10 – Level 15 Years | 10 | LNY | 10GNY-15 |
| LNY Great Term Options (GTO) Series 10 – Level 20 Years | 10 | LNY | 10GNY20 |
| LNY Great Term Options (GTO) Series 12 – Level 15 years | 12 | LNY | 12GNY15 |
| LNY Great Term Options (GTO) Series 13 – Level 15 Years | 13 | LNY | 13GNY15 |

When additional books are added to this program, active servicing agents will receive advanced notification if they have clients with a policy in the newly added book. Eligible policy owners will continue to be notified of the reduction with their billing notice.

Digital Billing and Payment for Term Life Policyholders

Faster. More secure. Environmentally friendly.

Reprint from the June 28, 2021 Lincoln Life Leader

Lincoln is committed to providing term life policyholders an easier, faster way to receive and pay their premium bills online. Electronic bill delivery and electronic payment help improve account security and the customer experience.

To help meet our customer needs, Lincoln is introducing two digital enhancements:

- Electronic delivery (eBill), which will allow term life policyholders to receive emails when their bill is available.
- Electronic payment (ePay), which will allow term life policyholders (or someone on their behalf) to pay their bills in one of two ways: through a [registered account](#) or guest pay option.

These digital enhancements will allow our term life policyholders the ability to manage their payments, on whichever device they prefer, at anytime and anywhere. We're committed to keeping policyholder account information safe and believe online bill management provides the most secure way for policyholders to actively manage their accounts.

Electronic Bill Delivery (eBill)

eBill allows a "statement ready" notification to be emailed to term life insurance policyholders when their premium is due. The email replaces a mailed paper statement and is available for registration as of June 12, 2021. Policyholders will not be able to receive both electronic and paper copies of their bill, however, reminder notices and special reinstatement offers will be both mailed and emailed. Once opting in, the mailed statements will cease immediately, and the policyholder will receive a statement ready email 20 days before their due date.

To register for eBill the policyholder must have a Lincoln online account. [Click here to](#) learn how they can set up their account and communication preferences. eBill is currently only available for term life insurance policyholders who receive mailed statements. eBill **is not available** on some of our older term products or due to policy specific circumstances. To determine if your client's policy is eligible for eBill, login into your account at LincolnFinancial.com or contact us at 800-487-1485.

Electronic Payment (ePay)

Available starting June 28, 2021, term life policyholders (or someone on their behalf) will have the opportunity to make premium payments via the Lincoln website. Users will be able to pay either through their online account or in a "guest" experience that does not require a login. This feature will **only** be available to term life policyholders who are on direct bill (currently receive statement or on eBill). ePay **is not available** on some of our older term products or due to policy specific circumstances. To determine if your client's policy is eligible for ePay, login into your account at LincolnFinancial.com or contact us at 800-487-1485.

Paying Online with a Registered Account

Paying through an [online account](#) makes it easier for the policyholder to keep track of their accounts and payment schedules. The benefits of paying through a Lincoln online account include:

- Scheduling a same-day, one-time payment – or a single future-dated payment up to the premium due date
- Canceling a scheduled payment (only available through the online account)
- Confirmation email to the policyholder that payment is complete instead of wondering if Lincoln has received a mailed payment
- Securely save one or multiple bank accounts to choose from and apply to future payments

Make a Guest Payment

If the policyholder would like to make a one-time payment or if a third-party would like to pay on behalf of a policyholder, they can choose the guest payment option. They will be able to visit LincolnFinancial.com and select the Payment Center tab. To complete the payment, the user will need the policy number, insured's birthdate, and payor ZIP code. Their financial information will not be stored, and they will receive a confirmation email that the payment is complete.

These new features will expand how term life policyholders can manage their payments. As a reminder, policyholders can still set up automatic payments by downloading and completing Lincoln's Electronic Funds Transfer Authorization form (CS06711) found under the "Contacts, Forms & Claims" tab on LincolnFinancial.com.

For additional Frequently Asked Questions, [click here](#).

State Approvals

Updates since June 14, 2021

Initial Rollout

- Lincoln *MoneyGuard*® III (2021) - 07/12/21
- Lincoln *MoneyGuard*® II (2020) – 07/12/21
- Lincoln *MoneyGuard*® II NY – 07/12/21

Arkansas, Maryland, Massachusetts, Missouri & Washington

- Lincoln *LifeElements*® Level Term (2019) – 06/14/21
- Lincoln *TermAccel*® (2019) – 06/14/21

[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.

| |
|---|
| 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 |

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.

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LCN-3660727-070721

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.

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



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