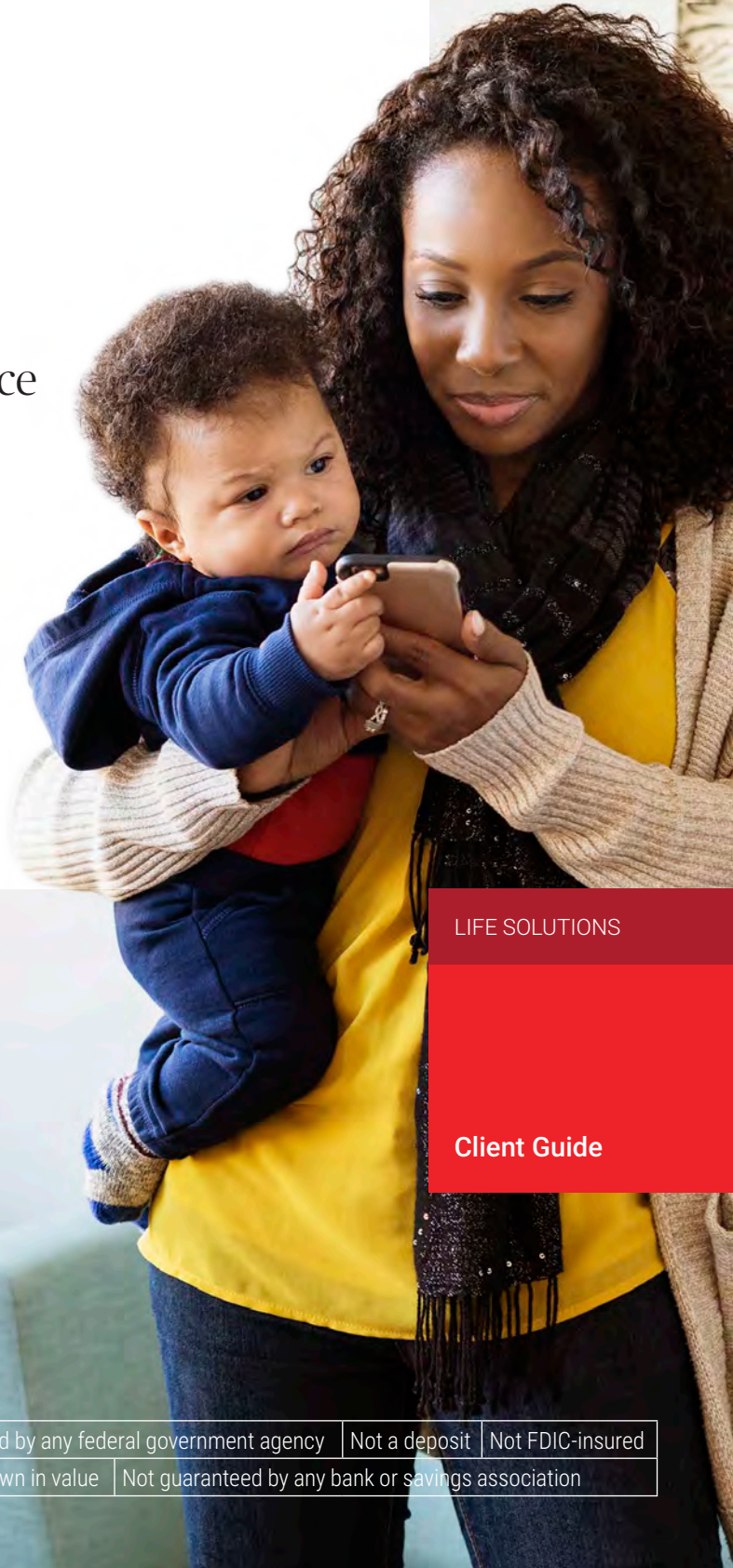


Get more out of life

The unexpected
benefits of life insurance



LIFE SOLUTIONS

Client Guide

Insurance products issued by:
The Lincoln National Life Insurance Company
Lincoln Life & Annuity Company of New York

2864613

Not insured by any federal government agency	Not a deposit	Not FDIC-insured
May go down in value	Not guaranteed by any bank or savings association	

It's called life for a reason



Life insurance is for the living. It's a selfless act that allows the people we love to have more financial security after we're gone. It can be used to pay for the mortgage or other debt. Or to help a spouse get by without having to take on a second job. Or to put the kids through college. It's a testament to your love.

But life insurance really is for the living. And that includes you, too. Not everyone realizes that it can help you reach goals throughout your life. You can use it to build and protect your wealth. It offers built-in tax advantages that you can tap in to throughout your lifetime. It's a strategy that adds flexibility to your portfolio.

Protect wealth

The death benefit transfers income tax-free and potentially estate tax-free — leaving more for your beneficiaries.

Access wealth

You can access your policy cash value by taking income tax-free policy loans or withdrawals, which won't impact your tax bracket or create tax exposure.[†]

Build wealth

Many policies offer cash value potential that can grow with tax advantages more traditional assets don't have. These tax-advantaged assets can help you accumulate more in the long term.*

Understanding your options. And opportunities.

The good news is there is a wide variety of affordable policies and benefits available these days. Perhaps the best place to start is to look at two of the most basic types:

Temporary life insurance

Lower cost, guaranteed death benefit coverage for a set period of time

- Your payments stay the same for the coverage period.
- In many cases, you can convert your term policy to permanent life insurance.

Permanent life insurance

Death benefit coverage up to lifetime

- Some policies are **protection-focused**. They offer death benefit protection that may be guaranteed for up to lifetime, but with limited cash value growth potential.
- Some policies are **accumulation-focused**. They combine cash value growth potential with death benefit protection and can give you access to cash value to use throughout your life.†

A surprising range of benefits

Consider life insurance if you need or want:



Protection for your family

to replace your income or pay the mortgage or other debt



A future cash reserve

to pay for your children's college tuitions or other things that come along†



A tax-efficient retirement supplement,

so you can continue to enjoy your lifestyle†



A legacy for the next generation or a gift for your favorite charity



Long-term care expense protection to help protect your retirement savings



Protection for your business investment if you own a small business

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

† Distributions are taken through loans and withdrawals, which reduce a policy's cash surrender value and death benefit and may cause the policy to lapse. Loans are not considered income and are tax-free. Withdrawals and surrenders are tax-free up to the cost basis, provided the policy is not a modified endowment contract (MEC).

But, which type is right for you?

As a rule of thumb, you can base your life insurance needs on your short- and long-term goals. Just keep in mind that you can get more for your money if you purchase it when you're young and healthy.

If you're just starting your career, the term insurance may be enough for now. But as your needs change, like wanting to build wealth, start a family, save for college tuition or prepare for retirement, that's where permanent life insurance can make a difference.

Designed to meet your evolving needs

	Temporary life insurance	Permanent life insurance
Advantages	<ul style="list-style-type: none"> Lower-cost coverage 	<ul style="list-style-type: none"> Cash value growth potential for the future Coverage to help with long-term care expenses Legacy creation or charitable giving
Types of insurance	<ul style="list-style-type: none"> Term 	<ul style="list-style-type: none"> Universal life Indexed universal life Variable universal life Survivorship universal life Survivorship variable universal life



Protect what matters most

Did you know?



A smart way to get more for your dollars is to **buy life insurance when you're young.**



It's affordable. Increasing your term insurance could cost less than a monthly utility bill.



About 2 in 5 U.S. households say they **do not have enough life insurance.**¹



95% of financial professionals believe it's important to **consider long-term care expenses** as part of your retirement plan.²

¹LIMRA, "The Facts of Life and Annuities, 2019 Update."

²Versta Research, "2017 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers," February 2018.

A conversation about the life you want to build

Whether you're looking to purchase your first life insurance policy or build upon what you've already started, your financial professional is there to help. Take a minute to go over this worksheet and then schedule an appointment with your financial professional today.

What are your financial goals?

Select your top five goals. Prioritize them by writing the numbers 1 through 5 next to each goal.

- | | |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Protect my family from the financial burden if I'm gone | <input type="checkbox"/> Establish a trust |
| <input type="checkbox"/> Increase your personal wealth | <input type="checkbox"/> Gift to a favorite charity |
| <input type="checkbox"/> Secure education funding for your children or grandchildren (number of children) _____ | <input type="checkbox"/> Minimize your tax risk |
| | <input type="checkbox"/> Income tax |
| | <input type="checkbox"/> Estate tax |
| <input type="checkbox"/> Supplement your retirement income | <input type="checkbox"/> Create a long-term care expense plan |
| <input type="checkbox"/> Supplement your spouse's retirement income | <input type="checkbox"/> Create a long-term care expense plan for your spouse |
| <input type="checkbox"/> Create a family legacy | <input type="checkbox"/> Other _____ |

Any new events in your life since you last saw your financial professional?

There are certain circumstances that may trigger the need for a change. So, it's important to reevaluate your coverage every year.

- | | |
|-------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Marriage | <input type="checkbox"/> Divorce |
| <input type="checkbox"/> Home purchase | <input type="checkbox"/> Change of employment |
| <input type="checkbox"/> New baby | <input type="checkbox"/> Business ownership |
| <input type="checkbox"/> Parent joins household | <input type="checkbox"/> Retirement |
| <input type="checkbox"/> Other _____ | |

Choose Lincoln as your partner for life

When it comes to choosing your insurance policy, consider the advantages of your insurance provider. Here's why so many insured Americans turn to Lincoln Financial Group.

- **Options to suit your needs** – We know that everyone's needs are different, so we've built products for any need.
- **Lincoln makes life easy** – From the application process to when you need benefits, we're committed to providing a superior customer experience to you and your loved ones.
- **Experience** – For over a century, millions of Americans have relied on us to help them meet their goals.



Speak with your financial professional today about how life insurance can protect you and your family.

Rely on the strength of Lincoln. We've been helping Americans meet their goals for more than a century.

	The Lincoln National Life Insurance Company	Lincoln Life & Annuity Company of New York
A.M. Best	A+ (2nd highest of 16)	A+ (2nd highest of 16)
Fitch	A+ (5th highest of 19)	A+ (5th highest of 19)
Moody's	A1 (5th highest of 21)	A1 (5th highest of 21)
Standard & Poor's	AA- (4th highest of 21)	AA- (4th highest of 21)

These ratings apply only to the claims-paying ability as of October 30, 2019. All ratings are subject to revision or withdrawal at any time by the rating agencies. The ratings are not recommendations to buy, sell or hold our securities. For more information on ratings, including rating agency outlooks, see www.LFG.com/public/aboutus/investorrelations/financialinformation/ratings.

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.

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.

With variable products, policy values will fluctuate and are subject to market risk and to possible loss of principal. With any VUL product, there are certain fees and associated costs, including monthly cost of insurance, administrative expense and premium load charges, as well as daily charges on assets invested in the variable investment options for mortality and expense risk, and asset management fees. Ask your financial professional for more detailed information. Also, please discuss tax implications with your tax and legal advisors.

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

Only registered representatives can sell variable products.

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A MEC policy is one in which the life insurance limits exceed certain high levels of premium or the cumulative premium payments exceed certain amounts specified under the Internal Revenue Code. For policies that are MECs, distributions during the life of the insured, including loans, are first treated as taxable to the extent of income in the contract, and an additional 10% federal income tax may apply for withdrawals made prior to age 59½.

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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LCN-2864613-120919

POD 2/20 Z04

Order code: LIF-WHY-BRC001

