

LIFE SOLUTIONS

The Lincoln Leader

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Life Portfolio Update: Discontinuation of *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}*

Closing to new sales effective August 9, 2024

As Lincoln balances consumer value with the financial standards of our business, we must continuously evaluate our product portfolio to ensure our solutions meet evolving customer demand and are best suited for market conditions.

After careful consideration, Lincoln is discontinuing new sales of *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}*

Financial professionals and applicants will be given a transition window of more than 60 days for new and pending applications, with August 9, 2024, as the deadline to submit formal applications. The last day to place *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}* business will be December 31, 2024.

We will continue providing excellent customer service for inforce *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}* policies and are committed to working closely with you throughout this process to ensure a smooth transition for your firm.

We remain firmly committed to the future of our life business

Our Life business remains focused on the strategic realignment to protection and accumulation solutions that offer more stable cash flow profiles and risk-adjusted returns, while continuing to de-emphasize products with lifetime guarantees. Lincoln will continue to provide one of the broadest portfolios in the industry, offering a wide range of solutions, including products that offer guaranteed protection beyond average life expectancy, with the potential for coverage to be extended through market performance. The discontinuation of new sales of *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}* helps us further optimize our product portfolio and support our go-forward strategy.

HEADLINES

[Life Portfolio Update:
Discontinuation of *Lincoln VUL^{ONE}*
and *Lincoln SVUL^{ONE}*](#)

[Lincoln VUL Dollar Cost
Averaging Fixed Account Rate
Program - Extended](#)

[Coming Soon – Fixed and
Indexed Account Rate
Improvements for *Lincoln*
WealthAccelerate® IUL](#)

[Professional Advantage
Program Expansion \(Reprint\)](#)

[Foreign National Guidelines
\(Reprint\)](#)

[Coming Soon: New Online
Claims Portal \(Reprint\)](#)

[Resource Roundup](#)

Submission Deadlines

- All formal applications for *Lincoln VUL^{ONE}* and *SVUL^{ONE}*, including *LincXpress[®]* Tickets, must be received in good order at Lincoln by August 9, 2024.
- All policies must be placed, and all placement-restrictive requirements, including premium, must be received at Lincoln in good order by 4 p.m. ET December 31, 2024. For any pending *Lincoln VUL^{ONE}* or *Lincoln SVUL^{ONE}* case not placed by the deadline, the client must select a different product, or the case will be canceled.
- For applications or tickets that have been closed out, a new Part I or ticket packet must be submitted by August 9, 2024, otherwise, the case will be subject to the product availability at that time.
- For 1035 exchanges, the underwriting offer must be made, and 1035 exchange must be initiated by September 27, 2024.
- For cases with the owner listed as “Trust to be Established,” formal applications received in the Home Office by August 9, 2024, and signed by the insured will still qualify as awaiting a trust to be set up as part of the normal course of business. The only paperwork that Lincoln will not require at submission is the executed Certification of Trustee Powers with the trustee/owner’s signature. It must be received prior to issue.
 - “Trust to be Established” is defined as a newly established trust in the process of being set up and for which completion of the trust and its established date fall after the original application signed date. Pre-existing trusts do not qualify as “Trust to be Established.” Nor will Lincoln accept a final application that originates with the owner listed as “Trust to be Established” but deviates ownership to another entity or individual.

Illustration Controls

- As of June 10, 2024, *Lincoln DesignItSM* and WinFlex illustration software will include an alert message for the impacted products reflecting the August 9, 2024, submission deadline.
- As of August 12, 2024, any illustration for these products must be run as revised.
- As of January 2025, *Lincoln DesignItSM* and WinFlex will no longer allow illustrations of the impacted products.

FAQ

[For more information, download the FAQ.](#)



[Download this article pdf](#)

Lincoln VUL Dollar Cost Averaging Fixed Account Rate Program - Extended

Extended through December 31, 2024

Lincoln is extending the Variable Universal Life Insurance Dollar Cost Averaging Fixed Account Enhanced Interest Rate Program through December 31, 2024. This program includes an 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.

Fixed Account enhanced rate when electing DCA for a 12-month period¹

Accumulation Products: <i>Lincoln AssetEdge</i> [®] VUL	
Enhanced current interest rate ² 8%	Program yield ³ 4.04%

New formal applications signed, dated, and received in good order in Lincoln's home office up to and including **Tuesday, December 31, 2024** are eligible.

Lifetime Guarantee Products: <i>Lincoln VUL</i> ^{ONE} and <i>Lincoln SVUL</i> ^{ONE}	
Enhanced current interest rate ² 2%	Program yield ³ 1.00%


New formal applications signed, dated, and received in good order in Lincoln's home office up to and including **Friday, August 9, 2024** are eligible.

¹Subject to eligibility requirements. Term conversions and internal replacements are not eligible.

²Enhanced interest rate is paid on the declining balance in the Fixed Account, so the amount earned each month will be less.

³The program yield is based on the initial premium after the completion of the DCA program. The DCA rate does not reflect performance of the variable investment options selected by the client. Depending upon the product, results may be lower due to product charges; refer to prospectus for details.

Dollar cost averaging does not guarantee a profit or protect against loss in declining markets. Clients should also consider their ability to continue purchasing through all periods at all price levels.

 [Download this article pdf](#)

Coming Soon – Fixed and Indexed Account Rate Improvements for Lincoln WealthAccelerate® IUL

Effective June 15, 2024

Effective June 15, 2024, Lincoln is pleased to announce an increase to cap and participation rates on *Lincoln WealthAccelerate*® IUL, which may improve future policy performance. *Lincoln WealthAccelerate*® is an indexed universal life product that offers a fully digital and automated experience—from application to policy management.

The following changes apply to newly created segments opened on or after June 15, 2024, for all currently and previously sold policies.

Lincoln WealthAccelerate® IUL Indexed account rate improvements

Fidelity AIM® Dividend Indexed Account — Fixed Bonus

- Participation rate Increases to 170% (from 155%)
- Max illustrated Rate increases to 5.69% (from 5.19%)

S&P 500® Traditional Indexed Account¹

- Cap increases to 10.50% (from 9.50%)
- Max illustrated Rate increases to 6.60% (from 6.11%)

DCA, fixed, and holding account crediting rate improvements

- Current Fixed and Holding: 3.75% (from 2.25%)
- Current DCA: 4.50% (from 3.00%)

¹Excluding dividends.

Illustration Software Updates

If you have an active internet connection, the *Lincoln DesignIt*™ Illustration System (v65.0B) will automatically update on June 10, 2024, to reflect the *Lincoln WealthAccelerate*® IUL rate updates. If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.

Reference Material

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.

Technical Reference

[Product Reference Guide](#)

[Credited interest rate](#)

[Indexed UL Rates – Current](#)

[Indexed UL rates](#) for currently sold products effective with new segments opened on or after June 15, 2024.



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Professional Advantage Program Expansion

Lincoln life insurance coverage now available up to \$40 million with no exams or labs

Reprinted from the May 13 Lincoln Leader

At Lincoln, our Industry Leading Underwriting team constantly looks for ways to increase competitiveness and simplify the customer experience. The Professional Advantage Program is a simplified life insurance offering that requires no exams or labs for our professional clients who have had a recent complete physical, meeting our specified criteria.

Beginning May 13, 2024, the Professional Advantage Program is becoming more competitive.

What you need to know



Up to **\$40 million** in personal or business insurance coverage is now available, up from \$20 million.



To consider coverage up to \$40 million, the time period in which the applicant must have a complete detailed exam conducted by a physician is being reduced to **12 months** from 18 months.



Spousal coverage is also increasing **up to \$40 million** from \$20 million.

To be considered for the Professional Advantage Program:

- all [eligibility requirements](#) must be met, and
- a Cover Letter to the underwriter must be included indicating the following:
“Professional Advantage Program case — exam and vitals not required.”



Please contact your dedicated Lincoln Underwriting and New Business team for additional information.

Foreign National Guidelines

Autobind and jumbo limit expansion

Reprinted from the May 13 Lincoln Leader

At Lincoln, we take pride in offering competitive life insurance options for our global clients. Beginning May 13, 2024, we are increasing the autobind and jumbo face amount limits for our foreign national clients.

Key changes

- Autobind limit is increasing to **\$40 million**, up from \$25 million
- Jumbo limit is increasing to **\$60 million**, up from \$35 million
- Consideration will only be given for Lincoln approved countries



For complete details, view Lincoln’s [Foreign National Underwriting Guidelines](#)

Did you know?

At Lincoln, we have a specialty underwriting team dedicated to our foreign national clients. For additional questions and streamlined service on your foreign national cases, contact:

Dedicated Phone:
844-266-0828

Send requirements:
SFNUWNB@LFG.com

Quick Quote:
foreignnationalquickquotes@LFG.com

Coming Soon: New Online Claims Portal

For Annuity and Life Insurance Beneficiaries and Financial Professionals

Reprinted from the May 13 Lincoln Leader

At Lincoln, we understand that coping with the loss of a loved one is one of life's most difficult experiences. To simplify the beneficiary process, we're launching a new annuity and life insurance claims portal.

Benefits

The current claims process is manual, with most submissions processed over the phone and delivered via USPS mail. The portal introduces new and improved self-service capabilities and an online claims submission process that provides beneficiaries and Financial Professionals with the following benefits:



Simple,
step-by-step
submission process



100% digital;
compatible with
any device



Shortened
notice-to-payment
time



Real-time
status tracker
and updates



Ability to upload
documents;
view/send messages

In addition, the new online portal allows Financial Professionals to complete and facilitate the process on behalf of the beneficiary — and an update will be made to their book of business page with links directly to the portal.

Technology Features

Claims Submission Features:

- ✓ Helpful progress tracker informs users of their progress and claim status
- ✓ Generative and reflexive questions based on form questions and beneficiary answers
- ✓ Help markers that include descriptions/terms to help users comprehend questions
- ✓ To improve accuracy, a calendar date feature and utilization of Google Maps for addresses will be available
- ✓ Support Center that includes “frequently asked questions” to reduce contact center calls
- ✓ Ability for the user to add additional beneficiaries' information (up to 4)
- ✓ Information submitted is populated into a form for easy saving or printing
- ✓ Electronic Signature Pad available, so no separate signing program is needed
- ✓ Entire experience (including signature) can be completed easily from mobile devices

Claims Portal Features:

- ✓ Real-time tracker to show the progress of the claims process
- ✓ Update contact information
- ✓ Update or add bank account information
- ✓ Upload documents and send messages directly to Lincoln claims staff
- ✓ Sends automatic status updates via text or email

Additional information will be provided in an upcoming Lincoln Leader.

Resource Roundup

Don't miss any of the useful resources shared in this newsletter. Below is a summary of links.

[Article: Life Portfolio Update: Discontinuation of Lincoln VUL^{ONE} and Lincoln SVUL^{ONE}](#)

[FAQ: Discontinuation of Lincoln VUL^{ONE} and Lincoln SVUL^{ONE}](#)

[Article: Lincoln VUL Dollar Cost Averaging Fixed Account Rate Program - Extended](#)

[Article: Coming Soon – Fixed and Indexed Account Rate Improvements for Lincoln WealthAccelerate® IUL](#)

[Flier: Professional Advantage Program Expansion: eligibility requirements](#)

[PDF: Foreign National Underwriting Guidelines](#)

Go Digital

Be sure to check out the [GoDigital website](#) your one-stop shop for all Lincoln digital capability resources!

State Approvals

Last Updated
5/13/2024

[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.

Lincoln Leader archive

[Access previous newsletters here](#)
(must be logged in to LFD.com)

Explore our Blogs

Help solve a range of client income needs through holistic planning. [See the latest blog.](#)

Market Intel Exchange

Market data and insights from Lincoln and industry asset management partners. [Market Intel Exchange \(PDF\)](#)

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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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.

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[RETURN TO HEADLINES](#)