

LIFE SOLUTIONS

The Lincoln Leader

JULY 29, 2024

VOLUME 22, ISSUE 15

Coming soon –Lincoln WealthAccumulate® IUL (2019) Indexed Universal Life Rate Updates

Cap increases on previously sold life insurance products

Effective August 15, 2024, Lincoln is pleased to announce changes to caps on certain indexed accounts, which may improve future policy performance. The changes apply only to newly created indexed account segments on previously sold *Lincoln WealthAccumulate* IUL (2019) and *Lincoln WealthAccumulate* IUL (2019) – 9/16/19 policies. The Illustration software will be updated effective August 12, 2024, reflecting all indexed account changes. There are no changes to currently sold products.

Products with Cap Changes

<i>Lincoln WealthAccumulate</i> IUL (2019)	Current Cap ¹	New Cap ²
Conserve 1% Floor	6.25%	6.50%
Balance 0% Floor 2% Asset Based Charge deducted when segment opens	6.50%	6.75%
Perform 0% Floor 4% Asset Based Charge deducted when segment opens	6.50%	7.25%
Perform Plus 0% Floor 6% Asset Based Charge deducted when segment opens	8.75%	9.00%
<i>Lincoln WealthAccumulate</i> IUL (2019) - 9/16/19	Current Cap ¹	New Cap ²
Conserve 1% Floor	6.25%	6.50%
Balance 0% Floor 2% Asset Based Charge deducted when segment opens	6.50%	6.75%
Perform 0% Floor 4% Asset Based Charge deducted when segment opens	6.50%	7.25%
Perform Plus 0% Floor 6% Asset Based Charge deducted when segment opens	8.75%	9.00%

¹Applies to index segments created on or before July 15, 2024.

²Applies to index segments created on or after August 15, 2024.

HEADLINES

[Coming soon –Lincoln WealthAccumulate® IUL \(2019\) Indexed Universal Life Rate Updates](#)

[Coming soon in New Jersey: MoneyGuard Market Advantage® 2024](#)

[Coming Soon in South Carolina: New Application Forms & MoneyGuard Market Advantage® 2024](#)

[2024 Life Insurance Year-end Guidelines](#)

[Lincoln Financial Group® to Work with Policy Owners Impacted by Hurricane Beryl in Vermont](#)

[Lincoln Financial now available on eValuate \(Reprint\)](#)

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

[Resource Roundup](#)

Illustration Software Updates

If you have an active internet connection, the *Lincoln DesignIt*SM Illustration System (66.0), will automatically update on August 12, 2024, to reflect the 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.

FAQ

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



[Download this article pdf](#)

Coming soon in New Jersey: MoneyGuard Market Advantage[®] 2024

Available August 12, 2024

Effective Starting August 12, 2024, *MoneyGuard Market Advantage*[®] (2024) will be made available in the state of New Jersey. The launch of *MoneyGuard Market Advantage*[®] (2024) will provide New Jersey with the newest variable linked-benefit life insurance solution in the Lincoln *MoneyGuard* portfolio.

MoneyGuard Market Advantage[®] (2024) delivers innovation while maintaining market leadership and our focus on reimbursement long-term care benefits. Recognizing the importance of flexibility, we have introduced an indemnity choice option at time of first claim. Customers will also benefit from a redesigned and enhanced illustration, and expanded investment options that include First Trust funds. Additional flexibility comes from a new trails compensation option based on Firm and channel approvals.

Following a transition period that will run through September 13, 2024, Lincoln *MoneyGuard Market Advantage*[®] (2024) will replace currently sold Lincoln *MoneyGuard Market Advantage*[®] (2022) in New Jersey.

Availability and Transition Guidelines

Pending firm approval, applications for Lincoln *MoneyGuard Market Advantage*[®] (2024) in New Jersey are being accepted beginning August 12, 2024.

- **For applications to qualify for the current *MoneyGuard Market Advantage*[®] (2022) 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 Friday, September 13, 2024.
- **For pending or issued business on or after August 12, 2024**, Lincoln will require the updated Agents Report and a revised illustration to change to *MoneyGuard Market Advantage*[®] (2024). Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.
- **For placed business, normal internal replacement guidelines apply.** Rewrites will not be accepted.
- **As of August 12, 2024, *Lincoln DesignIt*SM and WinFlex will be 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 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 60 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.*

State Availability: Available in New Jersey starting 8/12/24



[Download this article pdf](#)

Coming Soon in South Carolina: New Application Forms & MoneyGuard Market Advantage® 2024

Available August 12, 2024

Starting August 12, 2024, *MoneyGuard Market Advantage*® (2024) life insurance will be made available in the state of South Carolina. In addition, South Carolina will start using state specific, non-ICC versions of the application forms, including two newly updated versions of the Part II and LTC Supplement for all Lincoln *MoneyGuard*® products.

Product Launch Details

The launch of *MoneyGuard Market Advantage*® (2024) in South Carolina on August 12, 2024, will provide South Carolina with the newest variable linked-benefit solution in the Lincoln MoneyGuard portfolio.

MoneyGuard Market Advantage® (2024) delivers innovation while maintaining market leadership and our focus on reimbursement long-term care benefits. Recognizing the importance of flexibility, we have introduced an indemnity choice option at time of first claim. Customers will also benefit from a redesigned and enhanced illustration, and expanded investment options that include First Trust funds. Additional flexibility comes from a new trails compensation option based on Firm and channel approvals.

Following a transition period that will run through September 13, 2024, Lincoln *MoneyGuard Market Advantage*® (2024) will replace currently sold Lincoln *MoneyGuard Market Advantage*® (2022) in South Carolina. Additional details for transition guidelines are provided below including some important form related details that are unique to this South Carolina launch in association with South Carolina moving from an Interstate Compact (ICC) to a non-ICC state as part of this launch.

Forms and Process Updates:

For all products sold in South Carolina, the non-ICC application forms and updated Part II and LTC Supplement will be made available on the Forms Tool and Firm Platforms on August 12, 2024. Electronic application platforms and the client electronic/telephone interview will also automatically update to the new forms on August 12.

The enhancements made to the Part II and LTC Supplement are based on experience and feedback from our valued partners to improve clarity of questions and reduce completion errors, improve the client experience during the interview process, and increase efficiencies within the underwriting process. The updates to these forms will also be integrated into the electronic and telephone personal history interviews to create a consistent application experience.

Availability of the new LTC Supplement and Part II for additional states will be communicated in the future.

Transition Guidelines for South Carolina

For all products sold in South Carolina starting August 12, 2024, the non-ICC application forms and updated versions of the Part II and LTC Supplement will be available. There will be a 60-day transition period where the old forms can be accepted, excluding the new *MoneyGuard Market Advantage*® (2024) product as outlined below.

- Applications for *MoneyGuard Market Advantage*® (2024) will be accepted in South Carolina beginning on August 12, 2024.
- **The new non-ICC application forms and updated versions of the Part II and LTC Supplement must be used.**
- **The use of old ICC application forms will not be permitted** and cannot be mixed with the non-ICC versions.
- **To change a pending or issued policy to *MoneyGuard Market Advantage*® (2024)**, Lincoln will require a new non-ICC application package to be submitted, including a revised illustration and client interview if applicable. Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.
- **For placed business**, normal internal replacement guidelines apply. Rewrites will not be accepted.
- **For applications to qualify for the current *MoneyGuard Market Advantage*® (2022) 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 Friday, September 13.

Additional information

- As of August 12, 2024, *Lincoln DesignIt*SM and WinFlex will be 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 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 60 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.*

[State Availability:](#) Available in South Carolina starting 8/12/24



[Download this article pdf](#)

2024 Life Insurance Year-end Guidelines

Individual Life, Executive Benefits and Lincoln MoneyGuard®

Lincoln Underwriting and New Business is committed to helping you meet your year-end goals and objectives. To ensure the maximum amount of your business is placed before the close of business on Dec. 31, 2024, 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.

	<i>Lincoln VUL^{ONE} and Lincoln SVUL^{ONE} ONLY</i>	Life, MoneyGuard, Executive Benefits
Lincoln VUL^{ONE} and Lincoln SVUL^{ONE} application submission deadline. All applications or tickets must be submitted to Lincoln by Aug. 9, 2024, and be placed by Dec. 31, 2024. For any pending VUL ^{ONE} or SVUL ^{ONE} case not placed by the deadline, the client must select a different product, or the case will be cancelled.	August 9 NO EXCEPTIONS	N/A
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.	August 9	October 4
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.	August 9	Suggested by November 1
1035 exchange initiation deadline. 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.	September 27 NO EXCEPTIONS	Suggested by November 8
Company Holiday November 28-29		
Suggested final date to submit all applications and tickets requesting a <u>Tele-App or Phone PHI</u>. The completion of the interview is contingent on your client's scheduling availability. Online interview (eInterview) is flexible and can be completed at any time.	N/A	December 6
Suggested final date to submit all full applications and tickets requesting an online interview (eInterview).	N/A	December 13
All placement-restrictive requirements, including premium, must be received at Lincoln <u>in-good-order</u> to be <u>guaranteed</u> for placement by Dec. 31, 2024.	4:00pm ET December 31	December 20
2024 compensation income placement deadline* All business placed in-force with premium by Dec. 20, 2024, will be considered as 2024 income. Any business placed after this date, through Dec. 31, 2024, will count as 2024 production but will be treated as 2025 earnings.	December 20	December 20
Company Holiday December 25		
2024 PLACEMENT DEADLINE: IMPORTANT for variable universal life (VUL) policies:		
<ul style="list-style-type: none"> All placement-restrictive requirements, including premium, must be received in-good-order no later than 4:00pm ET for placement on Dec. 31, 2024. If premium is received after 4:00pm ET, any pending case will place for 2025 production. For any pending non-1035 <i>Lincoln VUL^{ONE}</i> or <i>SVUL^{ONE}</i> case not placed by Dec. 31, 2024, the client must select a different product, or the case will be cancelled. 	4:00pm ET December 31 NO EXCEPTIONS	December 31

***Important information regarding Internal Replacements:** For Lincoln internal replacements, all business must be placed in-force with premium by Dec. 20, 2024, to be considered as 2024 compensation income. Any business placed after this date, through Dec. 31, 2024, will count as 2024 production but will be treated as 2025 earnings.

Always, Go Digital First!

PENDING CASE STATUS:

A year-end placement reminder, *Memo to Agent Requirement*, will be added to all pending *VUL^{ONE}* and *SVUL^{ONE}* cases starting August 2024 and to all other policies in Q4 2024.

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

Lincoln's Suite of Digital Capabilities

- Eliminates paperwork
- Increases in-good-order submissions
- Streamlines underwriting decisions
- Offers same day delivery of issued policies

Reference Materials IGO Best Practices

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



DIGITAL TOOLS

To help expedite your case from submission to placement

- **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, further speeding up the process
- **eNIGO** Resolves not-in-good-order form requirements online
- **Two -Way Communications** Allows requirements to be satisfied and underwriting offers to be accepted via the Pending Website
- **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

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. More information about carriers' 1035 processes: [1035 Exchange Carrier Information](#)
- **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) 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.

Automated Underwriting

- If a policy qualifies for automated underwriting (AU), (ages 18-60 up to \$2.5M), please do not order labs in advance. Lincoln's AU process will determine if labs are needed.



[Download this article pdf](#)

Lincoln Financial Group® to Work with Policy Owners Impacted by Hurricane Beryl in Vermont

Lincoln Financial Group® (Lincoln) recognizes the hardships many of our policy owners and agents have experienced related to Hurricane Beryl in Vermont. As the hurricane 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 Hurricane Beryl, 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

Lincoln Financial now available on eValuate

Underwriting quick quotes in real-time

Reprinted from the July 15, 2024, Lincoln Leader

Beginning July 15, 2024, Lincoln Financial is now available on eValuate offered through Paperless Solutions Group (PSG). eValuate is a multi-carrier field underwriting platform for agents to obtain accurate underwriting quick quotes, including Lincoln's standard and preferred guidelines, as well as rated build and rated blood pressure. In the near future, multiple impairments and co-morbid conditions based on Lincoln's specific underwriting guidelines will be available for quoting.

How to access

1. **Lincoln quick quotes:** access directly from the life insurance product pages on Lincoln's producer website or [click here](#).
2. **Multi-carrier quick quotes:** sign up directly with PSG eValuate to access underwriting quotes for all carriers on the platform. Contact Bill Walasek, Head for Sales at PSG, at BWalasek@mib.com, for more information and a personalized demo.

To learn more about the features and benefits of eValuate, watch this short video: [Watch Now](#)

As previously communicated, with the availability of this new tool, Lincoln is no longer available on the **XRAE Lite** quick quote solution. Partners can continue to email their dedicated Lincoln underwriting team for quick quotes, as they do today.

Note: Paperless Solutions Group is not an affiliate of Lincoln Financial Group.



[Download this article pdf](#)

Coming Soon: New Online Claims Portal

For Annuity and Life Insurance Beneficiaries and Financial Professionals

Reprinted from the July 15, 2024, 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
Required
documents

In addition, the new online claims portal allows Financial Professionals to complete and facilitate the process on behalf of the beneficiary, with direct links to the claims portal from the Lincoln Producer Website Book of Business page.

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
- ✓ Upload documents
- ✓ Future enhancement! 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: Coming soon – Lincoln WealthAccumulate® IUL \(2019\) Indexed Universal Life Rate Updates](#)

[FAQ](#)

[Article: Coming soon in New Jersey: MoneyGuard Market Advantage® 2024](#)

[Article: Coming Soon in South Carolina: New Application Forms & MoneyGuard Market Advantage® 2024](#)

[Article: 2024 Life Insurance Year-end Guidelines](#)
[1035 Exchange Carrier Information](#)

[Wire and ACH Instructions](#)

Reference Materials:

[Core Life](#)

[TermAccel®](#)

[MoneyGuard®](#)

[Article: Lincoln Financial now available on eValuate](#)

[Lincoln quick quotes](#)

[Video: Watch Now](#)

Go Digital

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

State Approvals

Last Updated 7/15/2024

[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

©2024 Lincoln National Corporation

[LincolnFinancial.com](#)

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN-6806162-071824



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.

[RETURN TO HEADLINES](#)