

# The Lincoln Leader

NOVEMBER 11, 2024

VOLUME 22, ISSUE 23

## Lincoln *MoneyGuard*<sup>®</sup> New Business Team Updates

### Brokerage and Specialty Markets Divisions

Lincoln Underwriting & New Business recently realigned our team structure to provide the industry leading support that you are accustomed to while optimizing our model for continued success. As part of these realignments, new Lincoln *MoneyGuard*<sup>®</sup> submissions within the brokerage and specialty markets divisions are now supported by the same dedicated New Business teams which also service your Life cases. There will be no changes to the *MoneyGuard* underwriting team that is in place today.

With the realignment of our New Business teams, valued partners and customers will benefit from:

1. One unified leadership team that supports both the Life and *MoneyGuard* business for better oversight.
2. Dedicated new business resources that are experienced and familiar with individual partner needs, further reducing processing errors.
3. A consistent experience and culture for our partners and associates by supporting and leveraging best practices across Life and *MoneyGuard*.

We are committed and prepared to serve both your Life and *MoneyGuard* business with the care and attentiveness you have come to expect. Please be assured that all business is being handled following our normal processes and within our posted Service Level Agreements.

If you have any questions, please reach out to your dedicated Lincoln New Business and Underwriting team.

PDF

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### Headlines

[Lincoln \*MoneyGuard\*<sup>®</sup> New Business Team Update](#)[New Business Form Updates](#)[New Point of Sale Indicator for Life eSubmissions](#)[New Business Phone Queue Updates \(Reprint\)](#)[The Market Conduct Manual](#)[Reminder: Online 1099 Tax Statements and Email Notification](#)[2024 Life Insurance Year-end Guidelines \(Reprint\)](#)[Resource Roundup](#)

# New Business Form Updates

**November 11, 2024**

The following forms for Lincoln life insurance, including *MoneyGuard*® (MG), have been updated. Please reach out to your dedicated Underwriting & New Business Team if you have any questions.

Form Name/Number	Details	Product		Transition
		Life	MG	
<b>Electronic Funds Transfer (EFT) Form</b> (CS06711 2/24)	The EFT form has been updated to include the following disclaimer: “ <i>Lincoln may require a voided check or other banking document to establish or maintain this Electronic Funds Transfer Authorization. You will be notified if this additional documentation is necessary.</i> ” This updated version has existed on the Lincoln forms tool and <i>MoneyGuard</i> platforms since August. This form will now be available on all platforms.	X	X	30 days
<b>HIV Consent</b> (Various)	The HIV Notice and Consent form that the Proposed Insured must sign to give consent to HIV testing has been updated in AZ, DC, IA, KY, ME, MI, NH and OH following changes made in early 2024 to Lincoln’s Underwriting guidelines for HIV positive individuals.	X		30 days

**PDF** [Download the full article pdf](#)

## New Point of Sale Indicator for Life eSubmissions

**Effective November 11, 2024**

Effective November 11, 2024, Lincoln is implementing an enhancement on our life eSubmission platforms for partners who operate within a Point-of-Sale model. A new question has been added within life eTicket and eApp submissions for Financial Professionals to indicate if there is a Point-of-Sale contact aligned to the case. This new feature will help streamline the submission process for firms that utilize the Point-of-Sale model by reducing the need to include a cover letter for this information.

### What You Need to Know

- Within the Agent Information tab for life eTicket and eApp submissions, a new “yes/no” question has been added:
  - “Is there a Point of Sale aligned to this case?”
- If the answer is yes, an additional field will appear to enter the Point-of-Sale name.
- When a Point-of-Sale name is entered in the eTicket or eApp, this information will automatically feed to Lincoln with the submission and a cover letter will no longer be required for this information.
- Exclusions: *Lincoln TermAccel*® and *Lincoln MoneyGuard*® are currently excluded from this enhancement.

**For additional information, contact your dedicated Lincoln Underwriting and New Business Representative.**

# New Business Phone Queue Updates

Reprinted from the October 28, 2024, Lincoln Leader

Lincoln is implementing a change to many of our Life New Business phone queues to prevent future automated solicitation calls to our representatives. This action will reduce approximately 3,000 calls annually and will allow our New Business Case Manager's more time to handle your important inquiries. A new prompt will be added on toll-free numbers, which will require **callers to make a selection** before proceeding to a live new business representative.

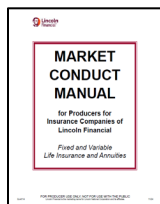
## What You Need to Know

- Currently, after our automated messaging has answered a call, callers are directly routed to the next available representative.
- **Beginning Nov. 9**, the following message will play and require callers to enter a prompt:
  - “For the next available representative, press 3 now.”
  - If callers do not press 3, the message will play a second time.
  - If no selection is made after the second replay, the call will politely be disconnected and will **not** route to the next available representative.

For questions, please contact your **Dedicated Underwriting and New Business Representative**.

# The Market Conduct Manual

## Updated for producers



The Market Conduct Manual for producers has been updated effective November 2024. The Market Conduct Manual is a guide for producers who sell Lincoln's individual life insurance and annuity products. This manual provides a high-level overview of Lincoln's expectations for ethical conduct and good business practices in the sales of these products. It covers a wide variety of topics and is provided to producers upon appointment with Lincoln's insurance companies. By signing a Producer Agreement with Lincoln, producers agree to adhere to the guidelines contained within the manual.

The manual was recently updated to reflect Lincoln's current market conduct policies and procedures.

The updated manual (BJ-8114) is available in the Consolidated Forms Tool in the Producer Solutions Life of Business section, and on Lincoln's producer websites or you may click here to view the updated manual.

**PDF** [Download the manual pdf](#)

## Reminder

## Online 1099 Tax Statements and Email Notification

As we near the 2025 tax season, we'd like to remind you that Lincoln offers its annuity and life insurance policy owners the ability to access 1099 tax statements online!

### Access 1099 Tax Statements Online

View, download or print 1099 tax statements from the last seven years



### Opt-In to Go Paperless

Receive an annual email notification when their tax statement(s) are ready to view online



**PDF** [Download the pdf to learn more about this functionality and see step-by-step instructions on how it works](#)

# 2024 Life Insurance Year-end Guidelines

## Individual Life, Executive Benefits and Lincoln MoneyGuard®

Reprinted from the July 29, 2024, Lincoln Leader

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.

	Lincoln VUL <sup>ONE</sup> and Lincoln SVUL <sup>ONE</sup> ONLY	Life, MoneyGuard, Executive Benefits
<b>Lincoln VUL<sup>ONE</sup> and Lincoln SVUL<sup>ONE</sup> application submission deadline.</b> All applications or tickets must be submitted to Lincoln by Aug. 9, 2024, and be placed by Dec. 31, 2024. For any pending VUL <sup>ONE</sup> or SVUL <sup>ONE</sup> 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
<b>Incoming 1035 exchange - overnight mailing requests.</b> 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
<b>1035 exchange submission deadline.</b> 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
<b>1035 exchange initiation deadline.</b> 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

	Upcoming Deadlines	
<b>Suggested final date to submit all applications and tickets requesting a Tele-App or Phone PHI.</b> 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
<b>Suggested final date to submit all full applications and tickets requesting an online interview (eInterview).</b>	N/A	December 13
<b>All placement-restrictive requirements, including premium, must be received at Lincoln in-good-order to be guaranteed for placement by Dec. 31, 2024.</b>	4:00pm ET December 31	December 20
<b>2024 compensation income placement deadline*</b> 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

<b>2024 PLACEMENT DEADLINE: IMPORTANT for variable universal life (VUL) policies:</b> 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 Lincoln VUL <sup>ONE</sup> or SVUL <sup>ONE</sup> 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
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\*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*, was added to all pending *VUL<sup>ONE</sup>* and *SVUL<sup>ONE</sup>* 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®](#)

PDF

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## 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](http://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.

**Resource Roundup:** Below is a summary of links shared in this newsletter.

[Article: Lincoln MoneyGuard® New Business Team Update](#)

[Article: New Business Form Updates](#)

[The Market Conduct Manual](#)

[Reminder: Online 1099 Tax Statements and Email Notification](#)

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

[1035 Exchange Carrier Information](#)

[Wire and ACH Instructions](#)

**Reference Materials:**

[Core Life](#)

[TermAccel®](#)

[MoneyGuard®](#)

<p><b>State approvals</b></p> <p>Last Updated 9/30/2024</p> <p><a href="#">View State Availability Grids</a></p>	<p><b>Go Digital</b></p> <p>Your one-stop shop for all Lincoln digital capability resources!</p> <p><a href="#">GoDigital website</a></p>	<p><b>Market Intel Exchange</b></p> <p>Market data and insights from Lincoln and industry asset management partners</p> <p><a href="#">Market Intel Exchange (PDF)</a></p>	<p><b>Explore our blogs</b></p> <p>Help solve a range of client income needs through holistic planning.</p> <p><a href="#">See the latest blog.</a></p>	<p><b>Find an article</b></p> <p><a href="#">View the Index of Articles</a></p> <p>or visit the <a href="#">Lincoln Leader archive page</a> (must be logged in to LFD.com)</p>
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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 insurance products are sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the product 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 <http://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.**

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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