Prudential

CREATED EXCLUSIVELY FOR FINANCIAL PROFESSIONALS

Life Insurance in Retirement Planning (LIRP) eKit

Strong Strategy. Simple Process.

Many high-income and high-net-worth individuals may be taxed on a significant portion of their retirement incomes. In addition to that, they are facing risks to their retirement from uncertain markets, rising costs (i.e., inflation), and longer life spans that require greater diversity in your approaches. Life insurance has strong tax benefits and can give affluent client options. It offers:

- Death benefit protection
- Potential to build cash value that can be used to supplement income

The **LIRP strategy** has a policy design that minimizes the death benefit and maximizes the premiums paid[1] to try to accumulate as much cash value as possible. That cash value can be used to supplement retirement income and mitigate retirement risks, on a tax-advantaged basis.

TAX ADVANTAGES ARE THE CORE OF LIRP

Income tax-free death benefit
A life insurance policy's death benefit offers a typically income tax-free death benefit.[2]

Tax-deferred cash value
Many life insurance policies offer the potential to accumulate tax-deferred cash value.

Tax-advantaged loans
These life insurance policies also offer the option of taking tax-advantaged loans from the policy's cash value.[3]

Use our 4-step turnkey approach with the Prudential Advantage

1. IDENTIFY

CONSIDER THESE CLIENTS

- High-income earners
- High-net-worth individuals
- Target age 35 to 55
- Those who have maxed out contributions to traditional retirement vehicles
- Business owners

EDUCATION & CLIENT IDENTIFICATION

> Retirement Planning Client Profiler

> Tax Challenge flyer

2. DESIGN

MOMENTUM IUL OFFERS

- Three Capped Accounts and One Uncapped Account
- S&P 500® Indexed Account and Nasdaq 100 Indexed Account
- BenefitAccess Rider (BAR) for chronic illness protection
- Custom LIRP illustration report

POINT-OF-SALE — All client approved

> Momentum IUL Brochure

> Momentum Index Performance

> LIRP Customized Illustration example

3. APPLY

SAVE TIME AND MINIMIZE EFFORT

- Dynamic underwriting with PruFast Track means accelerated decisions for eligible cases
  - Face amounts from $100,000 to $3,000,000
  - Healthy clients ages 18 to 60 may skip medical exams & blood tests
- E-interview online 24/7
- Age at last birthday advantage

COMPLETING THE SALE

> PruFast Track brochure

> eCapabilities digital tool

> eCapabilities By the Numbers

4. MONITOR

MANAGE POLICIES WITH LIFEINSIGHT

- Run in-force illustrations anytime
- Track performance
- Get alerts when an illustrative change occurs
- Run a client-approved summary
- Use information provided to remain in contact with clients and identify evolving needs

POST-SALE SUPPORT

> LifeInsight Overview digital tool

> BenefitAccess Rider Concierge flyer

Choose the simplicity of Life Insurance in Retirement Planning with Prudential.
We make doing business easier for you and clients.

CONTACT YOUR PRUDENTIAL WHOLESALER OR THE NATIONAL SALES DESK.
FOR HELP WITH A CASE OR RUNNING AN ILLUSTRATION, CALL 800-800-2738, OPT 1.

[1] Federal tax law limits the amount of premium contributions that can be made to a policy in order for it to retain certain tax advantages. When premium contributions exceed this limit, the policy is classified as a modified endowment contract (MEC). Distributions from MECs (such as loans, withdrawals, and collateral assignments, including distributions made in the two years prior to becoming a MEC) are taxed less favorably than distributions from policies that are not MECs to the extent there is gain in the policy. For distributions from a MEC prior to age 59½, a 10% additional tax penalty may apply to the extent there is gain in the policy. However, death benefits are still generally received income tax-free pursuant to IRC §101(a). The death benefit will be reduced by any withdrawals or loans (plus unpaid interest). Clients should consult a tax advisor.

[2] Death benefit proceeds are generally received federal income tax-free as provided in Internal Revenue Code Section 101(a).

[3] Life insurance policy cash values grow tax-deferred and are potentially income tax-free. Cash values are accessed through withdrawals and policy loans. Withdrawals are generally taxable to the extent they exceed premiums paid into the policy. Any loans that remain unpaid when the policy lapses or is surrendered while the insured is alive will be taxed immediately to the extent of gain in the policy. Unpaid loans and withdrawals will reduce cash values and death benefits.

Prudential Momentum IUL℠ is issued by Pruco Life Insurance Company and, in New York, by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ.

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