

The Lincoln Leader

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LIFE INSURANCE

Coming Soon – *Lincoln LifeElements*[®] Level Term (2017) – 05/15/17

Effective May 15, 2017, Lincoln is pleased to announce pricing improvements to *Lincoln LifeElements*[®] Level Term (2017) which will solidify key competitiveness at ages 45 and above with face amounts of \$500,000 and above. Premiums either decreased or remained the same in all cells.

Highlights

Goals of the reprice include being a “top 3 carrier” with premiums reduced in nearly 45% of the following core cells:

- \$1 million of death benefit at ages 45+ for all term periods
- \$500,000 of death benefit at ages 45+ for 15/20/30 year term periods
- \$500,000 of death benefit at ages 55+ for 10 year term period

Transition Guidelines

For states that are approved at rollout, there is a 60-day transition period which **begins on May 15, 2017 and ends July 14, 2017**. The 2017 product has not been filed at this time in Alaska, Massachusetts, and New York since they have not approved the use of PBR/2017 CSO.

- **New applications received on or after May 15, 2017 and applications currently in underwriting that will be issued on or after May 15, 2017** will automatically receive the new *Lincoln LifeElements*[®] Level Term (2017) – 05/15/17 lower premiums if applicable. A request to use the lower rates will not be required. If the application had been submitted with premium using the previously higher rates, the difference will be automatically refunded.
- **Beginning July 17, 2017**, the new *Lincoln LifeElements*[®] Level Term (2017) – 05/15/17 rates will automatically be used for all cases.
- **For policies already issued**, Lincoln will accept a written request to change to the *Lincoln LifeElements*[®] Level Term (2017) – 05/15/17 rates.
- **For policies already placed**, Lincoln will not allow rewrites to the *Lincoln LifeElements*[®] Level Term (2017) – 05/15/17 rates.
- **For *LincXpress*[®] Tele-App Cases**, a complete ticket and required solicitation forms* must be received within the same transition rules outlined above.
- **For states approved after rollout**, the above will automatically apply based on the **availability date**.

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***Required *LincXpress*® Tele-App solicitation forms include:**

- *LincXpress*® Tele-App Ticket (LF11252)
- Authorization for Release of Information (HIPAA) (LF02896 or state variations)
- Important Notice: Replacement of Life Insurance or Annuities (LF10087 or state variations) must be signed on or before the earliest signed form in the ticket packet and is needed whether replacing or not replacing.
- Receipt of Privacy Practices Notice and Important Notice Acknowledgment Form (LF10244)
- Agent's Report (LF10971)—Completed and signed by agent only

Illustration Availability

Illustrations for *Lincoln LifeElements*® Level Term (2017) – 05/15/17 will be run on *Lincoln DesignIt*™
Illustration System (v37.0). If you have an active internet connection, the software will automatically update to include the new rates on May 15, 2017. If you need to download the *Lincoln DesignIt*™ illustration system, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

The following riders are available on all versions of *Lincoln LifeElements*® Level Term:

- Accelerated Death Benefit Rider
- Children's Term Insurance Rider
- Waiver of Premium Rider

Coming Soon – *Lincoln TermAccel*® – 05/15/17 (Electronic Ticket Submission Required)

Effective May 15, 2017, Lincoln is pleased to announce pricing improvements to *Lincoln TermAccel*® which will solidify key competitiveness at ages 30 -50 non-tobacco classes with face amounts of \$250,000 - \$500,000.

Our commitment to strong pricing, combined with a fast and easy end-to-end electronic process with **No APS** and the potential for **Lab-Free Underwriting** is why over 450 agencies have already chosen *Lincoln TermAccel*® for their clients. Getting started is simple and our *Onboarding Specialists* are ready to help, because planning for the next generation deserves a next generation product experience.

Highlights

- Goals of the reprice include being a “top 3 carrier” in our core cells, non-tobacco classes at \$250,000 - \$500,000 of death benefit at ages 30-50 with first place position in many cells. Premiums either decreased or remained the same in preferred and standard core cells.
- Premium increases in our core cells are limited to a selection of preferred plus cells spanning all ages and term periods.
- Have question? **Click here** to reference the comprehensive TermAccel Frequently Asked Questions document – it is also available via the Lincoln producer websites under TermAccel/Product Details.

Transition Rules

For states that are approved at rollout, there is a 60-day transition period which begins on **May 15, 2017** and ends **July 14, 2017**. *Lincoln TermAccel*[®] is not available in New York.

- **New applications received on or after May 15, 2017** and **applications currently in underwriting that will be issued on or after May 15, 2017** will automatically receive the new lower premiums if applicable. A request to use the lower rates will not be required. If the application had been submitted with premium using the previously higher rates, the difference will be automatically refunded.
- **Beginning July 17, 2017**, the new *Lincoln TermAccel*[®] – 05/15/17 reprice will automatically be used for all cases.
- **For policies already issued**, Lincoln will accept a written request to change to the *Lincoln TermAccel*[®] – 05/15/17 rates.
- **For policies already placed**, Lincoln will not allow rewrites to the new *Lincoln TermAccel*[®] – 05/15/17 rates.
- For **states approved after rollout**, the above will automatically apply based on the **availability date**.

Illustration Availability

Illustrations for *Lincoln TermAccel*[®] - 05/15/17 will be run on *Lincoln DesignIt*SM *Illustration System* (v37.0)

If you have an active internet connection, the software will automatically update to include the new rates on May 15, 2017. If you need to download the *Lincoln DesignIt*SM illustration system, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

The following riders are available on all versions of *Lincoln TermAccel*[®]:

- Accelerated Death Benefit Rider
- Children's Term Insurance Rider
- Waiver of Premium Rider

Lincoln Variable Universal Life – Fund Updates

Effective May 15, 2017, Lincoln will be updating fund names within the investment lineup for Lincoln’s variable universal life (VUL) products. These updates affect current products and older products.

Fund Name Changes May 15, 2017

Effective May 15, 2017 the following fund name changes were made to all applicable current and closed products (including Lincoln and former Jefferson Pilot products).

Current Name (Old Fund Name)	New Name (New Fund Name)
LVIP Delaware Foundation® Aggressive Allocation Fund – Standard Class	LVIP Delaware Wealth Builder Fund – Standard Class
LVIP Delaware Foundation® Conservative Allocation – Service Class	LVIP JPMorgan Retirement Income Fund – Service Class
LVIP Delaware Foundation® Conservative Allocation Fund – Standard Class	LVIP JPMorgan Retirement Income Fund – Standard Class
Delaware VIP® Smid Cap Growth Series – Standard Class	Delaware VIP® Smid Cap Core Series – Standard Class
Putnam VT Growth & Income Fund – Class IB	Putnam VT Equity Income Fund – Class IB

Prospectuses

Effective May 1, 2017, new prospectuses for each variable universal life product will be updated (with a May 1, 2017 effective date) and available for order. They will also be available on the public website: www.lincolnfinancial.com.

Reminder from Lincoln Underwriting and New Business:

For business in motion, it is important to deliver a copy of the **2017 Funds Prospectus** for cases issued after **May 15, 2017**.

Illustrations for Currently Sold Products

The Lincoln DesignItSM Illustration System will illustrate these changes as of **May 15, 2017**.

Fund Management Fee	Weighted Average <i>(using assets under management)</i>	0.58% (no change)
	Arithmetic Average	0.71% (increased from 0.70%)

Allocation Forms for Currently Sold Products

Allocation Forms will not be updated at this time since only one fund available to new sales had a minor name change (Delaware VIP® Smid Cap Growth Series). Allocation Forms will be updated in August and made available for download at that time.

Systems and Online Performance Reports

Affected systems including online performance reports, are in the process of being updated and will be completed as of **May 22, 2017**.

Coming Soon – Lincoln DesignItSM Illustration System Updates and Enhancements as of May 15, 2017

NEW! Updated Look for DesignIt Desktop Users

DesignIt will be making some updates to its desktop user interface to better align with the current web based version of DesignIt. These enhancements will closer align the two versions of DesignIt, while building upon other recent updates.

Upon login, users will experience updated text layouts, enhanced product switching capabilities, updated icon images, and improved message bar highlights. It is important to note that no technical changes or layout location changes will occur.

NEW! California LEABR Lump Sum Acceleration Report Payout Options

The California chronic illness client-selected lump sum benefit payment option for the *Lincoln LifeEnhance*[®] Accelerated Benefit Rider (LEABR) will now be available to illustrate through an optional report in DesignIt.

As a reminder, one difference with LEABR in California is the Chronic Illness one-time lump sum benefit payment option available on the nationwide version of LEABR was replaced with a client-selected lump sum benefit payment option ranging from a minimum amount to full acceleration.

The enhanced supplemental report will be able to demonstrate what chronic acceleration benefits may look like based on a user-selected single lump sum amount. New options for illustrating payout will be a Known Amount (ranging from a minimum amount to full acceleration), or the Annual IRS per diem (annual equivalent of the per diem assuming 12, 30-day months to determine the net benefit payment). The option for Maximum (one-time) Lump Sum will remain available.

Updated Reference Materials

Materials within the Reference drop down menu along the top of the screen have been updated and refreshed. The Illustrations section now contains updated How-To documents and Output Descriptions, along with a new Product Portfolio section which links to our Product Portfolio Overview marketing brochure.

The above updates and enhancements will be available with the *Lincoln DesignItSM Illustration System (v37.0)*. If you have an active internet connection, the software will automatically update to include the new rates on May 15, 2017. If you need to download the *Lincoln DesignItSM* illustration system, it will be available on the Lincoln producer websites or from Field Office Technicians.

State Approvals

Now available

Lincoln LifeGuarantee[®] SUL (2013) –
02/13/17

- Pennsylvania

[View State Availability Grids](#)

Products and features subject to state availability. Guarantees are subject to the financial strength of the insurer. Lincoln Financial Group is the marketing name for The Lincoln National Corporation and its affiliates.

Insurance policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN. **The Lincoln National Life Insurance Company (Lincoln) does not solicit business in the state of New York, nor is it authorized to do so. Contractual obligations are subject to the claims-paying ability of The Lincoln National Life Insurance Company.**

Insurance policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY. **The contractual obligations are subject to the claims-paying ability of Lincoln Life & Annuity Company of New York (Lincoln).**

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.

Variable products are sold by prospectus. For more information about the variable products, including fees and charges, refer to the prospectus. Variable products are distributed by Lincoln Financial Distributors and offered through broker dealers with effective selling agreements.

Only registered representatives can sell variable products.

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