Lincoln Financial Group®
You're In Charge®

The Lincoln Leader

October 15, 2018 – Vol. 16, Issue 19

Enhanced Variable Product Underwriting Program

Available for a Limited Time

Effective October 8, 2018, Lincoln is pleased to announce an enhanced underwriting program to strengthen the competitive value of Lincoln's industry-leading suite of Variable Universal Life (VUL) products.

For VUL cases fully underwritten at standard or better and placed between October 8, 2018 and December 31, 2018, Lincoln is offering a one-class underwriting upgrade.

Product eligibility	• *Lincoln VUL^{ONE}* and *Lincoln SVUL^{ONE}* • *Lincoln AssetEdge®* VUL • *Lincoln PreservationEdge®* SVUL **Not available for *Lincoln AssetEdge®* Exec VUL or cases placed in New York**
Case placement deadline	• Must be placed between October 8, 2018 and December 31, 2018 • 1035 Exchanges in process are eligible
Issue ages/face amounts	• Issue ages 20-80 • All face amounts • Subject to age/risk class guidelines based on product applied for • Per current guidelines, backdating from age 81 to age 80 will not be permitted to qualify
Underwriting qualifications	• Only fully underwritten policies at standard or better will qualify • Lab-Free cases are eligible • Underwritten Internal Exchanges are eligible • All formal or trial offers are eligible
Exclusions	Not eligible for the underwriting upgrade program: • Substandard rated cases • Cases assessed at standard through the Table Reduction Program • In-force policies • Term Conversions

For additional information, please view the ***Frequently Asked Questions*** flier.

Please contact your Lincoln Underwriting team with any additional questions.

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MoneyGuard® Annual Statements Redesign

Lincoln is committed to continuously improving the end-to-end experience we deliver to our customers, including the way we communicate with policy owners and distribution partners, and helping customers manage their policies.

As part of this commitment, Lincoln takes into careful consideration the meaningful feedback and insights we receive from policy owners and distribution partners to help drive impactful changes that enhance the customer experience.

Lincoln has enhanced the *MoneyGuard*® annual statements in collaboration with our distribution partners to **enhance** the presentation of information and make it easier for policy owners (and their advisors) to **understand** and **manage** their policy.

Enhanced Presentation

- New colors and graphics to enhance the visual appeal of the statement and user experience
- New Summary page that provides a consolidated, easy to navigate view of the most critical policy information, including Long-Term Care and death benefits, and policy surrender value

Helping Clients Understand Policy

- Eye-catching Lincoln Concierge Care section to assist policy owners with their long-term care planning before care is needed
- New visual representation of monthly and annual maximum Long-Term Care Benefits when the inflation option is elected
- New Glossary containing important *MoneyGuard*® product terms

Helping Clients Manage Policy

- Easy to find contact information of the policy owner's financial representative
- Simple summary of the policy owner's payment plan
- Addition of Secondary Addressee details
- Streamlined Lapse Projection section to only reflect guaranteed values

The redesigned statements will be rolled out beginning in the fourth quarter for Lincoln *MoneyGuard*® II. Enhanced statements for Lincoln *MoneyGuard*® Reserve and Lincoln *MoneyGuard*® Reserve Plus are being updated with a launch expected this year.

For additional information, view the:

- ***Sample Statement***
- ***Flier with Changes Highlighted***
- ***Brainshark overview***

NEW Enhancements to Pending Website Case Tools

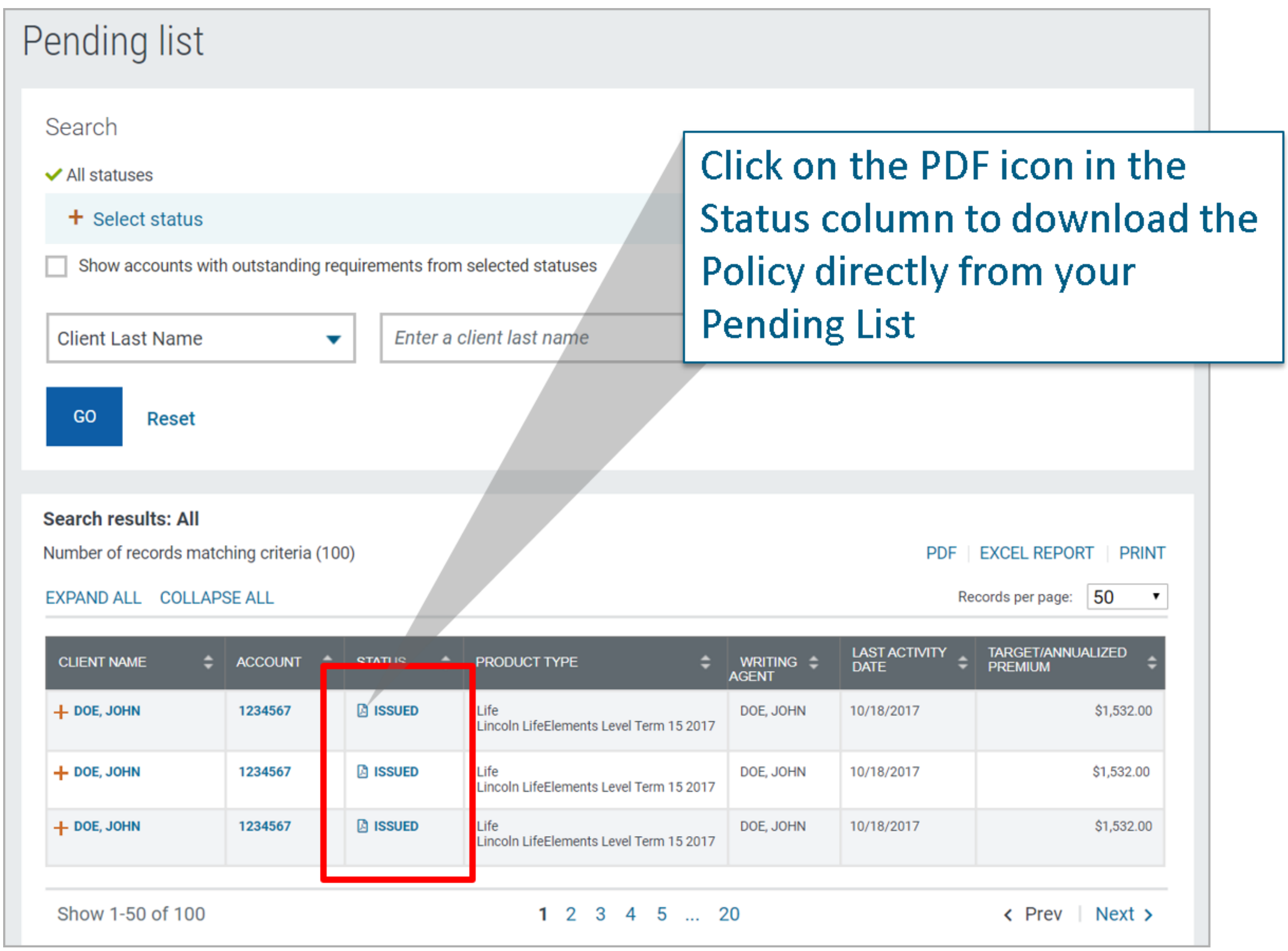
Lincoln is committed to continuously improving our processes to ensure we're providing an excellent experience, and throughout 2018, our partners have already seen many enhancements to the Life and *MoneyGuard*® Pending Case Website. These changes have resulted in many benefits, including driving efficiencies and saving time by increasing the speed in which our partners receive a status update on case requirements and providing new, easier ways to communicate with a Lincoln New Business Associate.

Effective October 18, 2018, Lincoln is pleased to introduce more new enhancements to the Life and *MoneyGuard*® Pending Case website, based on feedback received directly from our partners. These changes will continue to drive efficiencies and improve the pending website experience:

1. **Easier Access to Download a Policy**
2. **Improved Email and Two-Way Communication Tools**

Easier Access to Download a Policy

Effective October 18, 2018, our partners will have the ability to download a PDF of issued policies directly from the Pending List. Previously, the user would be required to click on each policy individually and then click on Policy Details to access the PDF. This new capability will streamline the process for our partners, saving time and enabling quicker access to policies.



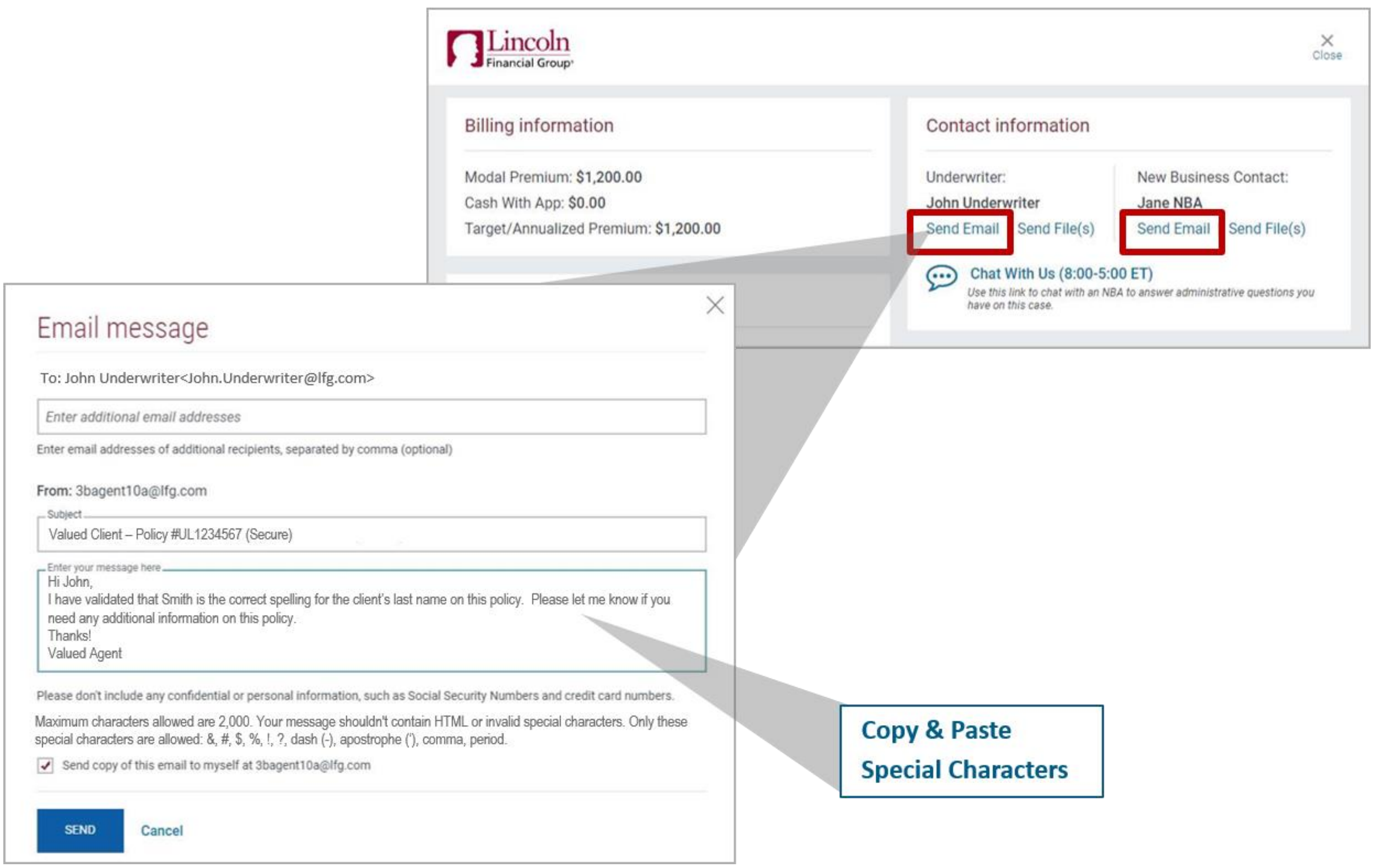
Improved Email and Two-Way Communication Tools

In August, Lincoln introduced new email and two-way communication tools within the Pending Details tab on the pending website. The ***Send Email*** and ***Field Response*** features offer the ability to communicate directly with the assigned Underwriter or New Business Contact to quickly satisfy any outstanding questions or requirements on a specific case.

Based on user feedback, Lincoln is please to introduce improvements to this experience **effective October 18, 2018**, including:

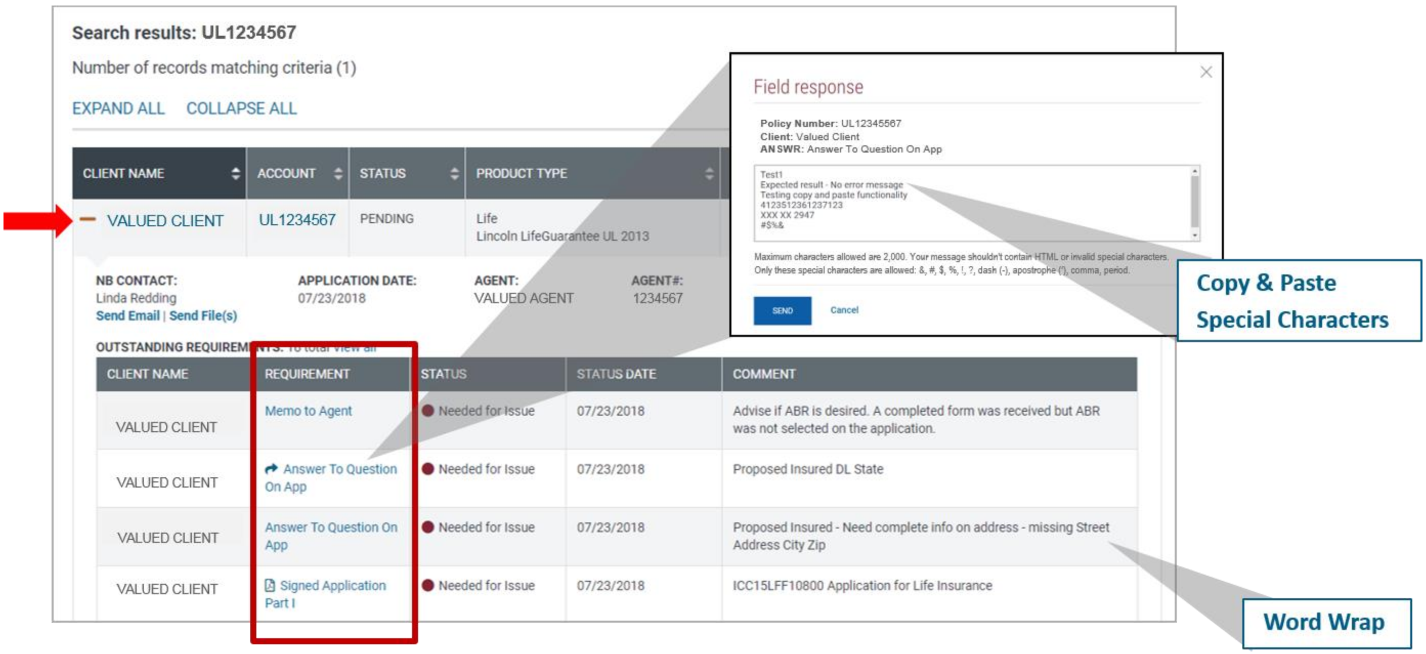
- **Copy & Paste** ability from an application directly into the Message window
- **Additional Special Characters** can now be used
  - & # $ % ! ?
  - , (comma)
  - . (period)
  - - (dash)
  - ' (apostrophe)
- **Words will wrap** and no longer be split at the end of a line in the comments section for requirements

Send Email	Communicate directly with your assigned Underwriter or New Business Contact to quickly satisfy outstanding questions on a case from the Pending Details tab.

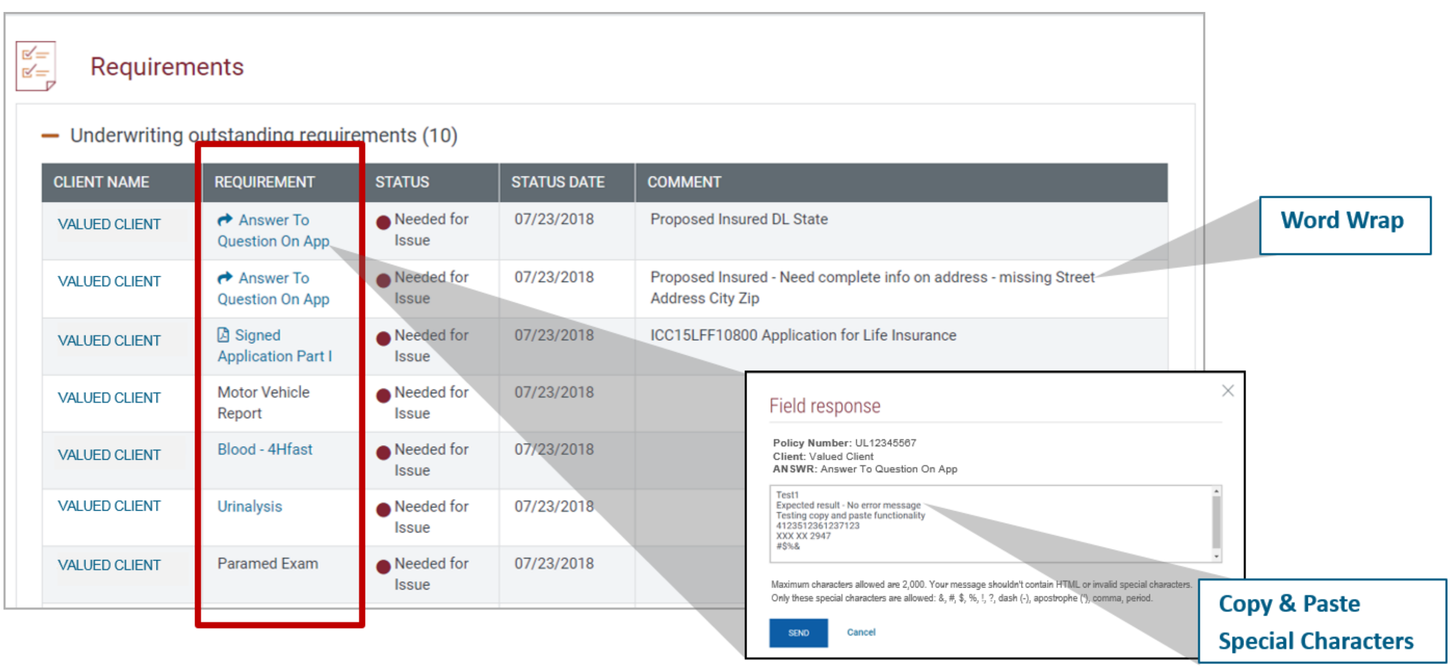


Field Response Quickly provide a response to satisfy any outstanding questions on a case from the Pending List page or the Pending Details tab.

1. Access Field Response from the **Pending List** page > Select expanded view > Select a requirement that is linked to a response field > the "Field response" screen will display.



2. Access Field Response from the **Policy Details** page > Select a requirement that is linked to a response field > the "Field response" screen will display.



Policy Sale to Life Settlement Company – Tax Impact

The Tax Cut and Jobs Act, which was enacted on December 22, 2017, added certain requirements to the Internal Revenue Code related to reporting life settlement transactions. Lincoln is moving forward to comply with the new rules, which we expect will include tax reporting requirements for life policies sold to a life settlement company, transfers to a foreign person and death benefits on life policies owned by a life settlement company. The new tax rules are effective January 1, 2018. Final details of the tax reporting requirements are not expected until late in 2018.

Specific Life Customer Service letters and forms have been updated to include important disclaimer language to create awareness of the new tax rules. Additional disclosure language includes:

- *"If an ownership change is the result of the sale of your policy, or the transfer to a foreign person, you may wish to consult with your tax advisor, attorney or a representative of the Internal Revenue Service for specific information".*

For additional questions, please contact Jim Rooney at Jim.Rooney@lfg.com.

Please note, Lincoln's position regarding producer involvement in viatical and life settlement transactions has not changed. For Lincoln's current position on producer involvement in viatical and life settlement transactions, please refer to Lincoln Financial Group's Market Conduct Manual (BJ-8114), available within the Forms tool on our website.

If you are a producer registered with Lincoln Financial Advisors Corporation or Lincoln Financial Securities Corporation as your broker-dealer, and have an approved life settlement outside business activity with one of those firms, and have any questions regarding Lincoln's position, please contact your Regional Compliance Advisor. **For all other producers, please contact the AML, Fraud & Investigations Unit at EnterpriseServiceAML@lfg.com.**

Secondary Addressee Notification Letters

Lincoln sends out Secondary Addressee Notification Letters periodically to policy owners to inform them of their right to add and/or change a secondary addressee to their policy. A secondary addressee receives copies of grace and lapse notifications, in order to provide policy owners with another layer of protection in case they were to miss any deadlines related to their policy.

Starting October 8, 2018 and on a yearly basis Lincoln provides this letter to its policy owners to adhere to regulatory changes. The language of the letter has been updated to make it both clearer to understand, as well as easier for policy owners to respond, by adding a fax number to return the form.

Policy owners can choose to fill out the form to add/change/remove a secondary addressee to their policy, and mail or fax it back to Lincoln to the specified address. If they do not wish to assign a secondary addressee at this time, there is no action required. If they change their mind at any time, they can contact Lincoln.

For additional questions please contact the Customer Care Center at 1 -800-487-1485.

In-force Self-Serviceable Illustration Support

Need assistance with an in-force Illustration? We are here to help you.

The Life Customer Service Illustrations Team has a dedicated 800# and a dedicated email address to help answer questions about navigating through the in-force self-service illustration platforms (DesignIt, LIP and LP Plus).

- Dedicated email address for self-service illustration questions: DIYInforceIllustration@lfg.com
- Dedicated 800# for assistance running self-service illustrations: **(833) 274-4520**
- Hours of Operations – **Monday – Friday, 8am – 5pm (EST**)

The most common in-force self-service illustration scenarios available on Lincoln's Illustration software are:

- **Point in Time (PIT)/As-Is illustrations** provide a client with a view of how their policy is currently performing at the current premium and current face amount.
- **No further Premiums illustrations** provide a projection of how long the coverage will stay in-force with no further premiums.
- **Solve for Premium illustrations** provide a projection of how much premium would be required for a specified face amount and length of time defined for the policy to stay in-force.

In-force Self-Serviceable Illustration Benefits:

- **Saves Time –** Producing your own illustration saves time by allowing you access to illustrations when you need it, within minutes versus waiting several days.

- **Post- Issue Management** – Automated point-in time illustration produced each anniversary year and available via www.lfd.com.

- **Support Center** - Contact the Customer Service Illustrations Self-Service Support team for guidance through self-service illustrations.

- **Resources at Your Fingertips** – Frequently asked questions available via the self-service illustrations platforms. Webinars to run self-service illustrations at www.lfd.com.

The Lincoln In-force Platform illustration system and user guides are available for download directly from your agent-affiliated Lincoln website. You will need your agent website login information (username and password), along with the active agent's SSN or TIN.

Delegate Access Reminder*:* If the active agent would like to grant access for an assistant to generate in-force illustrations and have access to their book of business, a delegate request must be submitted. Follow My Links tab, then Grant Delegate Access and complete the form request.

Reminder: Not all Partners have access to run in-force illustrations. If you do not have access to run a self-service in-force illustration, please follow normal procedures for requesting an illustration through the same channels as currently being used.

2018 End of Year Commitment and Guidelines

Underwriting & New Business

Lincoln's Underwriting & New Business department is committed to helping you meet your year-end goals and objectives. Our focus is to ensure the maximum amount of your business is placed **by close of business on December 31, 2018**. To assist in placing year end business, we encourage you to submit outstanding requirements as early in December as possible.

Key Dates and Deadlines

Beginning October 1	**Overnight Guidelines for 1035 proceeds**: Beginning on 10/1/2018, any 1035 Exchange that has a target premium of $5K+ and/or expected 1035 proceeds of $7.5K+ will be requested to overnight the check to Lincoln
Beginning October 1 – End of 2018	Lincoln will begin mailing all paper policy prints via overnight delivery through end of 2018
November 1	Submit end of year 1035 Exchange applications to allow for underwriting and retrieval of 1035 funds (subject to losing carrier turn-around times)
November 22-23	**Thanksgiving/Company Holiday**
December 3	Submit new applications, tickets and paperwork in-good-order by this date to allow enough time to underwrite and obtain documents to place for year-end closing (excludes 1035 Exchanges)
December 21	All policies must be placed in-force to meet the 2018 commission deadline and be considered 2018 income
December 25	**Christmas / Company Holiday**
December 27	All premium(s) and delivery requirements must be received by Lincoln, in-good-order, to ensure placement of your policy
December 31	Underwriting and New Business teams will work a full business day to support your business needs

Helpful Hints & Reminders

- Always include special instructions on a cover sheet.
- Complete application and applicable forms in their entirety and remember to include the agent's page with agent code to be used for placement.
- Please use the latest state version of the application and forms that can be obtained on the Lincoln producer website.
- Remember to get signatures and dates on all forms. Trust/Corporate owned policies do require that the trustee/officer sign with their title.
- The Replacement Notice [Form 33503] must be signed on or before the application signature date. For *LincXpress* submissions, the Replacement Form must be signed on or before the earliest solicitation signature date.
- Include in-good-order EFT forms for all bank draft cases and note on the coversheet if the first premium will be drafted.
- Ordering medical requirements up-front saves significant processing time.
- **Utilize Lincoln's *LincXpress* Tele-App, eApp, and/or eDelivery to help expedite processing from submission to placement**. (*LincXpress* Tele-App can be used for New Business submissions only – not applicable for Internal Exchanges).
- Suitability review for VUL can take time. Send all VUL forms through your OBD or LFSC rep for suitability review as soon as possible.
- 1035 Follow-Up Calls: Initial calls will be made 2 to 3 business days after exchange has been initiated. Follow-up calls will be made every 1 to 2 weeks (based on carrier) on initiated cases that are in-good-order.

State Approvals

Updates for October 15, 2018

***Lincoln LifeElements*® Level Term (2017) - 09/10/18**

- **Oregon**

***Lincoln WealthAccumulate*® IUL (2018) - 05/14/18**

- **Florida**

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.

View index of past Lincoln Life Leader articles

LincolnFinancial.com

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Lincoln National Corporation and its affiliates.
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