

ProdMod: Changes Coming to the NLG Lineup at Lincoln Financial

Big changes on the way for Lincoln's LifeGuarantee UL plus the return of the LifeGuarantee SUL with new pricing. These changes usher in a significant rate increase, making the transition rules for the single life product critical intelligence. Read on for the details!

Find out more about these changes from Lincoln...

- [Formal Announcement from Lincoln](#)

From Lincoln Financial...

Pricing Update - Lincoln LifeGuarantee® UL (2019) – 11/11/19



Our industry continues to operate in a challenging and changing environment while being faced with an evolving regulatory landscape and recent interest rate declines to near historical lows. As part of our disciplined approach to financial and risk management and guided by our long-term objective of honoring our commitments to policyholders, Lincoln is prudently managing its business to ensure we are operating responsibly.

Continuing with this strategy, effective November 11, 2019, Lincoln is announcing pricing updates on Lincoln LifeGuarantee® UL (2019). Lincoln remains committed to the guaranteed Universal Life market, and these adjustments help ensure we sustain a robust market presence and endure as a trusted and reliable partner.

Pricing Changes

The following pricing updates apply:

- Premiums have increased 17% on average
- Target premiums have increased to be aligned with updated lifetime level premiums

Transition Guidelines

For states that are approved at rollout there is a 30-day transition period which begins on November 11, 2019 and ends on December 11, 2019. All states will be automatically approved at rollout.

- For the old product, formal applications must be signed, dated and received in-good-order in Lincoln's home office by the end of the transition period to qualify.
- For LincXpress® Tele-App Cases, a complete ticket and required solicitation forms must be received.
- For pending business or policies already issued, Lincoln will accept a written request and a revised illustration to change to the Lincoln LifeGuarantee® UL (2019) – 11/11/19.
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

[Click here to view the Universal Life state availability.](#)

Now Available - Lincoln LifeGuarantee® SUL (2019) – 11/11/19

Effective November 11, 2019, The Lincoln National Life Insurance Company (Lincoln) introduces its latest updates to its survivorship life guaranteed UL product, Lincoln LifeGuarantee® SUL (2019). This product will replace the existing Lincoln LifeGuarantee® SUL with the necessary updates to comply with Principle-Based Reserving (PBR) and 2017 Commissioner's Standard Ordinary (CSO) Table.

Product Updates

- Due to the recent interest rate declines to near historical lows the following pricing updates will apply: Premiums will increase between 20%-40%. Some age and class combinations may see increases above or below this amount
- Target premiums increased to be aligned with updated lifetime level premiums
- External rollover loans are not commissionable
- The CPG Funding Level Test has been removed

Availability and Transition Guidelines

New business applications for Lincoln LifeGuarantee® SUL (2019) will be accepted on November 11, 2019.

- For pending business or policies already issued, Lincoln will accept a written request and a revised illustration to change to the Lincoln LifeGuarantee® SUL (2019)
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

[Click here to view the Survivorship Universal Life state availability.](#)

Additional Changes from Lincoln

[This week's Lincoln Leader](#) also contained announcements regarding:

- Lincoln WealthAdvantage New York Approval
- Lincoln SVULOne California approval
- Lincoln MoneyGuard II California approval
- Lincoln MoneyGuard III Montana approval
- Lincoln TermAccel Price Change
- Lincoln LifeElements Price Change
- And more...

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