

Bi-Weekly Newsletter



January 2, 2024

Industry Articles

Global Atlantic Agrees to \$4.4B John Hancock LTCI Reinsurance Deal

The deal could be a sign that private long-term care insurance is making a real comeback. [Read the article.](#)

Older Consumers Flock to Cash-Value Life Policies

MIB sees a spike in application activity for shoppers ages 71 and older. [Read the article.](#)

American National

Life Spotlight

[Read the December 21st issue](#), including:

- Signature Performance IUL Agent Guide
- Family Financial Needs Analysis
- Customize Your Client's Life Policy with Benefits & Riders
- 2023 Life Insurance Illustration Regulations

Assurity

Your essential guide to middle-market DI sales

Reach the massive market of middle-income Americans living paycheck-to-paycheck with flexible, affordable Income Protection Individual Disability Income Insurance. This highly customizable product gives you streamlined new ways to sell with weekly benefits, a digital-first application experience and instant decision.

Get everything you need to find sales success in this new [Income Protection Seller's Guide](#).

New Dividend scale for 2024 – [Read the announcement.](#)

Athene

2024 tax resources

- Download the [2024 Tax Reference Guide](#).
- Download the [2023-24 Tax Tables](#).
- [Three key tax benefits of fixed indexed annuities](#) (article for you): Help clients get the most out of tax season. Share these three key tax benefits of FIAs and how they can contribute to a tax-smart approach to retirement planning.

Corebridge Financial (American General)

Annuity Updates

Read the [December 2023 issue](#), including:

- Commission rates are increasing for the Assured Edge Income Achiever Annuity
- Service and sales enhancements
- The EPCP extended through 2024
- New S&P 500 Index—Annual Point-to-Point with Performance Triggered strategy
- Individual Retirement service update
- Annuity state withholding tax guideline

Genworth Financial

In-Force Rate Action announcements:

- [North Carolina](#): Privileged Choice Flex with 1% Benefit Increase Option and Reduced Covered Percentage Option
- [Ohio](#): Privileged Choice Flex with 1% Benefit Increase Option and Reduced Covered Percentage Option
- [West Virginia](#): Privileged Choice & Classic Select with Stable Premium Option and 1% Benefit Increase Option
- [Vermont](#): Privileged Choice & Classic Select with Stable Premium Option and 1% Benefit Increase Option
- [Nevada](#): PCS II and Choice 1 with Lifetime Stable Premium Option
- [Connecticut](#): PCS II with Lifetime Stable Premium Option

Index UL - [2024 Participating Loan Rate & Fixed Account Interest Crediting Rate](#).

New CareScout Quality Network – [Read the announcement](#).

2024 Partnership Minimum Benefit Requirements for CA, CT, IN & NY – [Get details](#).

Illinois Mutual

More of your clients are eligible for DI

See the updated occupational flyers.



- [Carpenters and Electricians](#)
- [Dental Hygienists and Assistants](#)
- [Roofers and Carpet Installers](#)
- [Teachers](#)
- [Farmers](#)

Integrity Life

Heirs and Assets and You

Communication with client heirs builds relationships. Strong relationships improve your ability to retain assets when clients pass on. Get to know the folks you don't know – for your benefit – and theirs. [Learn how.](#)

Annuities are tax deferred. Not tax free. What's your exit strategy for paying taxes?

- Help lower taxes with the Nonqualified Stretch Exclusion Ratio
- Move money now or later
- Get comp now and later
- Retain generational inherited assets
- [Download the Stretch Process flyer.](#)

John Hancock

Spotlight News

[Read the December 11th issue](#), including:

- HealthyFood Match
- Accumulation IUL 23 is now approved in New York
- Three ways to approach an LTC need
- Case closed: Premier Benefit IUL
- A more convenient payment experience
- Enhanced policy summaries now available

Lincoln Financial Group

Annuities

- [OptiBlend FIA rates](#) effective December 15th.
- NEW [FIA rate lock procedures](#).
- [MyGuarantee Plus rates](#) effective December 15th.
- NEW [Fixed \(MYGA, SPIA, DIA\) rate lock procedures](#).

Note that the My Guaranteed Plus Fixed Rate Annuity is not available in CA and NY, submission is electronic only.

Weekly Market Intel – [See the latest insights.](#)

Lincoln Leader for Life Insurance

[Read the January 2024 issue](#), including:

- HIV Underwriting Guidelines Expansion to All States
- Use of Brokerage Accounts for Premium Payments
- Get the Most Out of Your DocuSign Experience
- Ending Soon: Enhanced Underwriting Program
- IRS Per Diem Limit for 2024
- Updated Underwriting & New Business Service Level Agreements
- The Future of Payments is Online
- 2023 Life Insurance Year-End Guideline
- Resource Roundup

MassMutual

How do MassMutual's Universal Life products work?

To help clients make the best financial decisions, it's important to better understand the products being recommended. That's why MassMutual has put together this [comprehensive resource](#) answering all your frequently asked questions about UL and SUL Guard.

Protecting employees and a business owner's bottom line from the unexpected

This [Advanced Sales Success Strategy](#) shows how a Qualified Sick Pay Plan, funded with MassMutual's Radius Choice disability income insurance, can provide a financial resource for an employee who is unable to work due to an accident or illness, at the same time helping to protect the company's cash flow.

Mutual / United of Omaha

Are Entity Buy-Sell Agreements Dead? [Read or listen](#) to the Advanced Markets Minute.

Inforce LTCi Rate Adjustments – [Learn about the adjustments](#) effective March 1, 2024.

Express Newsletters

[Read the December 13th issue](#), including:

- Life Underwriting Guides refreshed
 - IUL Express in 4 simple steps
 - Changes to LTCquoting software
 - How Long-Term Care Insurance impacts people's lives
- [Read the December 20th issue](#), including:
- Financial underwriting and IULs can be a successful combination
 - Affordable protection for final expenses
 - Updated LTC quoting software
 - Inforce LTCi rate adjustments effective March 1, 2024

Protective Life

In the Loop

[Read the December 2023 issue](#), including:

- Updated ExtendCare per diem
- Compliance update: Annuity Suitability Program
- Protective Velocity update: Voice signature process expanded

Prudential Financial

Life Essentials

[Read the December 11th issue](#), including:

- January 11th webinar: Is the next big tax reform on the horizon?
- 2024 Policyholder Dividend Scales
- Did you miss a 10-Minute Monday recording
- Trimester Sales Strategies: Close the Year Strong
- NEW VIDEO: Get on the Trimester Sales Strategies Track
- Check out Prudential's new "Blueprints to Black Wealth" microsite
- Did you know, by 2030, women will control \$30T in assets?
- Experience the benefits of eCapabilities
- Simplify policy review with the LifeInsight interactive policy management tool
- Medical Records retrieval process update
- Revised DC HIV Consent form
- Revised MN Important Notice Regarding Replacement
- Revised Premium Deposit Account Agreement form
- New Status Website: Insurance Fulfillment Center (IFC)
- Post Issue Self-Service
- Webinar replay – Things I Learned: A Caregiver's Journey

Securian Financial

A smooth underwriting experience

Securian's easy application process gives your clients protection fast - and you can feel confident that you will get a competitive decision the first time. [Learn more.](#)

Symetra

First Symetra - New York Annuity Products

Symetra Select Max will replace Select/Custom as your fixed deferred annuity in New York on January 1, 2024.

See the transition rules below for submitting Select/Custom business.

- Cash (no replacement):
 - New business for Select/Custom must be signed or submitted via electronic order entry on or before December 31, 2023 and received at Symetra by January 31, 2024.
 - Business signed/submitted via electronic order entry on or after January 1, 2024 will be rejected.
- Reg 60 (replacement):
 - Agent's Request for Disclosure Statement Information (LNC-344) for Select/Custom must be signed on or before December 31, 2023 and received at Symetra by January 31, 2024.
 - LNC-344 forms signed on or after January 1, 2024 will be rejected.

Product Training - Must be completed prior to order entry

1. Click <https://secure.reged.com/TrainingPlatform/>
2. Log in and find: NY First Symetra Select Max
3. Product Code: FSNYSELECTMAX
4. Click through the presentation
5. After the presentation, be sure to click "A" to complete the training

Transamerica

IUL cap rate changes – [Get full details.](#)