All the carriers. All the service. All the expertise.

July 29, 2025

American National

Updated Life Discontinuation Notice – [Read the notice.]

Smart Start Accumulator Series

When it comes to long-term accumulation, how you start matters just as much as how you end.
With the Smart Start Accumulator Series, clients can benefit from two powerful features from day one – the Best Entry Window and an optional Premium Enhancement* – which work in tandem to create a multiplier effect that can significantly impact long-term outcomes. Get the details.

Annuity Watch

In this issue:

- Your Guide to Portfolio Possibilities
- Palladium Match Multi-Year Guarantee (MYG) Annuity, formerly for bank distribution only, will soon be available across broader distribution channels
- Newly Updated Annuity Product Overview
- Rate Certainty Annuity Available in Oregon

Athene

Accelerate

In this issue:

- Insights into Gen X and millennial retirement views and tips to build lasting relationships
- Helping Gen X and millennial clients overcome retirement anxiety
- Building the next generation of financial professionals
- 5 ways to help manage financial stress
- Tips for finding emotional balance in the Sandwich Generation

Corebridge Financial (American General)

Living Benefits that can help support clients through illness

The primary reason for life insurance is the death benefit. But what if your clients could access that benefit while they're still living? Value+ Protector III IUL, offers an optional living benefit rider that help clients when facing serious illness. Whether it's helping cover medical expenses or easing the burden on loved ones, this living benefit rider can provide flexibility, control, and financial support – when it's needed most.

John Hancock

New lower rates on John Hancock term products - Get details.

The combo sale: Maximizing $500/month with term and permanent insurance

With their newly reduced term rates, you can now offer your clients $1.5M in coverage for just $500 a month with an innovative combination of John Hancock term and permanent protection. See how. Learn the benefits of this strategy.

Lincoln Financial Group

Weekly Market Intel - See the latest insights.

Elite Indexed Universal Life Insurance (IUL) Portfolio Multiplier Rider

Lincoln's new Elite Indexed Universal Life Insurance (IUL) Portfolio offers products that allow clients to have both protection and participation. And they can up their performance by taking advantage of the multiplier rider. Learn more.

WealthAccumulate 2 IUL to be discontinued on August 10th

With the addition of Lincoln WealthBuilder ECV IUL and the previously released Lincoln WealthBuilder IUL to the Lincoln Elite IUL Portfolio, Lincoln will sunset new sales of Lincoln WealthAccumulate 2 IUL.

MassMutual

You can now submit applications for the new UL Guard/SUL Guard! Get complete details.

Debrief60

In this issue:

- Introducing the New UL Guard!
- UL/SUL Guard launch call recap, transition rules, and the overview video
- Now Live: New MMSD Life Marketing Hub
- See how UL Guard stacks up to other GUL products
- UL Guard vs UL products w/Guaranteed Death Benefit
- Whole Life 10 pay solution for a high income earner in a preferred risk class
- DI for a Bank Executive
- Coverage choices expand for HIV-positive applicants
- MassMutual eliminates money orders as a form of payment across products effective July 1

Mutual / United of Omaha

Express Newsletters

In this issue:

- Updated MutualCare Solutions Product and Underwriting Guides
- Overcoming Objections: "I'm Healthy" and Other Reasons Clients Say No

In this issue:

- Use our IULs to help clients determine how to pass the family business down to their next generation equally
- More than life insurance: The Living Benefits of Term Life Express
- Inforce LTCi Rate adjustments effective October 1st
- Rising out-of-pocket costs = growing need for lump-sum protection
- What Is Mutual of Omaha's Critical Advantage product-and who is it right for?

Nationwide

The right solutions at the right time for your clients

- Tap into these tax-efficient tips
- Maximize wealth transfer with strategic legacy planning
- Navigate the long-term care conversation successfully
- Give small business owners a big tax boost

Pacific Life - Lynchburg

Establish your digital edge

Approximately 41% of financial professionals have successfully converted prospects into clients through social media platforms. If you don't have a social media presence, you may not be reaching a large segment of potential clients. Below are cut-and-paste templates you can use to get started.

- Social Media Content Kit: Life Goals
- Social Media Content Kit: Life Insurance
- Social Media Content Kit: Estate Planning

Prudential Financial

Momentum IUL – a diversified choice of index options

Prudential's newest accumulation IUL - Momentum IUL - offers five interest-crediting accounts, featuring both capped and uncapped options for the S&P 500 Index and the Nasdaq-100. It also includes a first-to-market 6-month capped account, giving clients the opportunity to hit more caps during the year - something other carriers do not offer. In addition, Momentum IUL delivers top-quartile income solutions at key ages 35 – 55.

July Trimester: The Benefits of Gifting

Engage clients today and help them discover the benefits of gifting. Holistic legacy plans that include a gifting strategy can help clients ensure that their wealth gets passed on to their loved ones, while potentially reducing their taxable estate. See the sales kit.

Securian Financial

Maximum issue age on SecureLink Chronic Illness Access has increased from 75 to 80

SecureLink Chronic Illness Access features an Accelerated Death Benefit Rider (automatically included for a cost) that grows over time, provides protection for beneficiaries, and offers flexibility to be used for any reason if your client becomes chronically or terminally ill.

Symetra

Highlighting Chronic Disease Month this July

It's a powerful time to talk to clients about protecting themselves financially from the unexpected costs of a chronic illness.

Research shows:

- 60% of U.S. adults have one chronic disease.
- 40% have two or more.
- Chronic diseases account for 70% of the top 10 causes of death.
- They account for 90% of the $4.5 trillion in U.S. health care spending.

Fortunately, life insurance policies with chronic illness riders can help.

- Chronic illness riders provide access to the policy death benefit while the insured is still alive.
- Rider payments may be used for any reason—to cover medical bills and caregiving, replace income, pay for home modifications and long-term care, and more.

See how the Chronic Care Advantage Rider can help.