

# Lincoln *MoneyGuard*<sup>®</sup> Pricing Improvements

Announcing pricing updates to *MoneyGuard*<sup>®</sup> life insurance product offerings

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Effective Sept. 12, 2022, Lincoln Financial Group will be implementing pricing decreases to **Lincoln *MoneyGuard Fixed Advantage*<sup>®</sup>** and **Lincoln *MoneyGuard*<sup>®</sup> II**, which will improve competitive positioning, and provide additional benefit design opportunities. There will be no pricing increases as a result of this update.

After a transition period, currently sold *MoneyGuard* products will be replaced by the following:

- ***MoneyGuard Fixed Advantage*<sup>®</sup> – 09/12/22** will replace currently sold ***MoneyGuard Fixed Advantage*<sup>®</sup>** in all states.
- ***MoneyGuard*<sup>®</sup> II (2020) – 09/12/22** will replace currently sold ***MoneyGuard*<sup>®</sup> II (2020) – 01/10/22** in the state of California.

## Pricing Improvements and Product Updates

### Lincoln *MoneyGuard Fixed Advantage*<sup>®</sup> Pricing Improvements

- Pricing improvements range from 0 - 21%, with an average discount of 8%
  - Issue Ages 60 and above improved the most:
    - Average discount for Issue Ages 60 and above equals 10%
    - Average discount for Issue Ages less than 60 equals 3%

### Lincoln *MoneyGuard Fixed Advantage*<sup>®</sup> Product Updates

- The 6-year 5% inflation benefit design option has been added to the product

### Lincoln *MoneyGuard*<sup>®</sup> II Pricing Improvements

- Pricing improvements range from 0-18%, with an average discount of 6%

### Lincoln *MoneyGuard*<sup>®</sup> II Product Updates

- The 6-year 5% inflation benefit design option has been added to the product

## Availability and Transition Guidelines

Applications for Lincoln *MoneyGuard Fixed Advantage*<sup>®</sup> – 09/12/22 and Lincoln *MoneyGuard*<sup>®</sup> II (2020) – 09/12/22 will be accepted beginning on Sept. 12, 2022.

- For applications to qualify for the current *MoneyGuard Fixed Advantage*<sup>®</sup> or *MoneyGuard*<sup>®</sup> II (2020) – 01/10/22 pricing, a projection of values and the completed Part 1 must be signed, dated, and received in-good-order by Lincoln's home office by Friday, Oct. 14, 2022.

- For pending or issued business on or after Sept. 12, 2022, Lincoln will accept requests with a revised projection of values to change to Lincoln *MoneyGuard Fixed Advantage*® – 09/12/22 or Lincoln *MoneyGuard*® II (2020) – 09/12/22
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of Sept. 12, 2022, *Lincoln DesignIt*<sup>SM</sup> and WinFlex will be updated with the new product versions. During the transition period both versions can be run.
- Ensure that you are appropriately credentialed. Clients of advisors who are not properly credentialed to solicit business when the paperwork is submitted will be subject to the product version in effect on the date when the advisor becomes properly credentialed and resubmits the paperwork.
- Remember that once an application is submitted, the Personal History Interview (PHI) must be completed within 60 days of submission. In addition, the case must be placed within 90 days of the PHI. If these conditions are not met, the case will be closed out. If a case is reopened, a new Part 1 must be submitted, and the case will be subject to the product version available at that time.

## Illustration Capabilities

*Lincoln's DesignIt*<sup>SM</sup> (v58.0C) and WinFlex illustration systems will be updated with this change effective Sept. 12, 2022. If you have an active internet connection, the software will automatically update to include these updates on Sept. 12, 2022.

## Reference and Marketing Materials

All impacted materials will be updated and made available for viewing on the various Lincoln websites and for order from the Lincoln Literature Fulfillment Center.

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Lincoln MoneyGuard® solutions are universal life insurance policies with riders that reimburse for qualified long-term care expenses.

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