

MoneyGuard Market Advantage® (2022)

Better pricing, new features effective August 15, 2022

As a leader in the hybrid long-term care marketplace, Lincoln remains committed to product innovation and competitively priced solutions that help meet the changing needs of clients.

Effective August 15, 2022, pending state and SEC approval, we are excited to announce a product enhancement to *MoneyGuard Market Advantage*® with the new ***MoneyGuard Market Advantage (2022)**** – a variable universal life insurance policy with a long-term care rider.

MoneyGuard Market Advantage (2022) includes **pricing improvements of up to 9%** that allows for even greater benefit growth potential and adds the new **Benefit Transfer Rider (BTR)**, automatically included with policies at no additional cost.

If certain qualifications are met, the BTR provides beneficiaries, who are also policyholders, additional flexibility with the option to leverage some or all their death benefit proceeds to enhance their own benefits on an existing *MoneyGuard* policy, with no additional underwriting requirements.

The Benefit Transfer Rider provides distinct advantages when planning including:

- **No decision until time of claim** — Allows clients to make an informed decision.
- **Customizable policies** — Personalize to meet individual client's needs instead of sharing benefits.
- **Beyond married couples** — Use with couples, siblings, parents, and for estate planning.
- **Product optionality** — Leverage across the *MoneyGuard* Advantage product suite.

Additionally, the Flexible Care Cash benefits will be extended to seven days a week (previously five) providing clients access to cash to compensate informal caregivers including spouses.

Following a transition period, *MoneyGuard Market Advantage (2022)* will replace *MoneyGuard Market Advantage* in approved states.

Pricing improvements

- *MoneyGuard Market Advantage (2022)* has a positive rate change due to a reduction in premium loads resulting in greater potential Accumulation Value growth and policy performance.
 - Benefit increases will range between 2% - 9%.¹
Single-pay designs will see the greatest improvement of 9% with flex-pay designs seeing pricing improvements ranging down to 2%.

¹ Comparing LTC benefits at age 85 assuming gross illustrated range of returns between 6% - 7%.

Product enhancements

- The **Benefit Transfer Rider (BTR)** is automatically included on all *MoneyGuard Market Advantage* (2022) policies at no additional cost.
 - To use the feature, both the insured and beneficiary are policyholders, the BTR is on both policies and the beneficiary is the insured on their own policy.
 - At the time of first death claim, the beneficiary chooses how to use the death benefit proceeds – Take death benefit income tax-free or use all or part of death benefit (\$25,000 minimum) to enhance benefits on their own *MoneyGuard* policy.
 - No underwriting will be required and charges on the existing policy do not increase.
 - Cannot be funded prior to attained age 50.
 - BTR funding does not get invested in subaccounts, the Fixed Account, or applied to the Accumulation Value and benefits do not increase or decrease over time due to market fluctuations.
 - Benefit can be used up to age 121 and is available even if the beneficiary is actively on long-term care claim.

- **Flexible Care Cash** benefits will now be available for seven days a week (previously limited to five days a week). Allows for 50% of the maximum daily benefit in cash to compensate informal caregivers including spouses. Must be part of the plan of care. Clients have ability to simultaneously use both FCC and reimbursement but are limited to one option per day. Benefit available as long as Base LTC Value remains on the policy.

- New personalized Benefit Transfer Rider illustration additional report that shows how BTR funding will impact policy values.

How this change impacts your business

- Applications for *MoneyGuard Market Advantage* (2022) will be accepted beginning on August 15, 2022, in states where approved.

- For applications to qualify for the current *MoneyGuard Market Advantage*, an illustration and the completed Part 1 must be signed, dated, and received in-good-order by Lincoln's home office by Friday, September 16, 2022.

- For pending or issued *MoneyGuard Market Advantage* business on or after August 15, 2022, Lincoln will accept requests with a revised illustration to change to *MoneyGuard Market Advantage* (2022). Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.

- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.

- As of August 15, 2022, *Lincoln DesignIt*SM and WinFlex will be updated with the new product. During the transition period both products can be run.

Standard MoneyGuard rules apply

- Ensure you are appropriately credentialed and licensed prior to soliciting this product. Clients of financial professionals who are not properly credentialed to solicit business when the paperwork is submitted will be subject to product availability on the date when the financial professional 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 available at that time.



Contact your Lincoln MoneyGuard representative for more information.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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Order code: MG-WWHW-FLI013



*(2022) is a reference name only for purposes of differentiating the updated *MoneyGuard Market Advantage*[®] offering from the current *MoneyGuard Market Advantage* offering. These updates do not change the official marketing name of the product which remains *MoneyGuard Market Advantage*.

Issuer: The Lincoln National Life Insurance Company, Fort Wayne, IN

The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.

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.

Products, riders and features are subject to state availability. The insurance policy and riders have limitations, exclusions, and reductions. Check state availability. Long-term care benefit riders may not cover all costs associated with long-term care costs incurred by the insured during the coverage period. Accelerated death benefits may be taxable and may affect public assistance eligibility.

Distributor: Lincoln Financial Distributors, Inc., a broker-dealer

Policy: *MoneyGuard Market Advantage*[®] is a variable universal life insurance is issued on policy forms ICC20-MGV892/ 20-MGV892 with a Long-Term Care Benefits Rider (LTCBR) on Rider Form ICC20LTCBR-892/LTCBR-892, a Value Protection Rider on Form ICC20VPR-892/VPR-892 and a Benefit Transfer Rider on Form ICC22BTR-895/BTR-895.

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