

LIFE SOLUTIONS

The Lincoln Leader

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Coming Soon – Lincoln MoneyGuard Market Advantage® (2024)

Effective May 13, 2024

Effective May 13, 2024, Lincoln is pleased to launch Lincoln MoneyGuard Market Advantage® (2024), our newest variable linked-benefit solution in the Lincoln MoneyGuard® portfolio, subject to state, SEC, and firm approvals.

We continue our commitment to the long-term care marketplace and solutions that help meet the changing needs of clients with MoneyGuard Market Advantage® (2024), which delivers innovation while maintaining market leadership and our focus on reimbursement long-term care benefits. Recognizing the importance of flexibility, we are introducing an indemnity choice option at time of first claim. Customers will also benefit from a redesigned and enhanced illustration, and expanded investment options that include First Trust funds. Additional flexibility comes from a new trails compensation option.

Pricing Updates

Pricing impacts will occur as it relates to the amount of LTC Benefit the client would receive if comparing Age 85 LTC Maximum Monthly Benefits to the current MoneyGuard Market Advantage® product offering. The results will reflect up to 5% higher benefits at older ages with 3-5% lower benefits on average in the 45-60 age range.

Following a transition period, Lincoln MoneyGuard Market Advantage® (2024) will replace currently sold Lincoln MoneyGuard Market Advantage® (2022).

Product Enhancements

Point of Claim Payment Options

Introducing a receipt-free indemnity choice that can be elected at time of first claim.

- At time of first LTC Claim event, the client will decide whether to receive LTC benefit payments through Reimbursement (receipts required, direct billing and direct deposit available) or Indemnity (monthly payments; no bills or receipts required).
- Indemnity Maximum Monthly value will be 80% of the Total LTC Maximum Monthly.
- Choice of Claim Option (Indemnity or Reimbursement) is irrevocable and LTC Benefit Limit (Pool) is not impacted; both options have access to 100% of the LTC Pool amount.

Illustration Enhancements

Updated product story to focus more on investment options and tax advantages for long-term care.

- Streamlined design including the shortening of total pages from 35+ pages to around 20 pages.
- Enhanced the visual appearance and alignment throughout the illustration.
- Added historical reports to the base illustration.

HEADLINES

[Coming soon – Lincoln MoneyGuard Market Advantage® \(2024\)](#)

[Lincoln Variable Universal Life and MoneyGuard Market Advantage® – Investment Option Updates](#)

[Coming Soon: Model Portfolio Options for Lincoln AssetEdge® VUL \(2022\)](#)

[Online Electronic Funds Transfer \(EFT\) Experience](#)

[Update to Lab Policy for Lincoln TermAccel® and WealthAccelerate® IUL](#)

[Coming Soon on the Lincoln eSubmission Portal: MoneyGuard Market Advantage® in California!](#)

[Resource Roundup](#)

Fund Options	<p>Expanding fund lineup with the introduction of First Trust funds to the <i>MoneyGuard Market Advantage</i> fund lineup.</p> <ul style="list-style-type: none"> • These fund updates apply to <i>MoneyGuard Market Advantage</i>® (2024), <i>MoneyGuard Market Advantage</i>® 2022, and California <i>MoneyGuard Market Advantage</i>® - 02/13/23: <ul style="list-style-type: none"> – First Trust Capital Strength Hedged Equity Portfolio – Class I – First Trust/Dow Jones Dividend & Income Allocation Portfolio – Class I – First Trust Capital Strength Portfolio – Class I
Additional Compensation Options	<p>Adding compensation options allowing for the choice between Heaped/Upfront (current design) or a Trails approach.</p> <ul style="list-style-type: none"> • Availability of Trails option will be based on Firm and channel approvals.

Availability and Transition Guidelines

Pending firm approval, applications for Lincoln *MoneyGuard Market Advantage*® (2024) are being accepted beginning May 13, 2024.

- **For applications to qualify for the current *MoneyGuard Market Advantage*® (2022) 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, June 14, 2024.
- **For pending or issued business** on or after May 13, 2024, Lincoln will require the updated Agents Report and a revised illustration to change to *MoneyGuard Market Advantage*® (2024).
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 May 13, 2024, *Lincoln DesignIt*™ and WinFlex will be updated with the new product version. During the transition period both versions can be run.
- **Ensure that you are appropriately credentialed.** Clients of financial professionals 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 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 60 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.*

Illustration Capabilities

If you have an active internet connection, the *Lincoln DesignIt*™ (v.65.0) and WinFlex illustration systems will automatically update on May 13, 2024 to include these changes. If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.

Reference

State Availability	MoneyGuard State Availability.
Technical Reference	Side by Side Comparison - Lincoln <i>MoneyGuard Market Advantage</i> ® (2024) versus the currently sold Lincoln <i>MoneyGuard Market Advantage</i> ® (2022)
	Specimen Contract

A registration statement relating to these securities has been filed with the Securities and Exchange Commission. These securities may not be sold until the registration statement becomes effective. This product cannot be sold prior to May 13, 2024.

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Lincoln Variable Universal Life and MoneyGuard Market Advantage® – Investment Option Updates

Effective May 1st, 2024

Investment Option updates for Lincoln AssetEdge® (2022), Lincoln VUL^{ONE} (2021), and Lincoln SVUL^{ONE} (2021)

Effective May 1 2024, subaccounts investing in the following funds are being added to currently sold **variable universal life policies**: *Lincoln AssetEdge®* (2022), *Lincoln VUL^{ONE}* (2021), and *Lincoln SVUL^{ONE}* (2021).

Fund Additions	Fund #	Management Fee %	
Lincoln Hedged S&P 500 Conservative Fund - Service Class	001649	1.05%	Tier 2*
Lincoln Hedged S&P 500 Fund - Service Class	001647	1.05%	Tier 2*
LVIP SSGA Mid-Cap Index Fund - Standard Class	000978	0.35%	Tier 3*

*Tiers Apply to *Lincoln VUL^{ONE}* (2021), and *Lincoln SVUL^{ONE}* (2021) only.

Effective May 1, 2024, the following name changes are taking place for subaccounts currently sold within **Lincoln variable universal life policies**.

Original Name	New Name
LVIP T. Rowe Price Growth Stock Fund - Standard Class	LVIP Alliance Bernstein Large Cap Growth Fund - Standard Class
American Century VP Balanced Fund - Class I	LVIP American Century Balanced Fund - Standard Class II
Delaware VIP Emerging Markets Series - Standard Class	Macquarie VIP Emerging Markets Series - Standard Class
Delaware VIP Small Cap Value Series - Standard Class	Macquarie VIP Small Cap Value Series - Standard Class
LVIP Delaware Bond Fund - Standard Class	LVIP Macquarie Bond Fund - Standard Class
LVIP Delaware Diversified Income Fund - Standard Class	LVIP Macquarie Diversified Income Fund - Standard Class
LVIP Delaware Limited-Term Diversified Income Fund - Standard Class	LVIP Macquarie Limited-Term Diversified Income Fund - Standard Class
LVIP Delaware SMID Cap Core Fund - Standard Class	LVIP Macquarie SMID Cap Core Fund - Standard Class
LVIP Delaware Mid Cap Value Fund - Standard Class	LVIP Macquarie Mid Cap Value Fund - Standard Class
LVIP Delaware Social Awareness Fund - Standard Class	LVIP Macquarie Social Awareness Fund - Standard Class
LVIP Delaware U.S. Growth Fund - Standard Class	LVIP Macquarie U.S. Growth Fund - Standard Class
LVIP Delaware U.S. REIT Fund - Standard Class	LVIP Macquarie U.S. REIT Fund - Standard Class
LVIP Delaware Value Fund - Standard Class	LVIP Macquarie Value Fund - Standard Class
LVIP Delaware Diversified Floating Rate Fund - Standard Class	LVIP Macquarie Diversified Floating Rate Fund - Standard Class

Investment Option updates for Lincoln MoneyGuard Market Advantage®

Effective May 1, 2024, subaccounts investing in the following funds are being added to currently sold **Lincoln MoneyGuard Market Advantage®** variable universal life (VUL) products.

Fund Additions	Fund #	Management Fee %	
First Trust Capital Strength Hedged Equity Portfolio – Class I	001818	1.25%	Tier 2
First Trust/Dow Jones Dividend & Income Allocation Portfolio – Class I	000492	1.19%	Tier 2
First Trust Capital Strength Portfolio – Class I	001521	1.10%	Tier 3

Effective May 1, 2024, the following name changes are taking place for subaccounts currently sold within **Lincoln MoneyGuard Market Advantage®** variable universal life (VUL) products.

Original Name	New Name
Delaware VIP Emerging Markets Series - Standard Class	Macquarie VIP Emerging Markets Series - Standard Class
Delaware VIP Small Cap Value Series - Standard Class	Macquarie VIP Small Cap Value Series - Standard Class
LVIP Delaware Bond Fund - Standard Class	LVIP Macquarie Bond Fund - Standard Class
LVIP Delaware Mid Cap Value Fund - Standard Class	LVIP Macquarie Mid Cap Value Fund - Standard Class
LVIP Delaware Social Awareness Fund - Standard Class	LVIP Macquarie Social Awareness Fund - Standard Class

Allocation Forms

The allocation forms have been updated with the applicable changes noted above. The new versions of the forms will be available from the forms tool starting on May 13, 2024.

Form #	Form Name	VUL Product
LF12401_5-24 (5/24)	AssetEdge® VUL Allocations	Use for <i>Lincoln AssetEdge®</i> VUL (2022)
LF06641_5-24 (5/24)	VUL/SVUL Allocations	Use for S/VULONE (2021) Products Only
MG12176_5-24 (5/24)	<i>MoneyGuard Market Advantage®</i>	Use for <i>MoneyGuard Market Advantage®</i>

Annual Prospectus Updates

Effective May 1, 2024, new prospectuses for each variable universal life product have been updated (with a May 1, 2024 effective date) and are available for order from the Lincoln Fulfillment Center. They are also available on the Lincoln public website: www.lincolnfinancial.com.

Reminder from Lincoln Underwriting and New Business: For business in motion, it is important to deliver a copy of the 2024 Funds Prospectus for cases issued after May 1, 2024.

Registration statements relating to these securities have been filed with the Securities and Exchange Commission. These securities may not be sold until the registration statements become effective.



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Coming Soon: Model Portfolio Options for *Lincoln AssetEdge*® VUL (2022)

More optionality for easy, lower cost check-the-box portfolios

Effective May 13, 2024, Lincoln is adding model portfolio options to its *Lincoln AssetEdge*® Variable Universal Life Insurance product as a simpler alternative to selecting individual funds.

These asset allocation model portfolios utilize passively managed funds to provide a low cost and a well-diversified model solution. Model Portfolios offer applicants simple “check-the-box” options to create a portfolio that meets their specific needs and objectives.

Model Portfolios for Use with <i>Lincoln AssetEdge</i> ® VUL (2022)			Passive Portfolios			
Fund	Morningstar Category	Net Expense Ratio	Conservative	Moderate	Growth	Aggressive Growth
LVIP SSGA S&P 500 Index Fund (Standard Class)	Large Blend	0.23%	22%	29%	33%	37%
LVIP SSGA Mid-Cap Index Fund (Standard Class)	Mid-Cap Blend	0.35%	6%	9%	9%	10%
LVIP SSGA Small-Cap Index Fund (Standard Class)	Small Blend	0.38%	2%	3%	4%	5%
LVIP SSGA International Index Fund (Standard Class)	Foreign Large Blend	0.39%	10%	19%	24%	28%
LVIP SSGA Bond Index Fund (Standard Class)	Intermediate Core Blend	0.37%	60%	40%	30%	20%
Total			100%	100%	100%	100%
Weighted Average Expense			0.34%	0.33%	0.33%	0.33%

How to Allocate Using a Model Portfolio

The allocation form for use has been updated and available on the Lincoln Forms Tool for *Lincoln AssetEdge*® VUL (2022). Beginning May 13, 2024, applicants who wish to allocate to a model portfolio will be able to do so by submitting allocation form LF12401_5-24 (“AssetEdge VUL Allocations”).

Illustration Software Updates

If you have an active internet connection, the *Lincoln DesignIt*SM (v.65.0) and WinFlex illustration systems will automatically update on May 13, 2024 to include the new model portfolios, and will default to the Growth Model. If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission. These securities may not be sold until the registration statement becomes effective.



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Online Electronic Funds Transfer (EFT) Experience

For Inforce Policyholders

Lincoln is dedicated to enhancing the customer experience through the provision of digital tools for efficient policy management. We are pleased to announce that **starting April 29, 2024, a new online Electronic Funds Transfer (EFT) experience will be available for policy owners**, which was previously only available in paper form.

Benefits of Online EFT

This new feature enables all established **life insurance policy owners**, including Lincoln *MoneyGuard*[®], to enroll in Electronic Fund Transfer (EFT) or update an existing EFT enrollment with just a few clicks.

Clients **no longer need to print, fax, or mail the form** — making the process convenient and hassle-free!

What You Need to Know

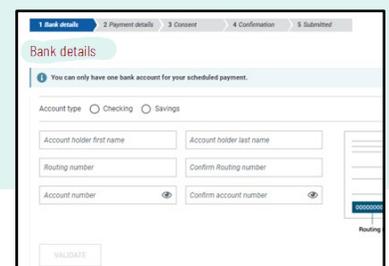
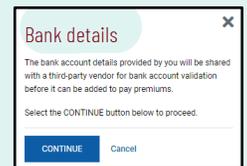
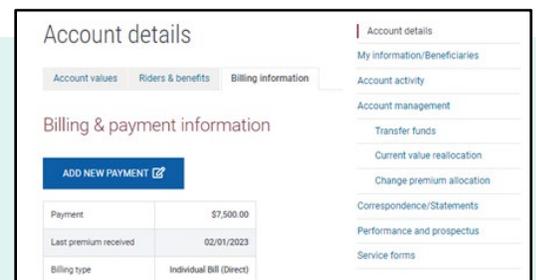
- Inforce policy owners can set up a new EFT to start recurring premium payments or change the bank account for an existing EFT online.
- **Eligibility:**
 - The policy owner must be a LincolnFinancial.com registered user to access this feature.
 - Policies with the following conditions are *not eligible* for EFT:
 - Pending placement
 - Not in good order
 - Not paid current
 - Have been terminated
 - This feature is only available for premium payments, not loan repayments.
 - Financial Professionals are unable to complete this function on behalf of a client.

Limitations

- To stop or cancel recurring payments, policy owners must call customer service.
- Users have a maximum of three (3) attempts to verify their bank account information.
- Once the transaction is complete, the Add New/Manage Payments button will be disarmed until the following business day.

How to Get Started

1. To access the online EFT Form, the user will need to [register](#) or [log into their Lincoln online account](#) at LincolnFinancial.com.
2. Once logged in, go to **Account Details**, and select the **Billing Information** tab.
3. Within the **Billing Information** tab, eligible policies will see an **Add New Payment button**; click it to set up a new EFT
 - *If an EFT bank payment method has already been set up on the policy, the button will read Manage Payments instead.*
4. A **Bank Details pop-up box** will appear with a note about sharing bank account information with a third-party vendor; click **Continue**.
5. In the **Bank Details** section, the user can add or edit their bank account information (checking/savings account, name of the bank account holder, account/routing numbers, etc.).
 - *Note: the bank account holder may be different than the Lincoln policy owner. Example: Jane Doe is the policy owner but wants to use her shared bank account with her husband, John Doe.*



6. Once all fields are completed, click the **Validate** button to confirm the information with our third-party vendor.

7. **Bank account validation is complete:**

- If the account is verified, a green banner will appear; click the **Continue** button.
- Next, enter the **Payment Details** – including frequency, the day of the month to draft, and a start date. Once all fields are complete, click **Continue**.
- The final screen asks the user to **consent** to the terms and conditions and to allow Lincoln to withdraw funds from the bank account provided.
- Once consent has been provided, the user will **review** the information being submitted, check the acknowledgment box, enter their name, and click next.
- Finally, a green **confirmation box** will appear notifying the user the submission was successful.
- Once completed, the Add New/Manage Payments button **will be disabled** until the following business day.

The screenshots illustrate the EFT enrollment process. The first screenshot shows the 'Payment details' screen where users enter their payment information. The second screenshot shows the 'Confirmation' screen where users must consent to the terms and conditions. The third screenshot shows the 'Confirmation' screen where users must acknowledge the payment changes and enter their name and date.

The screenshot shows the 'Account details' page. The main content area is titled 'Billing & payment information' and includes a warning message: 'There is a transaction pending at this time.' Below the warning is an 'ADD NEW PAYMENT' button. The right sidebar contains links for account details, my information/beneficiaries, account activity, account management, transfer funds, current value reallocation, change premium allocation, correspondence/statements, performance and prospectus, and service forms.

8. **Bank account validation is incomplete:**

- Users have a maximum of **three (3) attempts** to verify their bank account information.
- If the information cannot be verified on the **first two attempts**, a message will appear saying,
 - “This is your [first, second] attempt. We could not verify your bank account. Try a different bank account. Some bank accounts are unable to be validated through our 3rd party vendor.”
 - These messages will also have a **Contact Us** link to show the Lincoln customer service number.
- If the information cannot be verified on the **final attempt**, a message will appear saying:
 - “You have exceeded the number of attempts to authenticate your bank account information. Please try again on the next business day or complete and return the [Electronic Funds Transfer \(EFT\) form](#).”



Please call 1-800-487-1485 with any additional questions.

Online EFT enrollment is not available for policies not administered by Lincoln Financial Group.



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Update to Lab Policy for *Lincoln TermAccel*[®] and *WealthAccelerate*[®] IUL

For *Lincoln TermAccel*[®] and *WealthAccelerate*[®] IUL electronic ticket (eTicket) submissions, if Lincoln determines that labs are needed, we will now accept labs that have been completed for another carrier within the past 12 months.

The *TermAccel* and *WealthAccelerate* eTicket submission process offers the opportunity to waive labs for qualifying clients. **To help prevent clients from undergoing unnecessary labs, Lincoln continues to discourage preemptive lab orders.** At the end of the client interview, if it's determined that labs are required, Lincoln will order the necessary labs, or will accept labs that have been completed for another carrier within the past 12 months.

If you have any questions, please reach out to your dedicated Underwriting & New Business Team.

Coming Soon on the Lincoln eSubmission Portal: *MoneyGuard Market Advantage*[®] in California!

Effective May 13, 2024

On May 13, 2024, Lincoln will make the *MoneyGuard Market Advantage*[®] product in California available on the Lincoln eSubmission Portal. As communicated in [February](#), this is a new user experience for producers who submit *MoneyGuard*[®] applications from the Lincoln producer website.

Getting Started: My business

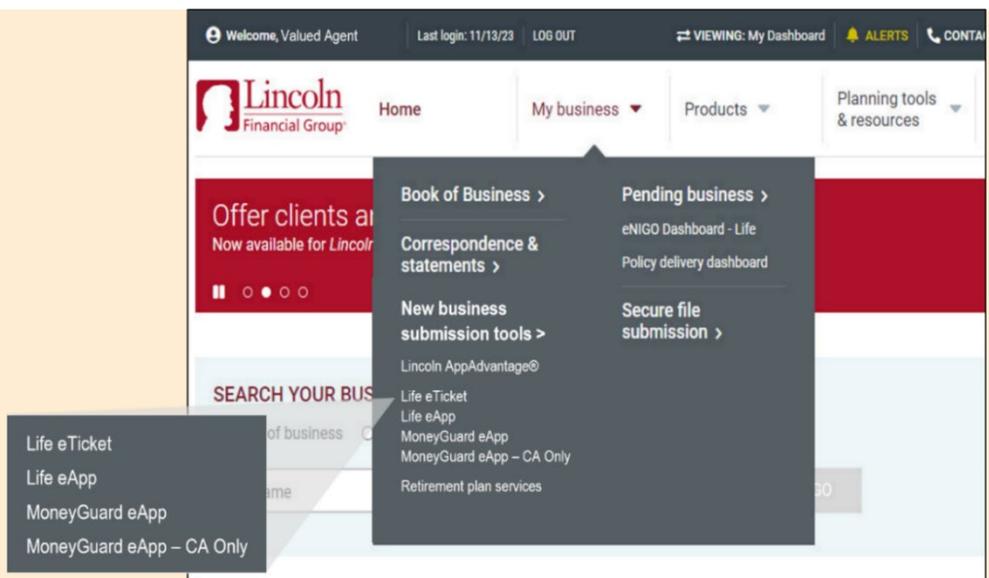
From Lincoln's producer website, navigate to **MoneyGuard eApp** to be automatically directed to the eSubmission Portal. Beginning on May 13, 2024, *MoneyGuard Market Advantage*[®] in California will be available as a product selection.

Please note, with the launch of *MoneyGuard Market Advantage*[®] in California on the Lincoln eSubmission portal, the **MoneyGuard eApp – CA Only** link that redirects to iPipeline will be turned off at the end of the day on Friday, May 31, 2024.

Important Transition Dates

- **May 13, 2024** - new *MoneyGuard Market Advantage*[®] in California eApp cases can be submitted through the Lincoln eSubmission Portal.
- **May 13 – May 31, 2024** - Producers will continue to have access to iPipeline to submit open cases to Lincoln (through the California-only link).
- **May 31, 2024** - Any open cases not submitted in iPipeline on or before May 31, 2024, must be restarted and submitted through the Lincoln eSubmission Portal.

Simplified menu for quick navigation →



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NOTE: Electronic submission is not available for *MoneyGuard*[®] II in California. Lincoln's eSubmission Portal is not currently available for Life eApp; cases will continue to be routed through iPipeline until further notice. All electronic capabilities are subject to availability based on product, firm and/or state approvals.

[RETURN TO HEADLINES](#)

Resource Roundup

Don't miss any of the useful resources shared in this newsletter. Below is a summary of links.

[Article: Coming soon – Lincoln MoneyGuard Market Advantage® \(2024\)](#)

[MoneyGuard State Availability](#)

[Side by Side Comparison - Lincoln MoneyGuard Market Advantage® \(2024\) versus the currently sold Lincoln MoneyGuard Market Advantage® \(2022\)](#)

[Specimen Contract](#)

[Article: Lincoln Variable Universal Life and MoneyGuard Market Advantage® – Investment Option Updates](#)

[Article: Coming Soon: Model Portfolio Options for Lincoln AssetEdge® VUL \(2022\)](#)

[Article: Online Electronic Funds Transfer \(EFT\) Experience](#)

[Register for a Lincoln online account](#)

[Form: Electronic Funds Transfer \(EFT\) form.](#)

[Article: Coming Soon on the Lincoln eSubmission Portal: MoneyGuard Market Advantage® in California!](#)

Go Digital

Be sure to check out the [GoDigital website](#) your one-stop shop for all Lincoln digital capability resources!

State Approvals

Last Updated
4/15/2024

[View State Availability Grids](#)

Looking for an article?

View the [Index of Articles](#) for past issues of the Lincoln Life Leader or visit the Lincoln Leader archive page on your producer websites.

Lincoln Leader archive

[Access previous newsletters here](#)
(must be logged in to LFD.com)

Explore our Blogs

Help solve a range of client income needs through holistic planning. [See the latest blog.](#)

Market Intel Exchange

Market data and insights from Lincoln and industry asset management partners. [Market Intel Exchange \(PDF\)](#)

Important Information:

Lincoln life insurance policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

Policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer.

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. Limitations and exclusions may apply.

With variable products, policy values will fluctuate and are subject to market risk and to possible loss of principal.

Lincoln variable universal life insurance is sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the policy and its underlying investment options. This and other important information can be found in the prospectus for the variable universal life policy and the prospectus for the underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For current prospectuses, please call 800-444-2363 or go to www.LincolnFinancial.com.

It is possible coverage will expire when either no premiums are paid following the initial premium, or subsequent premiums are insufficient to continue coverage.

Only registered representatives can sell variable products.

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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