

Lincoln *MoneyGuard*® III

Lincoln Financial announces pricing update

In general, insurance products with guarantees tend to be more sensitive to macroeconomic trends. Given the industry's persistent low interest rate environment, Lincoln is making prudent and responsible pricing adjustments to Lincoln *MoneyGuard* III.

Effective March 16, 2020, Lincoln Financial will implement pricing updates to the Lincoln *MoneyGuard* III product with the launch of Lincoln *MoneyGuard* III (2020). This is a change to rates only. There are no changes to the product structure, contract language, forms, compensation or types of benefits provided.

On average, pricing adjustments on flex pay designs will see a pricing increase of 5% while flex pay designs of 10 years or more will see an increase of less than 5%. All single pay designs will see a pricing increase of 8%.

Following a transition period, Lincoln *MoneyGuard* III (2020) pricing will replace currently sold Lincoln *MoneyGuard* III pricing in the all states where it is currently available.

As a leader in the hybrid long-term care marketplace, Lincoln remains steadfastly committed to developing and providing your clients with best-in-class products. The flexible payment design of Lincoln *MoneyGuard* III has enabled us to strategically adjust prices to align to the current environment while also lessening the impact of rate changes where possible.

How this change impacts your business

- For applications to qualify for the current *MoneyGuard* III 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, March 27, 2020.
- For pending or issued business, after March 16, 2020, Lincoln will accept requests with a revised projection of values to change to *MoneyGuard* III (2020) pricing.
- For placed business, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of March 16, 2020, *Lincoln DesignIt*SM and WinFlex will be updated to reflect the new rates. During the transition period both current and new rates can be run.

Insurance products issued by:
The Lincoln National Life Insurance Company

Standard *MoneyGuard* rules apply during this transition

- 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 premium rates 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 available at that time.



For more information, contact your *Lincoln MoneyGuard*® representative.

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: Lincoln *MoneyGuard*® III, universal life insurance on policy form ICC19-MG890/19-MG890 with the following riders: Value Protection Endorsement (VPE) on form ICC19END-10534/END-10534; Terminal Illness Acceleration of Death Benefit Rider (TIR) on form ICC19TIR-891/TIR-891; Long-Term Care Benefits Rider (LTCBR) on form ICC19LTCBR-890/LTCBR-890. For use in all states except CA and NY.

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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