

# CARRIER PRODUCT AND UNDERWRITING NICHES



## PRODUCT NICHES

Product	Notes
Lifetime Builder Series III	IUL Product which provides excellent cash buildup / Unique indexing option for the S&P 500 with 200% participation / shortpay with income solve / Waive of specified premium makes this product "self completing" in the event of disability (very different than waiver of COI's, which most contracts offer)
Survivorship Builder	ISUL product that generates very high DB / Unique indexing option for the S&P 500 with 200% participation / \$1 @ AGE 100 level pay and short pay designs looks amazing / overfund younger insureds for endowing face amt to keep up with estate growth (even in option 1 dB) / First to Die rider (up to 75% of face as rider) / term blend capability - increases early cash - does not extend coverage
Accordia Life Provider	low cost IUL DB product with minimal guarantees
Accordia Life Assure	low cost CAUL product with guarantees that last 30-15years
Wellness Rider	Cost Reduction via COI discounts / enhanced cash performance via COI discounts / COI reductions can be significant - up to 10% if the client qualifies for all available discounts

## UNDERWRITING NICHES

Health Styles Program up to age 80 which allows us to credit cases from table ratings to STD and from STD to PFD
Can offer PFD Non-Smoker after only 12 months of smoking cessation
No Treadmill Testing until face amount is above \$25,000,000
On SUL – medical requirements are based on half of the total face amount even if one life is uninsurable
Liberal Cholesterol Guidelines which allow Cholesterol levels up to 300 and a ratio as high as 6.5 for PFD on clients above age 70



## PRODUCT NICHES

Product	Notes
AG Secure Lifetime GUL II	One of the top single life guarantee products in terms of pricing on the market. Guaranteed product with guaranteed cash build up / Lifestyle Income Solution rider
AG Secure Survivor GUL	One of the best priced SUL's on the market also includes guaranteed cash
AG Choice Index GUL	Index Product with a guarantee rider similar to Protection UL and Protective Choice Index UL / favorable comparison if client wants G longer than age 90
Elite Index II	One of the best accumulation IULs on the market, very low charges and best accumulation
Elite Survivor Index II	One of the best accumulation and low cost SIUL products on the market
Elite Global Plus	Great cash buildup / Excellent for younger ages / Optimal design is overfunding w/7-pay
Elite Global Survivor	Great cash buildup / Excellent for younger ages / Optimal design is overfunding w/7-pay
Term Products	Rated term is priced off of the STD Plus risk class as opposed to STD

## UNDERWRITING NICHES

Anxiety/Depression - Still be eligible for PFD rates
Cigar Smoking – Still eligible for a Non-Smoker rating with a negative nicotine urine test; even if the client smokes 1 cigar per week
No Treadmill Testing
Foreign National Underwriting - Term and permanent products available
Healthy Credit Programs to get clients into PFD categories

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## PRODUCT NICHES

Product	Notes
Brightlife Grow	Limited guarantee IUL product that accumulates excellent cash values with a more conservative rate than most other IUL accumulation products. AXA's flagship product.
Brightlife Protect	Limited guarantee IUL product to compete with the JH Protection IUL & UL / Protective Custom Index UL products / performs very well at a low crediting rate / great for conservative agents & clients
Athena Indexed UL	High early cash value / High targets / S&P 500 1-year or 3-year option / High early cash value rider, ROP rider and LTC rider available / 2 year rolling targets / compelling IRR illustration capability
Athena Survivorship UL	Guarantees to age 90 / Allows for skip premium designs - Very good solve in AXA Softward / High early cash value rider and ROP rider available / IRR design with ROP
Athena UL	Premium flexibility / Guarantees to age 90 / High early cash value rider and ROP rider available
LTC rider	Available on all single life permanent products

## UNDERWRITING NICHES

Aviation
Cancer Cases - Shorter postpones, lower flat extras for common cancers (Prostate, Breast, Colon, etc.)
Early Onset CAD Below Age 60 – Traditionally viewed more aggressively than the industry average
Elevated EBCT Scores – Traditionally viewed more aggressively than the industry average
No Treadmill Testing at any age or face amount for non-tobacco users (Only exception is diabetics)



## PRODUCT NICHES

Product	Notes
Protection UL	Excellent performance in the older ages / Limited guarantee runs into late 90s when insured is 77+ / 5-10% lower cost premium than no lapse guarantee / Only true minimum premium current assumption product
Protection SUL	Excellent performance in the older ages / Limited guarantee runs into late 90s when insured is 77+
LTC Rider	Available on all single life permanent products

## UNDERWRITING NICHES

Cigarette Definition for Smoker Rates – Can treat cigar smokers and chewers as non-smokers even if the client's nicotine is positive on the labs
CAD – Own proprietary underwriting manual that is traditionally more aggressive than the industry average
Depression – Still eligible for PFD rates
Family History of CAD - Still eligible for PFD if only one parent died of CAD before the age of 60
Treated Hypertension (HTN) - Still eligible for best class



## PRODUCT NICHES

Product	Notes
LifeReserve IUL Accumulator	IUL that has the Exec rider which boosts cash and can produce 100% cash value in year 1
Treasury IUL	Index product linked to the 10yr treasury / great sale instead of rated term sale using dial down and table shave
VULone	VUL with a guarantee rider
LifeGuarantee UL 2012	Excellent no-lapse rates in the older ages (i.e. older than age 70)

## UNDERWRITING NICHES

Cigarette Definition for Smoker Rates – Can treat cigar smokers and chewers as non-smokers even if the client's nicotine is positive on
Diabetes – Still eligible for PFD rates on clients above age 70
No Life Expectancy needed for uninsurable on a SUL; No medical evidence required
No MD exams
True Table Shave Program for permanent policies at age 70 or less

# CARRIER PRODUCT AND UNDERWRITING NICHES



## PRODUCT NICHES

Product	Notes
Promise Whole Life	Par whole life product / 5 options pay to 120 (DB option), 100, 65(accum options), 10pay, 20pay (accum options - financing) / great accumulation similar to IUL / similar features to IUL riders include: Chronic and Critical, Full Waiver of Premium, Principal Preservation, Solid income potential via loans / compete with IUL on premium if you drop IUL crediting rate less than 7%
Secure Flex	Provides long-term death benefit protection with the potential for cash value to accumulate
Legacy Advantage SUL	Performs well in level pay funding scenarios / Builds excellent early cash values / full comp and performance on single pays / 3times target will skip 19-22yrs
Guarantee Advantage UL	Performs well in level pay funding scenarios / Builds excellent early cash values / full comp and performance on single pays / 3times target will skip 6-13yrs
Equity Advantage VUL	VUL with a NLG rider
Provider Universal Life	NLG to age 95 or less / no cash / performs well on rated cases and smokers 60+

## UNDERWRITING NICHES

CAD – Own proprietary underwriting manual that is traditionally more aggressive than the industry average
Can offer coverage on active duty military personnel (non-special ops) even if they are to be deployed to a hazardous location/war zone
Family History – A “wellness” credit may be used to offset one early family death of CAD or cancer for PFD Plus and Elite Classes
Flexible B/P readings for PFD Guidelines
Super Pool Program



Mutual of Omaha

## PRODUCT NICHES

Product	Notes
GUL	Excellent performance in shortened guarantee scenarios (G to 85-100) with a front loaded premium schedule or level pays / very competitive in short pay scenarios guaranteed to 90-105
GUL Survivor	Guaranteed SUL that performs extremely well in short pay scenarios guaranteed to lifetime
GUL Express	Simplified Issue NLG Universal Life
GUL Plus	Low cost solution with cash value / Single pay niches (50-75) STD rates & 75+ PFD rates
Term Life Express	Simplified Issue Term product
GRO rider	liquidity provision to provide premiums paid back in year 15 (50%), 20 (100%), 25 (100%)
ABR rider	Accelerated Benefit Rider for Chronic and Critical Illness included on all permanent products including after a conversion with no table rating restriction and no morbidity underwriting

## UNDERWRITING NICHES

Asthma - Still eligible for PFD classes
Build – On average they are 7% more liberal than the competition on STD rate build charts
FIT Crediting Program up to \$5M is available on term products
Mild/Moderate Sleep Apnea - Still eligible for PFD rates if being treated
Treated Hypertension (HTN) - Still eligible for Best Class

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## PRODUCT NICHES

Principal UL Flex II	Death benefit focused current assumption UL. Minimal guarantees. Reasonable cash accumulation.
Principal IUL Flex	IUL based on the UL Flex. Low cost, death benefit focused IUL. Not designed for over-funded scenarios.
Principal UL Accumulation II	Accumulation focused UL. Solid cash accumulation.
Principal Life Protector IV	NLG contract with no cash accumulation.

## UNDERWRITING NICHES

Can offer Preferred Nonsmoker after 24 months of smoking cessation
Credits can be used to offset Family History for Preferred categories
Healthy Life Style Credits that can be used on rated cases to Standard and Standard cases into Preferred categories
Liberal build chart
True Table Shave program for permanent policies to age 70 or less



## PRODUCT NICHES

Product	Notes
Protective Custom Index UL	Protection UL killer / best solve is \$1 at 100 or G to 90 / if you need increasing DB allow product to endow as there is no option 2 DB
Protective Custom Choice	Term and UL product / term durations of 10, 15, 20, 25, 30 / Product dialable to any age / No Cash / convertible into the Advantage Choice UL / IPO option can be used to reduce premium / VERY Strong Chronic and Critical Illness rider
Protective Advantage Choice UL	NLG product with cash accumulation / good alternative for younger clients to provide flexibility until age 85 (cash runs out) / the product that the Custom Choice can convert into
Protective ProClasic UL	Current Assumption product / Cash Value rider available for financed and business cases that can accumulate close to 100% cash in year 1
Golden Legacy Term	Second to die term product

## UNDERWRITING NICHES

6-month Life Expectancy requirement for an uninsurable on a SUL
Cancer Cases - Shorter postpones, lower flat extras for common cancers (Prostate, Breast, Colon, etc.)
Early Onset CAD Below Age 60 - Traditionally viewed more aggressively than the industry average
Elevated EBCT Scores - Traditionally viewed more aggressively than the industry average
Valvular Heart Disease - Traditionally more aggressive than the industry average with clients above age 45



## PRODUCT NICHES

Product	Notes
Classic UL	Ages 45-75 / STD Plus up to PFD Best / G to 105 the product is top 3 across the board / Paying target year 1 and solving for the level premiums thereafter saves the client money overall and maxes target dollars
Survivorship UL-G	One of the top priced guaranteed SUL products on the market.

## UNDERWRITING NICHES

Breast cancer - Shorter postponement period and lower flat extras on low grade cancers
Depression - Preferred possible if on only one medication with APS documentation of control
Elevated liver function tests - Preferred possible with no alcohol history
Goodlife Rewards - Potential to improve up to three table ratings up to an including Preferred Plus
Sleep apnea - Preferred possible with documentation of treatment

# CARRIER PRODUCT AND UNDERWRITING NICHES



## PRODUCT NICHES

Product	Notes
TransACE 2013	Solid cash build up / Surrender flexibility endorsement / LTC rider available / Real Time pricing fluctuates with the 10yr treasury - allows for 13 week rate lock with submission of formal application / Multiflex Surrender Endorsement liquidity events at yr 15, 20, 25+ / will accept any size single pay without exception due to pricing flexibility
TransACE SUL 2013	Solid cash build up / Surrender flexibility endorsement / LTC rider available / Real Time pricing fluctuates with the 10yr treasury - allows for 13 week rate lock with submission of formal application / Multiflex Surrender Endorsement liquidity events at yr 15, 20, 25+ / will accept any size single pay without exception due to pricing flexibility (max Face Amt of \$15M - call AIN for exception)
Trendsetter LB	Guaranteed initial level premium term life insurance with Chronic, Critical and Terminal Illness Accelerated Death Benefits (ADBs) inherent in the products, subject to state availability
All Products (except whole life)	IPO feature that reduces annual premium cost to insured by spreading the death benefit over 5-25 years
LTC rider	available on the TransACE
UL Products	Flat extra equivalent that allows for a table rating to be removed in favor of a flat extra that can save the client annual premium cost

## UNDERWRITING NICHES

Adverse Driving History - Still eligible for PFD with 3 moving violations in the last three years (Industry average is 2)
Canadian Ownership of US policies
Depression/Anxiety - Still eligible for PFD rates
Parkinson Disease - Still eligible for STD to PFD rates
Treated Hypertension (HTN) - Still eligible for Best Class between the ages of 50-80



## PRODUCT NICHES

Product	Notes
Voya Global Choice IUL	Multiple indexing strategies that are blendable with multiple options (1yr S&P, 2yr Global, 5yr Global)
Voya Strategic Accumulator SUL	Ability to achieve 100% cash value in year 1
Voya IUL GDB	IUL with a option for lifetime guarantees / Design with superior IRR's compared to NLG / Design with minimum premium starting in yr 11 for G to 90 solve
Voya - Global	Great cash buildup / Excellent for younger ages / Optimal design is overfunding w/7-pay

## UNDERWRITING NICHES

Diabetes – Still eligible for PFD rates if the diabetes is rated at STD and the client meets all of ING's PFD guidelines
Does Not Rate for Family History of Cancer – Still eligible for Super PFD rates if all else qualifies
Elevated Cholesterol – Clients with Cholesterol levels up to 300 are still eligible for PFD rates if all else qualifies
Favorable BMI approach to Build
Healthy Credits Program to get clients into Preferred categories