

A Special Publication for CENCO Related Agents

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Check Out The Cenco Website:

www.cencoinsurance.com

You will have access to:

- Quotes
- Forms
- Introduction Kits for Our Core Carriers
- Archived and current issues of the **Cenco Street Journal** and the **Cenco eNews**

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Basics of Annuities Sales Idea

Annuities can be very powerful tools, whether your client is looking for growth in their investments or if they need income. The challenge is getting past their perceptions about annuities and educating them about how they work.

An annuity can be an integral part of your clients' long-term retirement planning strategy, providing direction to help them overcome unnecessary risks and important optional benefits to help protect their financial future. Annuities offer guaranteed death benefits and payment options to help meet retirement income needs.

Investments such as savings accounts, certificates of deposit and mutual funds generally don't provide a lifetime income. An annuity can turn assets into a steady, guaranteed income stream. This means your client can always depend on this source of income, no matter how long they live.

While annuities provide many benefits, most people don't understand them. In a recent study, 54% of 44 to 75-year olds express distaste for the word annuity, despite the fact that 80% find an annuity-like solution attractive when it is described to them without calling it an annuity.

Two financial products were described: one with a 4% return and a guarantee against losing value and another that offered an 8% return but was subject to market risk. Approximately 80% preferred the first product - an annuity.

In reality, people who actually own annuities expressed overwhelming satisfaction with 76% saying they were very happy with their purchase. Consumers ranked annuities second highest in satisfaction among all financial products.

Start your discussion without trying to sell an annuity. Find out what is important to your client. What do they want their money to accomplish for them? What is their attitude toward risk? Have they identified retirement expenses that will be essential and discretionary? Educate them on what options are available and what benefits they provide. This conversation may lead them to see why an annuity is suitable for their needs.

Cenco offers a wide array of annuity products. Call us today!

November Is Long Term Care Awareness Month!

November is LTC Awareness Month - time again to devote your efforts to helping people understand the importance of planning for their future long-term care needs. Here are some things your clients should consider when developing a plan for LTC:



- **Planning for long-term care is important.** Most people will tell you they plan to live a long life. In reality, 70% of people who reach age 65 will need LTC services at some point in their lives.
- **LTC services are expensive.** A cost-of-care survey revealed that just one year in a nursing home can cost nearly \$80,000 and home health care, which is less expensive, can cost \$36,000.
- **You can't rely on Medicare.** Many people mistakenly believe their LTC needs are already covered. In reality, Medicare only covers services for a short time - typically just long enough to help people get back on their feet after an illness or injury.
- **Medicaid isn't for everyone.** Medicaid does not cover LTC services but it is for people with low incomes and limited resources. That may mean your clients would have to spend down their assets just to qualify.
- **There's a hidden cost to family caregivers.** It's easy to say, "my family will take care of me". The fact is family caregivers frequently suffer from stress and illness themselves. Not to mention lost wages if they have to give up a job or reduce work hours.
- **The best time to start planning is now.** Having a plan in place when that day comes can help alleviate the emotional strain many families face.
- **The cost of waiting can be high.** The ability to obtain an LTC policy is based on age and good health so if there is a change in health status, they may not be able to qualify.
- **Some coverage is better than none.** Without a policy to help pay the bills for LTC services, they have to liquidate assets, sell property etc. to come up with the cash they need. Even a modest LTC policy offers some protection for their important assets.

For more information on Long Term Care Awareness Month visit the American Association For Long Term Care Insurance website: <https://www.aaltci.org>.

DI Sales In The Business Market

Broker World magazine recently asked a panel of DI experts what they thought would help agents get more involved in DI income protection solutions. Below is one Q&A from Thomas Petersen from Petersen International.

Q: What suggestions do you have to help agents find success in the business market?

A: Thomas R. Petersen - "The business markets for disability insurance are even more wide open. Every insurer that writes disability insurance promotes the personal use of disability insurance and frequently avoids, or at least under-promotes, the business coverages. Also, there are only a few disability carriers that even offer business coverages which makes the opportunities even greater!

All businesses with partners have a need for a buy/sell agreement. Within the buy/sell there is a provision in the event of a disability. Do they need to insure this risk? No, but in the absence of a disability buy/sell, the company (or other partners) are self-funding the entire risk! Disability insurance plans are pennies on the dollar.

Often businesses who do purchase a disability buy/sell have a need to discuss a key person contract. All businesses have a key person. Sometimes it might not be obvious.

Lastly, business overhead is so frequently overlooked. We hear clients say "I can use my disability benefit if needed." Really? The disability benefits are for the personal budget not the business. By using the personal benefits for the business budget the client loses the financial protection they needed to start.

So what are our suggestions? Open your existing client list and talk to them about business coverages. It's that easy!"

Check out the rest of the article in the October issue of Broker World magazine at <http://www.brokerworldmag.com>.

Did You Know....Timing Is Everything!

Especially when it comes to underwriting for your clients with impairments or special circumstances. Make sure you know when the timing is right to revisit a case that was previously declined or rated - you may have a sale waiting for you. Changes in your client's circumstances, market conditions, medical advancements or underwriting rules can all affect the final outcome of your client's cases.

Cenco is available to assist you with when you should revisit a past case. The time may be right - contact us today at 800-452-3626.

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**November
2018**

**Can Healthy Habits
Impact Your
Client's Life
Insurance Policy?
Details Inside!**

**Non-Medical Underwriting On
QoL Max Accumulator+**

- Ages 0-50
- Face amounts \$50K to \$499,999
- No lab tests, physical exam or APS required for proposed insured
- All rate classes are available
- Faster processing times using the iGO eApplication, leads to faster commissions for the agent

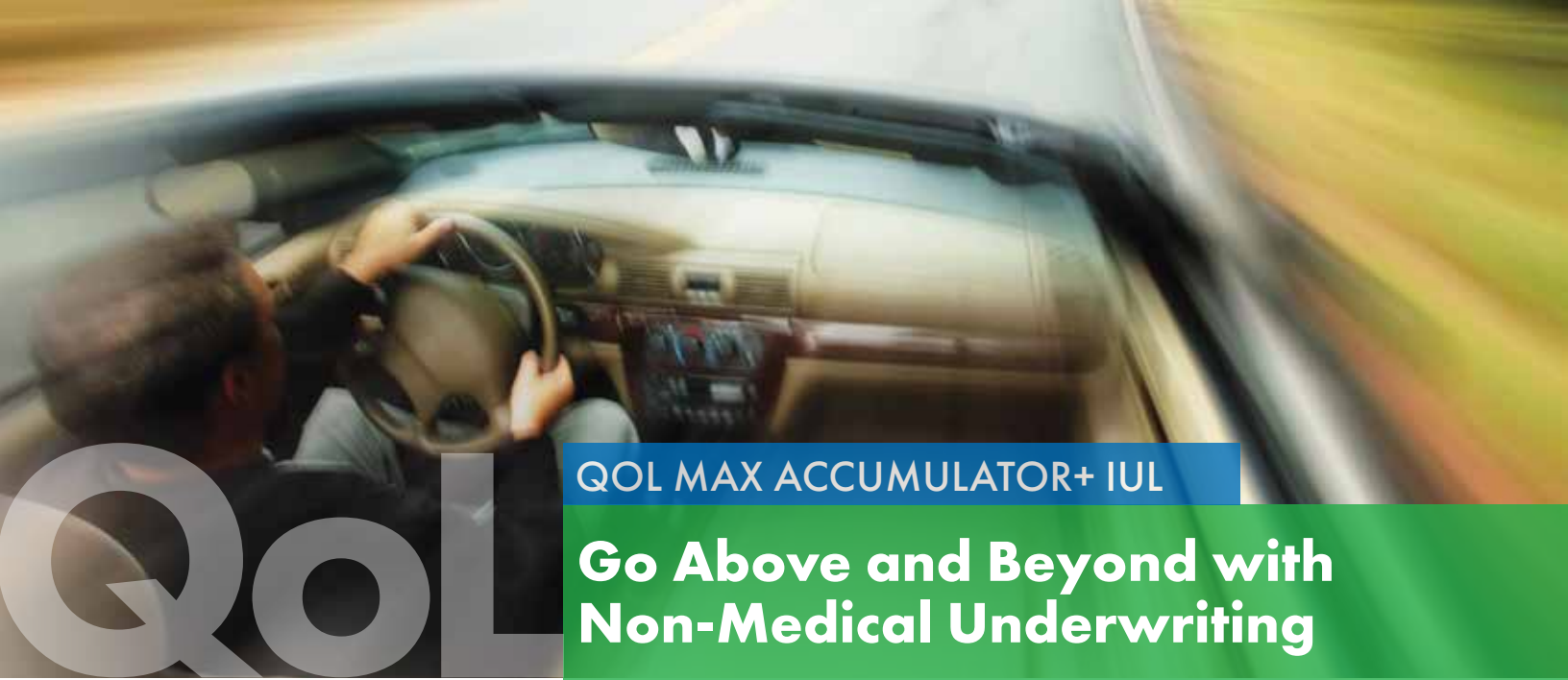
**The Definitive
Marketing
Publication
For Life &
Disability
Insurance**

For Your Information...

Check out the new **QoL Master Playbook** on the website **aig.com/QoLMasterPlaybook**.
Everything you need is here!

- ◆ QoL Producer Website
- ◆ QoL Training Playbook
- ◆ QoL IUL Playbook
- ◆ QoL Term Conversion Playbook
- ◆ And more.....





QOL MAX ACCUMULATOR+ IUL

Go Above and Beyond with Non-Medical Underwriting

Combine an increasing death benefit with Chronic Illness protection and still receive Non-Medical Underwriting!

Imagine your client getting valuable life insurance protection,

with all of the benefits provided in a cash accumulation IUL, issued in as little as 5-business days with no labs, exams, or APSs!

Our QoL Max Accumulator+ IUL offers a non-medical UW process that is based on the issue age of the insured (ages 0-50) and the initial death benefit on the application (under \$500k).

Why is the “initial” \$499K maximum so significant?

It means you can design a case for supplemental retirement income with an initial death benefit below \$500K that may increase above the \$500K maximum over the life of the policy. Simply select the “minimum increasing death benefit” option at issue.

Additionally, chronic illness protection can also be provided with non-medically underwritten cases.

And what does that mean for you and your clients?

It gives you an opportunity to provide an attractive life insurance solution for your clients who are concerned about saving enough money for retirement, while providing them the added-bonus of valuable chronic illness protection at up to best rate class than other carriers – still with no labs, exams or APSs!

How do we offer access to a potentially higher chronic illness benefit?

Some carriers bind the potential chronic illness benefit to the DB amount at issue (or “initial” DB). What’s significant about the Accelerated Access Solution® (AAS) rider is that it bases the eligible amount of acceleration off of the face amount at the time of claim, not the time of issue.

Ultimately, you can utilize the increasing death benefit option during the accumulation phase to help grow your client’s policy cash value; which in turn grows your potential AAS benefit! See example on the next page.



Example

Initial Death Benefit	\$211,506
Premium	\$1,000 per month to age 65
Age 65 Cash Value	\$238,975
Age 65 Death Benefit	\$450,482
Chronic Illness Protection at age 65	\$18,019 per month! * *
Annual Loan Amount	\$25,325
Total Income at age 85	\$506,500

* Male age 50 PNT. Minimum, increasing DB to age 65 then level thereafter. \$25k per year until age 65. Participating loans from age 66-85. Max illustrated rate using MLSB index. 100% AAS rider with 4% monthly payout option. Rates as of 6/29/18

** Maximum amount available. Monthly benefit may not exceed the IRS Per Diem at time of claim.

FOR MORE INFORMATION

QoL Max Accumulator+ offers the opportunity for supplemental retirement income and coverage

in the event of a chronic illness condition in as little as 5 business days...with no labs, exams or APSs.

Who wouldn't want access to all those additional benefits?

Important Consumer Disclosures Regarding Accelerated Benefit Riders

An Accelerated Death Benefit Rider (ABR) is not a replacement for Long Term Care Insurance (LTCI). It is a life insurance benefit that gives you the option to accelerate some of the death benefit in the event the insured meets the criteria for a qualifying event described in the policy. The rider does not provide long-term care insurance subject to California insurance law, is not a California Partnership for Long-Term Care program policy. The policy is not a Medicare supplement.

ABRs and LTCI provide different types of benefits. An ABR allows the insured to access a portion of the life insurance policy's death benefit while living. ABR payments are unrestricted and may be used for any purpose. LTCI provides reimbursement for necessary care received due to the inability to perform activities of daily living or cognitive impairment. LTCI coverage may include reimbursement for the cost of a nursing home, assisted living, home health care, homemaker services, adult day care, hospice services or respite care for the primary caretaker and the benefits may be conditioned on certain requirements or meeting an elimination period or limited by type of service, the number of days or a maximum dollar limit. Some ABRs and all LTCI are conditioned upon the insured not being able to perform two or more of the activities of daily living or being cognitively impaired.

This ABR pays proceeds that are intended to qualify for favorable tax treatment under section 101(g) of the Federal Internal Revenue Code. The federal, state, or local tax consequences resulting from payment of an ABR will depend on the specific facts and circumstances, and consequently advice and guidance should be obtained from a personal tax advisor prior to the receipt of any payments. ABR payments may affect eligibility for, or amounts of, Medicaid or other benefits provided by federal, state, or local government. Death benefits and policy values, such as cash values, premium payments and cost of insurance charges if applicable, will be reduced if an ABR payment is made. ABR payments may be limited by the contract or by outstanding policy loans.



Policies issued by: American General Life Insurance Company (AGL), Policy Form Numbers 15646, ICC15-15646; Rider Form Numbers 15602, ICC15-15602, 15603, ICC15-15603, 15604, ICC15-15604, 15600, ICC15-15600, 82012, 82410, 88390, 14002, ICC14-14002, 14306, 07620, 15997, ICC15-15997, 15996, 15994, ICC15-15994, 15271, ICC15-15271, 15274, ICC15-15274, 15272, ICC15-15272, 15273, ICC15-15273, 13600-5, ICC13-13600-5, AGLA 04CHIR-CA (0514), AGLA 04CRIR REV1005, and AGLA 04TIR REV1005. Issuing company AGL is responsible for financial obligations of insurance products and is a member of American International Group, Inc. (AIG). AGL does not solicit business in the state of New York. Products may not be available in all states and product features may vary by state. Guarantees are backed by the claims-paying ability of the issuing insurance company.

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QoL Max Accumulator+ IUL Non-Medical Underwriting on a Budget

Not all potential clients want to go through the hassle of the medical underwriting process for their life insurance policy. Imagine your client getting valuable life insurance protection, with all of the benefits provided in a cash accumulation IUL issued in as little as **5 business days with no labs, exams, or APS!**

Our QoL Max Accumulator+ IUL offers non-medical underwriting for clients ages 0-50 on policies with an initial face amount below \$500,000.

Additionally, chronic illness protection with our AAS rider can also be provided with this process.

Is budget a concern for your clients? For a low monthly premium you can provide your client valuable life insurance protection, the opportunity for supplemental retirement income, and coverage in the event of a chronic illness condition. In as little as 5 business days...with no labs, exams or APS!

Check out the next page to see what \$200, \$300 or \$400 per month can provide!



Policies issued by
American General Life
Insurance Company

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MONTHLY PREMIUM	ISSUE AGE	TOTAL PREMIUM @65	INITIAL DB	DB @65	ANNUAL INCOME AGES 66-85	TOTAL INCOME	AAS @65** MONTHLY BENEFIT
\$200	25	\$96,000	\$103,076	\$548,494	\$47,652	\$953,040	\$21,940
\$200	30	\$84,000	\$84,897	\$378,645	\$31,268	\$625,360	\$15,146
\$200	35	\$72,000	\$71,416	\$268,202	\$20,872	\$417,440	\$10,728
\$200	40	\$60,000	\$59,448	\$184,291	\$13,174	\$263,480	\$7,372
\$200	45	\$48,000	\$50,008	\$125,711	\$7,928	\$158,560	\$5,028
\$200	50	\$36,000	\$50,000	\$91,657	\$4,294	\$85,880	\$3,666

MONTHLY PREMIUM	ISSUE AGE	TOTAL PREMIUM @65	INITIAL DB	DB @65	ANNUAL INCOME AGES 66-85	TOTAL INCOME	AAS @65** MONTHLY BENEFIT
\$300	25	\$144,000	\$157,672	\$839,228	\$72,981	\$1,459,620	\$33,569
\$300	30	\$126,000	\$130,248	\$587,296	\$48,843	\$976,860	\$23,492
\$300	35	\$108,000	\$109,463	\$416,558	\$32,729	\$654,580	\$16,662
\$300	40	\$90,000	\$89,173	\$280,891	\$20,297	\$405,940	\$11,236
\$300	45	\$68,000	\$75,011	\$191,344	\$12,249	\$244,980	\$7,654
\$300	50	\$51,000	\$63,452	\$130,662	\$7,004	\$80,080	\$5,226

MONTHLY PREMIUM	ISSUE AGE	TOTAL PREMIUM @65	INITIAL DB	DB @65	ANNUAL INCOME AGES 66-85	TOTAL INCOME	AAS @65** MONTHLY BENEFIT
\$400	25	\$192,000	\$212,268	\$1,129,958	\$98,309	\$1,966,180	\$45,198
\$400	30	\$168,000	\$175,348	\$790,749	\$65,809	\$1,316,180	\$31,630
\$400	35	\$144,000	\$147,334	\$560,771	\$44,106	\$882,120	\$22,431
\$400	40	\$120,000	\$119,931	\$383,966	\$28,080	\$561,600	\$15,359
\$400	45	\$96,000	\$100,015	\$260,700	\$17,021	\$340,420	\$10,428
\$400	50	\$72,000	\$84,602	\$175,310	\$9,496	\$189,920	\$7,012

* Male PNT. Minimum, increasing DB to age 65 then level thereafter. Monthly premium until age 65. Participating loans from age 66-85. 7.44% illustrated rate. 100% AAS rider with 4% benefit option. Rates as of 6/29/18.

** Maximum amount available. Monthly benefit may not exceed the IRS Per Diem at time of claim.

To learn more about Non-Medical Underwriting visit
aig.com/QoL
 or see your representative.



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Can healthy habits impact your life insurance policy?

Age

Tom, 45

Occupation

Web Developer

Life Status

Married
2 kids, active

Goals

Affordable coverage
Does not want to outlive his policy

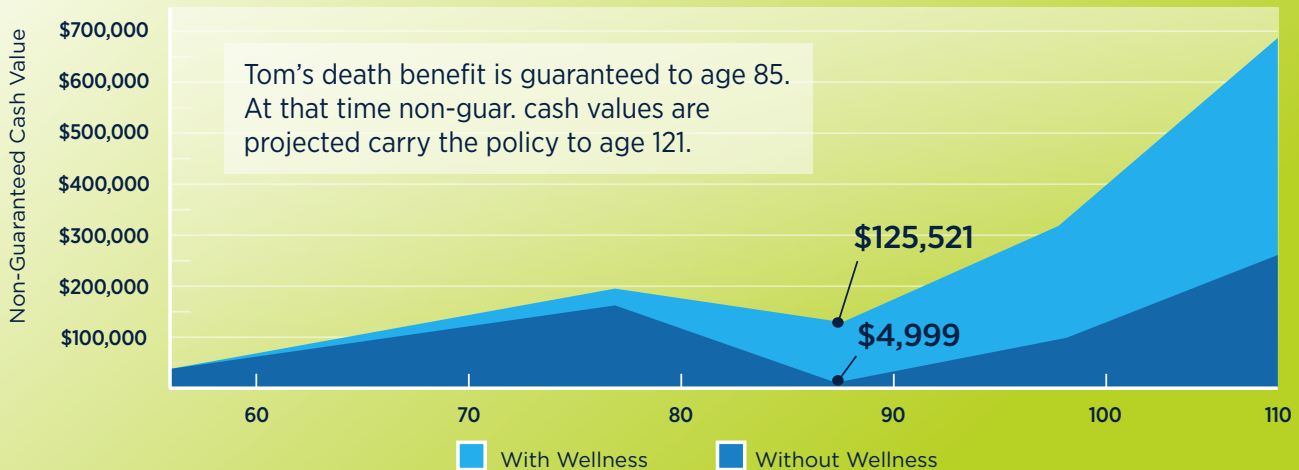
Tom, age 45, likes the flexibility of permanent life insurance and knows he’s in good health, however he is concerned about outliving his policy. Tom is looking for a simple, affordable and secure solution to address his needs.

Tom’s insurance agent tells him that Lifetime Foundation ELITE’s approach to death benefit guarantees can address his concerns by providing a death benefit guarantee beyond his life expectancy. Knowing that Tom is conscious about his health, his agent also mentions that the optional Wellness for Life® rider can potentially help add an extra level of security by helping to extend the length of his policy through Cost of insurance (COI) reductions.

The chart below illustrates the advantage of adding the Wellness for Life® rider to Tom’s policy while keeping his premium the same. If Tom qualifies for Level 2 Wellness for Life Rewards®, the impact of the guaranteed COI reductions on his projected non-guaranteed cash values is a difference of \$120,522 at age 90.

Impact of the Wellness for Life® Rider

Lifetime Foundation ELITE, 45, Preferred Non-Tobacco, \$1,000,000 Death Benefit, \$6,750 Premium, Non-Guaranteed Illustrated Rate 6.0%



For the corresponding guaranteed rates and values please refer to the Basic Illustration for the product and parameters assumed.

By adding the Wellness for Life® rider, Tom has the potential to extend his policy on a non-guaranteed basis — giving him greater financial security for his future.



Can healthy habits impact your life insurance policy?

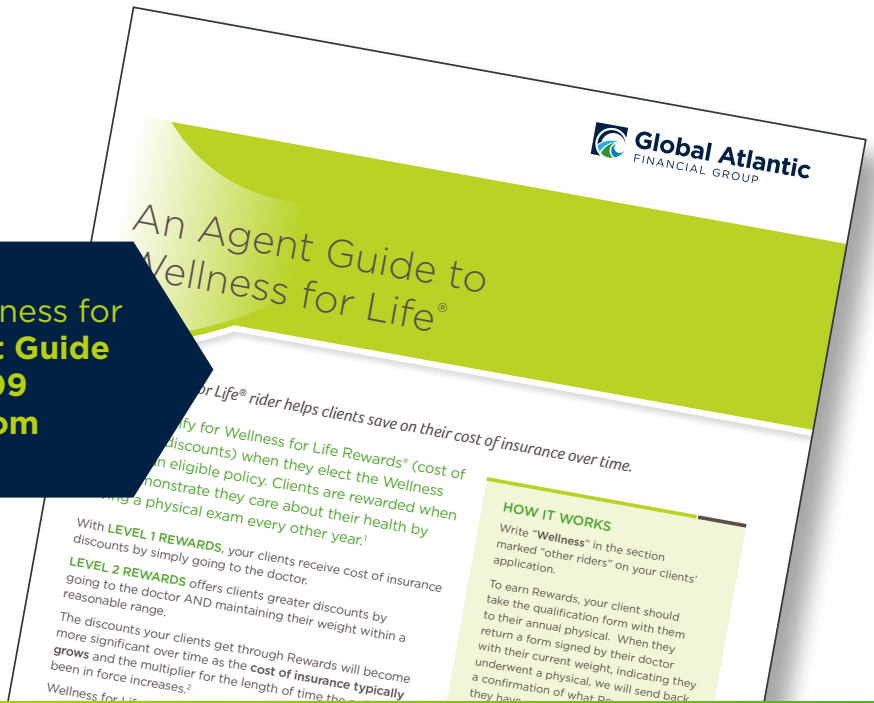
How Wellness for Life® works:

When your clients elect the Wellness for Life® rider, they can earn Wellness for Life Rewards®. These Rewards can help them to build cash value within their policies through cost of insurance reductions, thereby extending the length of the policy.

There are two levels of Rewards that a client may be eligible for:

- **Level 1 Rewards** allow your client to receive discounts on their cost of insurance charges by simply going to the doctor once every two years.
- **Level 2 Rewards** offer clients greater discounts by going to the doctor AND maintaining their weight within a reasonable range determined at policy issue.

To learn more about the Wellness for Life® Rider, look for **An Agent Guide to Wellness for Life® - LR2009** available globalatlanticlife.com



CONTACT US | globalatlantic.com | (855) 887-4487, option 3 | salessupport@gafg.com

Wellness for Life® Rider is not available in all states.

Products issued by Accordia Life and Annuity Company, 215 10th Street, Des Moines, Iowa. Accordia Life is a subsidiary of Global Atlantic Financial Group Limited. Policy forms ICC17-IULC-C18, IULC-C18. Rider forms ULWFL-E14

Global Atlantic Financial Group (Global Atlantic) is the marketing name for Global Atlantic Financial Group Limited and its subsidiaries, including Accordia Life and Annuity Company and Forethought Life Insurance Company. Each subsidiary is responsible for its own financial and contractual obligations.

Availability varies by product, state and product issue date.