

A Special Publication for CENCO Related Agents

CENCO STREET JOURNAL

Volume 20, Issue 8

August 2020

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**

Inside this issue:

Tips To Survive And Thrive Working From Home	2
Breaking Into The Business Market: Selling A Key Person Insurance Policy	3

Beneficiary Review Sales Strategy

Beneficiary Reviews May Help Increase Sales

Mistakes made when designating beneficiaries can be costly for your client, impairing their ability to protect, preserve and pass on assets to their loved ones.

A beneficiary review is an opportunity to help your client match current beneficiary designations with their desired disposition of assets, answering such questions as:

- ♦ **Are all assets going to the desired persons in the desired manner?**
- ♦ **Have all contingencies been considered and covered?**

Your role is to simply make your clients aware of their current disposition plan and help them determine if their disposition plan meets their goals, and, when appropriate, referring them to other professional advisors.

Uncover New Sales

A beneficiary review is a good way to strengthen client relationships. The loyalty that can be built by providing such a valuable service may help you generate more referrals and develop relationships with beneficiaries.

The process of collecting data during a review may also help you identify insurance shortcomings, and, in many cases, point to the need for a more detailed and separate insurance review. A beneficiary review may help identify ways to:

- ♦ **Maximize estate value**
- ♦ **Uncover potential rollovers**
- ♦ **Retain and consolidate assets**

Contact Cenco for more information.

Tips To Survive And Thrive Working From Home

Routines, we take them for granted. At times, we resent them. We take vacations to break our routine. Despite the love/hate relationship with routines, they organize our days and actually contribute to our overall sense of control as well as emotional and physical wellbeing.

Work is the most defining routine in an adult's daily life. The COVID-19 pandemic has introduced unprecedented disruption and uncertainty into our lives by forcing countless employees to telework from home.

Here are tips for working well at home.

- ♦ **Set a Daily Schedule.** Get up at your “regular” time, partition the day, beginning, and ending the day just as you might when going to work. Setting and keeping a schedule contributes to a sense of order, normalcy, and personal control while managing uncertainty.
- ♦ **Maintain Your Personal & Professional Self.** Maintaining a routine of personal care is not just about physical health, it is about creating a structure that gives you a sense of control in a time of uncertainty - get up, make your bed and get dressed and prepared as you normally would for work.
- ♦ **Define a Workspace.** Working at home does not mean that you should choose your favorite comfy chair or take up the kitchen table with your projects putting your work at the center of the lives of your family. Reach a consensus defining workspaces - your office at home. It may be a corner, a side table, or for some, a separate room. And when your workday is done, close the door.
- ♦ **Set Daily Work Objectives.** Flexible work is not just about working from home, for many, it means newfound freedom to set work objectives. Research suggests that our level of life satisfaction and reducing burnout is often correlated to what we can achieve daily, not in the long-term, but everyday.
- ♦ **Switch Off.** It is important that working from home does not mean 24/7 work. Switching off and ensuring adequate downtime is critical not just to your own mental and physical wellbeing but to maintaining healthy relationships with your partner, spouse, and children.
- ♦ **Eat, But Eat Healthy.** Working from home may reduce time in traffic on certain days, it also increases waistlines. Studies indicate that working at home promotes us to grazing - after all the refrigerator is always there. Eating well at home, combined with regular exercise is critical to physical health as well as reducing anxiety in the face of COVID-19.
- ♦ **Move, Move Often.** Social distancing and working from home can make it easier to be sedentary. Make a point of standing and moving when you can. For example, stand during phone calls, and walk around, if possible. And, try to do more than move - exercise. Vigorous exercise is not just good for you physically but vitally important to managing stress and anxiety.

**In this uncertain time, you can be certain that Cenco remains here to serve you.
Wishing you and your family good health!**

Breaking Into The Business Market: Selling A Key Person Insurance Policy

Key person life insurance offers business owners a flexible option to help ensure continuity of operations should a key person die or leave for another opportunity.



Step 1: Determine the need

- Can your business survive the loss of one of these owners or key employees?
- How much money and time will it take to bring the business back to the same level?

Step 2: Identify the key people

- Who are the key people whose daily contributions are instrumental to the operation and success of the business?
- Who has special skills and knowledge about the products, services and operations?
- Would competitors have an advantage if a certain employee was hired away or left?
- Who is the relationship builder and has the contacts that are critical to generating sales?
- Who would you trust to run the business in the event of your retirement, death or disability?

Step 3: Implement a strategy using a life insurance policy

How it works:

- The business is the owner and the beneficiary of a life insurance policy it purchases insuring the key person.
- The face amount is determined by estimating the cost of losing the key person. A good rule of thumb is approximately 5-10 times the key person's salary.
- The business should include IRS Form 8925 (Report of Employer-Owned Life Insurance Contracts) as part of its Federal income tax return each year.

Benefits of using life insurance:

- Provides the business protection due to the death of the key person and helps replace lost revenue.
- Supplies a death benefit that can be used to pay current expenses, attract a replacement employee, make loan payments and reassure creditors.
- Provides cash value as an asset on the company's balance sheet. It can even be maintained after the key person's departure and utilized for any purpose, including recruiting a suitable replacement.
- Can be used down the road to recover costs of a non-qualified plan, or it can be transferred to the key person at retirement.

Taxation:

- Premiums are not tax deductible.
- Cash values accumulate tax deferred and may be accessed on a tax-advantaged basis.
- Death benefit is generally income tax-free, assuming the requirements for employer-owned policies are met.

Contact Cenco for more information. We are here to help.

**CENCO
INSURANCE
MARKETING
CORPORATION**

1501 El Camino Ave., Suite 1
Sacramento, CA 95815

Phone: (916) 920-5251
(800) 45-CENCO
Fax: (916) 920-8734
www.cencoinsurance.com

*HELPING AGENTS
SUCCEED.....IS
OUR BUSINESS!*

We're on the web!
www.cencoinsurance.com

**August
2020**

***Top Ten Reasons
To Sell Fixed
Annuities!
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.....



We are built for this.

Athene FIA Commission Bonus (Summer 2020)



The coronavirus outbreak and resulting financial turmoil have put us all on a path we've never traveled before. Together, we've proven our resilience. At Athene, we continue to manage our business to assure strength, stability and flexibility in any economic situation – **we are built for this!**

We want to thank you for your business and for all you have done over the past few months to provide your clients with solutions that help assure their financial security in these challenging times.

With that in mind, we're offering a 50 basis point (bp) commission bonus on all Athene fixed indexed annuity (FIA) sales in the IMO channel during July and August.¹

Earn an extra 50 bp bonus on qualifying FIA applications.

To qualify for the bonus, applications must be received by Athene "in good order" no later than market close (3 p.m. CT) on August 31, 2020 with an issue date of July 1 through October 15, 2020.²

Bonus payment schedule³:

Contract issued in:	Bonuses paid no later than:
July	August 31
August	September 30
September	October 31
October (no later than 10/15)	November 30

There's no limit on the amount you can earn!

The current market environment underscores the power and relevance of FIAs as solutions for a more confident and secure financial future. In addition to guaranteed income and the downside protection of a zero percent floor, Athene FIAs include exclusive index crediting strategies that are designed to promote stability and capture growth potential during periods of extreme volatility.

For more information on Athene FIAs or commission bonus qualifications, please contact the best Sales Desk in the business at 888-ANNUITY (266-8489).

¹ You must have an active contract with Athene and be in good standing to receive a bonus payment. **Business sold through a Broker Dealer or Bank does not qualify.**

² All pending FIA business as of 7/01/20 issued on or before 10/15 will qualify for the Bonus.

³ Bonus payments will be paid by Athene to all qualifying producers no later than 11/30/20. Production from licensed-only producers will qualify and compensation will be paid per standard procedure to your upline. Athene reserves the right to chargeback in the event of free-looks/chargebacks during and after the incentive is complete.

For financial professional use only. Not to be used with the offer or sale of annuities

Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and D.C. is not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice.

ATHENE ANNUITIES ARE PRODUCTS OF THE INSURANCE INDUSTRY AND NOT GUARANTEED BY ANY BANK NOR INSURED BY FDIC OR NCUA/NCUSIF. MAY LOSE VALUE. NO BANK/CREDIT UNION GUARANTEE. NOT A DEPOSIT. NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY. MAY ONLY BE OFFERED BY A LICENSED INSURANCE AGENT.

UNLIMITED POTENTIAL

EARN MORE ON FINAL
EXPENSE SOLUTIONS
PORTFOLIO AND
TRANSAMERICA LIFETIMESM



You now have the opportunity to earn even more for protecting families with Final Expense Solutions Portfolio and Transamerica LifetimeSM.

Starting July 16, you will be eligible to receive a \$60 bonus — an increase from the \$40 bonus offer between June 1 and July 15 — for every iGO e-App[®] through the end of August, paid by September 30.

That's a 50% bonus increase!

For greater convenience and efficiency during this time of social distancing, only cases submitted via the iGO e-App will be bonus-eligible starting July 16.

Your ability to help people protect their loved ones and their futures has never been more valuable.

Let us show you our gratitude for everything you do.

Program Details

Qualifications:

- **June 1 through July 15** — Paper applications and iGO e-Apps eligible for \$40 bonus
- **July 16 through August 31** — \$60 bonus period (only iGO e-Apps eligible)
- Eligible cases must be received by August 31 and paid by September 30*
- Eligible cases must be for insured ages 18 through 75
- Personal agent cases and child policies are not eligible

Bonus Program Payout Process

- All product commissions will be paid at the normal rate and schedule
- Bonuses will be paid monthly and reflected on commission statements



TRANSAMERICA[®]



TRANSAMERICA®



Visit: transamerica.com

Due to the circumstances around COVID-19, Transamerica will not be accepting applications on clients over the age of 75 for all life insurance products.

Life insurance products are issued by Transamerica Life Insurance Company, Cedar Rapids, IA. All products may not be available in all jurisdictions.

Bonus paid to writing agents only. Marketing Organizations, General Agencies and any up-line hierarchy not eligible for cash bonus.

Please check with your marketing organization leadership to determine whether or not you are eligible to participate.

No bonus paid on: Term, IUL, long term care, Medicare supplement, variable universal life, fixed and variable annuities, and all business written through Transamerica Financial Life Insurance Company.

Excludes all business in New York, Puerto Rico, and Guam.

Transamerica Agency Network, career agents, agents with Transamerica Direct, Transamerica Employee Benefits, and Transamerica Life Distributor channels are not eligible for the program.

Sales employees of financial institutions will not be eligible for participation.

Qualifiers must have an active contract with Transamerica, be in good standing when the case is paid, and be active.

Transamerica will be the sole authority in determining bonus eligibility.

GENERAL INFORMATION:

The company reserves the right to modify the program and to further cease paid bonus at any time without notice. Program excludes non-commissionable policy rewrites. Split cases are permitted; the bonus paid to each producer will match the agreed percentage split.

Under current tax laws and regulations, gross income includes amounts received as prizes or awards.

Transamerica *Final Expense Solutions Portfolio* is issued by Transamerica Life Insurance Company, Cedar Rapids, IA. Product may not be available in all jurisdictions.

For Agent Use Only. Not For Use With the Public.

Top 10 reasons to sell fixed annuities

Annuities issued by
American General Life Insurance Company (AGL) and
The United States Life Insurance Company in the City of New York (US Life)



All guarantees are backed by the claims-paying ability of the issuing insurance company.

Get SET for opportunities ahead.

The first baby boomers turned 65 in 2011. Be ready to help them solve financial challenges with guaranteed interest earnings and principal protection.

Here are 10 reasons to consider a fixed annuity:

An annuity is the only financial product available that can guarantee income payments the contract owner won't outlive.

1. **Competitive interest rates.** We offer the flexibility of several interest rate guarantee options. Your clients can lock in the initial interest rate guarantee that works best for them.
2. **Tax-deferred growth.** While money remains in the annuity, the principal earns interest and the earnings earn interest.
3. **No up-front sales charges or administrative fees.** Once the contract is issued, 100% of your clients' money will begin earning interest.
4. **Protection from market volatility.** Fixed annuities have no market participation.
5. **Guaranteed death benefit.** Upon the death of the owner, the annuity value is paid directly to the beneficiary, without any withdrawal charges or market value adjustment (if applicable), generally avoiding the probate process.
6. **Access to funds.** Our fixed annuities allow for penalty-free withdrawals up to a specific amount and there are multiple withdrawal charge waivers that can be used under certain defined circumstances.*
7. **Systematic withdrawals of interest.** Clients can receive payments monthly, quarterly, semiannually or annually.*
8. **Guaranteed income for life payout option.** With the annuitization option, electing the lifetime payout option will transform the contract balance into a guaranteed income stream for life.
9. **Diversification.** A tax-deferred fixed annuity can serve as a conservative addition to any retirement portfolio.
10. **Extra help to grow your business—marketing and sales support.** We provide comprehensive sales training including materials to both agents and bank customers.

* Taxable withdrawals are subject to ordinary income tax. Withdrawals taken prior to age 59½ may be subject to a 10% federal early withdrawal tax penalty. Contractual withdrawal charges may also apply.

Not a deposit | Not insured by any federal government agency | May lose value | No bank or credit union guarantee | Not FDIC/NCUA/NCUSIF insured

SALES IDEA

Top 10 reasons to sell fixed annuities

Choose a company with an outstanding track record.

As retirement planning continues to become increasingly complex, more people will likely look to financial professionals for solutions to help protect their money from taxes, market risk and longevity risk. Distinguish yourself through our fixed annuity products.

This information is general in nature, may be subject to change and does not constitute legal, tax or accounting advice from any company, its employees, financial professionals or other representatives. Applicable laws and regulations are complex and subject to change. Any tax statements in this material are not intended to suggest the avoidance of U.S. federal, state or local tax penalties. For advice concerning your situation, consult your professional attorney, tax advisor or accountant.

Annuities issued by American General Life Insurance Company (AGL) except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life). Issuing companies AGL and US Life are responsible for financial obligations of insurance products and are members of American International Group, Inc. (AIG).

AIG is a leading international insurance organization serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. All products and services are written or provided by subsidiaries or affiliates of AIG. Noninsurance products and services may be provided by independent third parties. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. www.aig.com.

© American International Group, Inc. All rights reserved.
AC 105 (05/2017) J101180



FOR FINANCIAL PROFESSIONAL USE ONLY.
NOT FOR PUBLIC DISTRIBUTION.

800-424-4990
aig.com/annuities