

A Special Publication for CENCO Related Agents

CENCO STREET JOURNAL

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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**

Inside this issue:

Tips To Survive And Thrive Working From Home	2
A Cross Selling Opportunity That Often Gets Overlooked	3

Guaranteed Issue Whole Life Insurance

Help lift the burden of final expenses from your client's loved ones with a guaranteed issue whole life plan.

The average price of a funeral can reach over \$10,000 - and if your client qualifies, Social Security only provides a one-time death payment of \$255. If the unexpected occurs, your client's family could also be faced with a funeral bill and other expenses that they may find difficult to pay - at a time when they are suffering most from grief and loss.

With a guaranteed issue whole life policy, they can have the peace of mind that comes from knowing they've planned ahead to ease the burden of final expenses. Plans can provide up to \$40,000 to help pay:

- ◆ **Medical bills**
- ◆ **Leftover debts**
- ◆ **Funeral costs**

Plus, unlike term insurance, the policy builds cash value that they can use if needed.

Regardless of your client's health they can't be turned down. If they are a U.S. citizen or permanent legal resident, between the ages of **40 and 85** they can choose from **\$1K to \$40K** in guaranteed whole life insurance. Plus under current federal law, the policy death benefit is not subject to federal income tax when paid to a named beneficiary.

The application process is simple and easy. **No medical exam** is required and there are **no health questions** to answer. Once your client selects the amount they need, their premiums are **guaranteed to never increase** for as long as they hold the policy.

Cenco has contracted with three guaranteed issue carriers; Gerber Life, AIG and Great Western. Call us today 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!**

A Cross Selling Opportunity That Often Gets Overlooked

With medical advancements, people are able to survive critical illnesses which may in the past have resulted in a death. While your clients can rest easy knowing they have a higher chance of survival if they receive an unsettling diagnosis - they also have to afford living with the condition, which can create a severe financial strain if they are not properly covered.

Critical Illness Insurance offers a tax-free lump sum payment on first diagnosis of any one of a list of serious illnesses—including cancer, heart attacks, or stroke. With comprehensive plans and affordable costs - you could find coverage to fit any client's budget, with benefits up to \$500,000. For a total of \$98 a month, a male, age 45 could receive a \$50,000 lifetime benefit with the option to choose 10-15-20 or even 30-year coverage periods.

With Critical Illness Insurance, your clients' premium dollars are, in essence, being put into a safety deposit box, which can be collected in one of three ways:

- The policy will pay the face value in the event your client is diagnosed with one of the 12 covered illnesses, including loss of Independent Living.
- The policy will pay the face value to your beneficiary in the event your client passes from one of the covered illnesses.
- 100% of all premiums paid towards the plan will be returned to the beneficiary as a tax-free death benefit if your client passes for any other reason.

While most critical illness policies have a reduction of benefit at age 65 - we have contracts that extend the full benefits out to age 70. In addition, any benefits after age 70 would still pay a full benefit for loss of Independent Living.

Traditional health insurance plans, while the most common form of protection, will only cover hospital and pharmaceutical expenses. However, additional costs, such as insurance deductibles, childcare, insurance premiums, and short-term home health care would be billed directly to your client - who should be recovering, not stressing about how they will pay the bills.

Critical Illness Insurance is one of the best kept secrets in the industry and provides advisors a great opportunity right now to meet more clients, help more families and increase sales. Look to your clients with a family history of Cancer, Heart Disease, or Hypertension. They are very likely to be interested in purchasing protection.

Contact Cenco for detailed information about a plan that meets each of your clients' needs and budget.

**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

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**October
2020**

***Term Conversion
with AAS Chronic
Illness Rider!
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...

Effective 10/1/2020 the Master Playbook will no longer be available. Please visit aig.com/qol for your Marketing Resources and Selling Tools.

It is now easier to find everything you need to succeed. From life insurance product know-how to valuable tools like Generation Station, Life to the Max and the new improved Campaign in a Box, it's all here and within reach.





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

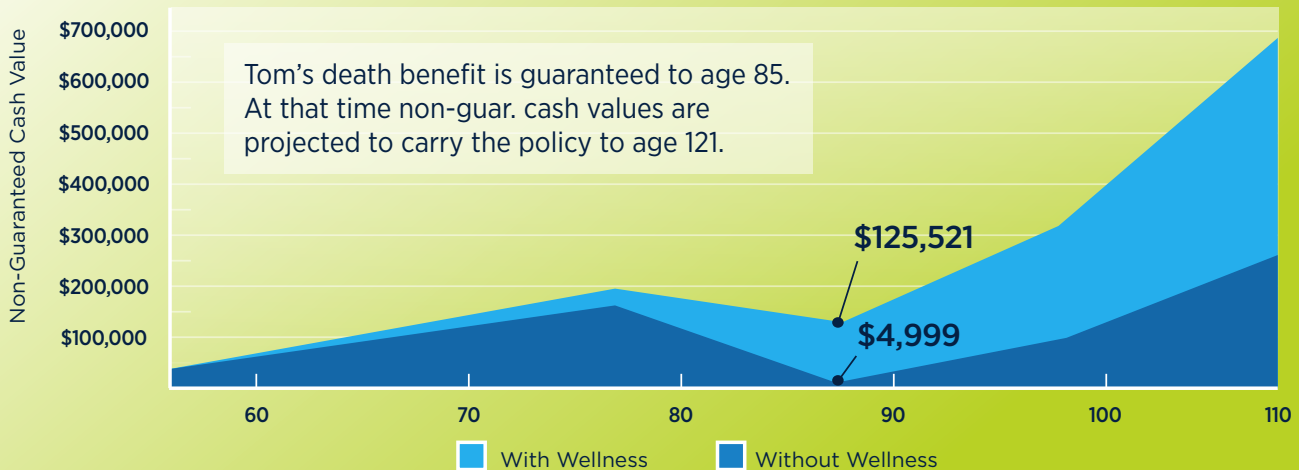
Tom, age 45, likes the flexibility of permanent life insurance and knows he’s in good health, however he is concerned about outliving his policy. Tom is looking for a simple, affordable and secure solution to address his needs.

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 boost his policy’s values, supporting the policy’s death benefit beyond the guarantee period.

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. That’s a meaningful boost!

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.



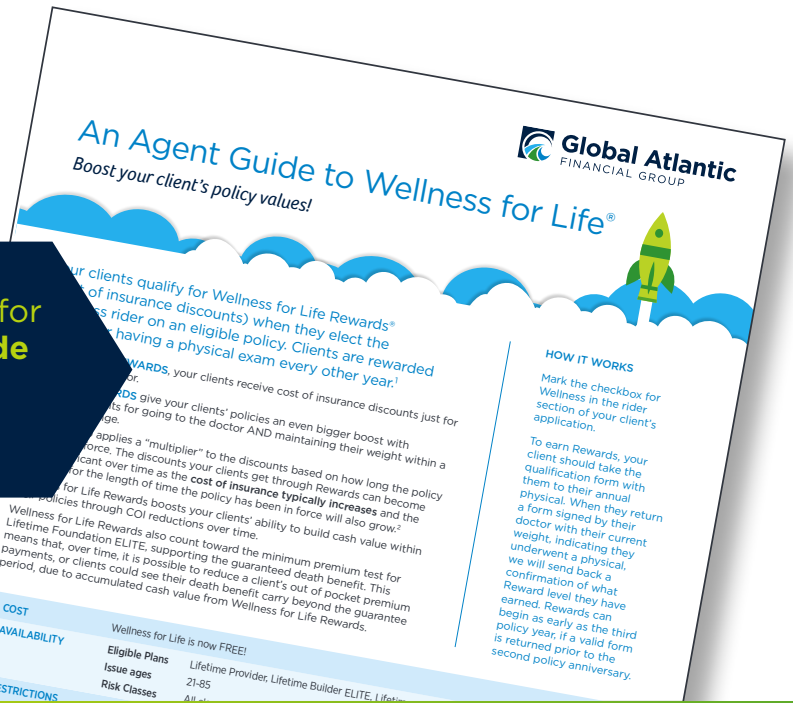
Can healthy habits impact your life insurance policy?

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 at globalatlanticlife.com

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

Introducing: Term Conversion with AAS (Accelerated Access Solution) Chronic Illness Rider!

As of 08/31/2020, QoL Flex Term policies issued in the past 5 years could be eligible to convert to a permanent policy with the AAS Rider. Non-Invasive underwriting will be required to determine eligibility for the AAS Rider. The maximum AAS benefit is \$3 Million, and partial conversions are allowed. This rider is not available for previously converted policies and is available in all states*.

Policies that are eligible are:

- Issued in the past 5 years and attained age up to 60 or younger
- Underwriting class of Standard and Better (No table rating, no flat extra)

Permanent Products available:

- QoL Max Accumulator +
- QoL Value+ Protector
- QoL Guarantee Plus GUL II

Transition Rules

- The Accelerated Access Solution (AAS) can be requested through a streamlined process for term conversion applications received on or after **August 31, 2020**.
- If the AAS is requested, it can be added to the policy under the following conditions:
 - A completed Inforce Change application must be submitted
 - A completed Chronic Illness Supplemental Application and any required disclosures must be submitted.
 - Applicant must pass a non-invasive underwriting review process for the Chronic Illness rider
- Rider will not be available on pending applications or previously issued policies.
- No Inforce reissues to add the rider will be allowed

Required Forms:

- AAS Supplemental Application
- Inforce Policy Change Form

Questions about eligibility?

[Bulletin 20-068](#)

For more information:

- [Term Conversion with AAS Quick Tips](#)

Marketing Material

- aig.com/QoL
- [Term Conversion Playbook](#)

*not available in New York

Page 1 of 1

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 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.

DOUBLE DUTY PROTECTION



DON'T FEAR THE UNEXPECTED. PREPARE FOR IT.

Healthcare costs are among the biggest expenses people will deal with. That's why we're committed to helping clients prepare for every part of their futures, including the possibility of facing an unexpected illness. An emergency medical expense can drain the nest egg of even the most diligent saver.

Help clients protect their family and retirement savings, and give them solutions to secure what they value most. *Trendsetter® LB* provides death benefit protection combined with the ability to accelerate a portion of the policy's death benefit* if a client is diagnosed with a qualifying critical illness. It's cash when it's needed most.

How it might work with a critical illness:

DALE, 40, PREFERRED NONSMOKER, MALE

- Buys a \$500K, 30-year *Trendsetter LB* policy
- At 45, Dale suffers a serious heart attack
- The impact on Dale's life expectancy is severe
- Dale accelerates 90%, or \$450,000, of his death benefit

Premiums paid by year 5 = **\$4,900**
(\$980 annual premium X 5 years)

Cash received from living benefits = **\$268,158**

Death benefit remaining for family = **\$50,000**

66.5%

of bankruptcies in the U.S. are due
to medical issues.¹

Dale can use the money as he wishes, and he can leave his 401(k) and other savings to grow.

He could:

- Pay medical bills
- Pay his mortgage
- Replace income
- Fund his children's education
- Something else — it's his choice

* Benefits provided through the chronic and critical illness accelerated death benefit riders are subject to certain limitations and exclusions. Amounts payable under the riders vary based in part on the nature and severity of the Insured's health condition and the Insured's remaining life expectancy at the time of the acceleration as determined by the company. The actual benefit paid to the policy owner will be less than the amount that is accelerated because the amount is discounted to reflect early payment of the policy's death benefit. Administrative fees per request apply. Riders should not be the sole basis to purchase any life insurance policy. Benefits paid under accelerated death benefit riders will reduce the life insurance policy's death benefit. Consideration should be given to whether life insurance needs would still be met if rider benefits are paid out in full.

¹ "Medical Bankruptcy: Still Common Despite the Affordable Care Act," American Journal of Public Health, March 2019.



TRANSAMERICA®

CHRONIC ILLNESS PROTECTION

Paying for a chronic illness can quickly deplete savings, as well. Help your clients preserve their retirement savings in case they must face one of life's unpredictable challenges. Give them a financial safety net and income replacement when they need it most.

61%

of employees either plan to work during retirement or postpone it due to a lack of retiree medical coverage.²

How it might work with a chronic illness:

DALE, 40, PREFERRED NONSMOKER, MALE

- Buys a \$500K, 30-year *Trendsetter LB* policy
- Dale suffers from rheumatoid arthritis (RA)
- When Dale is 55, his doctor certifies he's unable to perform two of six activities of daily living for 90 days
- The effects are determined to be severe

Premiums paid by 55 = **\$14,700** (\$980 X 15 years)

First death benefit acceleration = **\$120,000**

First annual cash benefit received = **\$81,382**

Death benefit remaining for family after first annual acceleration = **\$380,000**

May re-qualify annually up to the maximum lifetime acceleration of **90%** of the policy face amount, or **\$1,500,000**, whichever is less.

Dale can use the money as he wishes, and he can leave his 401(k) and other savings to grow.

He could:

- Pay a home healthcare provider to help reduce family stress
- Customize his home to address mobility needs
- Cover medical bills
- Replace income
- Something else — it's his choice

3 THINGS TO KNOW:

1. Be sure they know how much of the death benefit they lose upon acceleration compared to how much cash they will receive
2. Transamerica determines the amount available based on its assessment of the insured's life expectancy, the present value of the death benefit, future premiums payable, and an administrative charge
3. It's the client's choice to accelerate the face amount or retain the full death benefit

Contact your Transamerica Sales Team to discuss ways your clients can prepare for future healthcare costs.

² "8th Annual Employee Wealth Survey," PWC, January 2019

Trendsetter® LB is a term life insurance policy, Policy Form ICC16 TL23 or TL23 issued by Transamerica Life Insurance Company, Cedar Rapids, IA. Premiums increase annually beginning in year 11 for the 10-year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy. Policy form and number may vary, and this policy and riders may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

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