

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

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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.

CD's vs. Fixed Deferred Annuities

For individuals concerned that their CD's do not pay sufficient income and who are concerned that what income they make is taxed away by the U.S. Government in their increasing need to create revenue, a deferred annuity is an option to consider.

Listed below are several differences between CD's and tax deferred annuities.



	<u>CD</u>	<u>ANNUITY</u>
Will this product provide safety of principal?	YES	YES
Access to principal? (subject to surrender charges)	YES	YES
Does the entire principal remain unreduced by commissions?	YES	YES
Will the product provide tax deferred growth?	NO	YES
Does the product provide for flexible contributions?	NO	YES
Will this product avoid the costs and delays associated with probate?	NO	YES
Can earnings on the product be automatically recontributed without being currently taxed?	NO	YES
Can the product provide guaranteed lifetime income without the principal first being taxed?	NO	YES
Can the product provide social security advantages by reducing taxable income that would make social security taxable?	NO	YES
Can the product provide potentially higher yields?	NO	YES

Clients should contact their attorney or tax advisor on their specific situation.

Call Cenco for more information on deferred annuities.

Global Atlantic's Accelerated Access Rider Available in CA

Global Atlantic's Accelerated Access Rider (AAR) is now available in California. The rider is available on Lifetime Builder ELITE, Lifetime Foundation ELITE and Global Accumulator. This version of the rider includes a Critical Illness component that was not present in the first version of the rider. In addition, the calculation for determining the eligible amount has been simplified. There is no cost to add the rider. Rider benefits will accrue with interest and the total (benefits plus interest) will reduce the death benefit. The accrued interest effectively is the cost of the rider.

Is the rider available to everyone?

- ♦ Issue Ages: 18-64
- ♦ Minimum Base Policy Face Amount: \$100,000
- ♦ Subject to certain limitations
- ♦ Rider is only available at policy issue

Global Atlantic's Accelerated Access Rider (AAR) provides the protection when your client needs it the most - when the unexpected happens. The rider also provides an optional living benefit of a life insurance policy that allows early access to a portion of the death benefit if the insured becomes **chronically or critically ill**.

Chronic Illness - How It Works:

If the insured becomes chronically ill and the eligibility requirements are met, the policy owner may elect to receive benefit payments either monthly or as an annual lump sum. Any benefits paid under this rider, along with accrued interest on those benefits, will reduce the policy death benefit payable to the beneficiary in the form of a lien. The benefit amount will be based on a percentage of the current policy death benefit less any outstanding liens at the time of claim. The maximum monthly benefit is 2% of the Eligible Amount.

The insured must either:

1. Be unable to perform, without Substantial Assistance, at least two of the six Activities of Daily Living - bathing, continence, dressing, eating, toileting and transferring.
2. Require Substantial Supervision to be protected from threats to health and safety due to Severe Cognitive Impairment.
3. The condition must have occurred during the 90 consecutive calendar days immediately preceding the certification of chronically ill.

Critical Illness - How It Works:

If the insured becomes critically ill with a Critical Illness (certain cancers, stroke, heart attack, end-stage renal failure, major organ transplant, etc.) and all eligibility requirements and elimination periods are met, the policy owner may elect to receive a benefit payment as a single lump sum. The insured may request up to two Critical Illness benefit payments over the life of the policy for unrelated illnesses. Any benefits paid under this rider, along with accrued interest on those benefits, will reduce the policy death benefit payable to the Beneficiary in the form of a lien. The benefit amount will be based on a percentage of the current policy death benefit less any outstanding liens at the time of claim. The non-guaranteed maximum benefit amount under this rider is the lesser of 50% of the policy death benefit.

Living longer may mean your clients will need more financial protection in the event of a Chronic or Critical Illness. That's exactly what Global Atlantic's AAR is designed to deliver. They have created an AAR resource page that provides everything you need to assist your clients at

globalatlanticlife.com/AARCA

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***Selling DI To The
Middle Market***

Details Inside!

**Non-Medical Underwriting
On QoL Max Accumulator+ II
And QoL Value+ Protector II**

- Ages 0-50
- Face amounts \$50K to \$1 Million
- No lab tests, exams or APS required
- All rate classes are available
- Part B AIG-ordered tele-interview
- Faster processing times using the iGO eApplication, leads to faster commissions for the agent

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**SALES
IDEA
SERIES**

Control your destiny

Age

Jared, 30

Occupation

Web Developer

Life Status

Single

Goals

Financial independence

With a degree in finance, 30-year-old Jared understands that successful people have the ability to control debt and use credit wisely. He understands the importance of controlling his finances, now and in the future.

Solution:

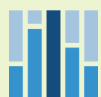
Jared has concerns about the uncertainty of financial markets, and he desires financial independence with protection from these uncertainties. His insurance agent shows him the value and versatility of indexed universal life and how it can meet his needs.

Benefits of an indexed universal life policy like Lifetime Builder ELITE


Provides income tax-free death benefit protection in case of an untimely death



Upside potential, downside market risk protection



Credited interest based in part on the movement of a financial index*



Could use policy values for emergencies or as collateral for a loan



Flexibility to use cash values for family needs such as college education, emergencies, and retirement funding



Flexible premium options



Three loan provisions, Fixed Interest Rate, Variable Interest Rate or Linked Loans

*Subject to certain limitations such as caps, participation rates, strategy expense charges

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How it works

	End of Year	Age	Annual Outlay	Non-Guaranteed** Cash Surrender Value	Non-Guaranteed** Death Benefit
Jared could borrow from the cash value at any time or use the cash value as collateral for a loan.	1	31	\$2,800	\$0	\$350,000
	5	35	\$2,800	\$3,648	\$350,000
	10	40	\$2,800	\$16,218	\$350,000
	15	45	\$2,800	\$39,503	\$350,000
	20	50	\$2,800	\$70,340	\$350,000
	25	55	\$2,800	\$113,168	\$350,000
	30	60	\$2,800	\$173,426	\$350,000
	35	65	\$2,800	\$259,681	\$350,000
				The cash value could be used to help fund supplemental retirement income needs.	

This scenario assumes a Lifetime Builder ELITE policy, \$350,000 Level Face Amount, preferred, non-tobacco, male, age 30, 1-Year PTP with an illustrated rate of 6.44%. For corresponding guaranteed rates and values, please refer to the Basic Illustration for the specific scenario depicted.

Life insurance is one of the most flexible assets one can own. It can provide dollars when they are needed most. Jared was surprised by the ways he can use his indexed universal life policy to protect himself from financial uncertainties.

CONTACT US

globalatlanticlife.com

(855) 887-4487, option 3

salesupport@gafg.com

Or visit the OnDemand section at globalatlanticlife.com/demand for more resources.

Lifetime Builder Elite is issued by and all policy benefits are the responsibility of Accordia Life and Annuity Company, 215 10th Street, Des Moines, Iowa. Accordia Life is a subsidiary of Global Atlantic Financial Group Limited. Policy forms ICC19-IULA-L19 and IULA-L19. Endorsement forms ICC19-IULPTP-L19IULPTP-L19.

Global Atlantic Financial Group (Global Atlantic) is the marketing name for Global Atlantic Financial Group Limited and its subsidiaries, including Forethought Life Insurance Company and Accordia Life and Annuity Company. Each subsidiary is responsible for its own financial and contractual obligations. These subsidiaries are not authorized to do business in New York.

The availability of cash value from the life insurance policy assumes that the policyholder has paid sufficient premiums over time to build cash value and received a certain amount of interest on the policy's Account Value. It's also important to understand that the cash value of a universal life policy supports the internal charges of the policy. If the cash value falls to a point where it cannot support policy charges, the policy may lapse and the policyholder could lose insurance coverage.

It's vitally important that your clients carefully read their policy annual statements.

Guarantees provided are subject to the financial strength of the issuing insurance company; not guaranteed by any bank or the FDIC

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Do your clients need more care for their long-term care needs?

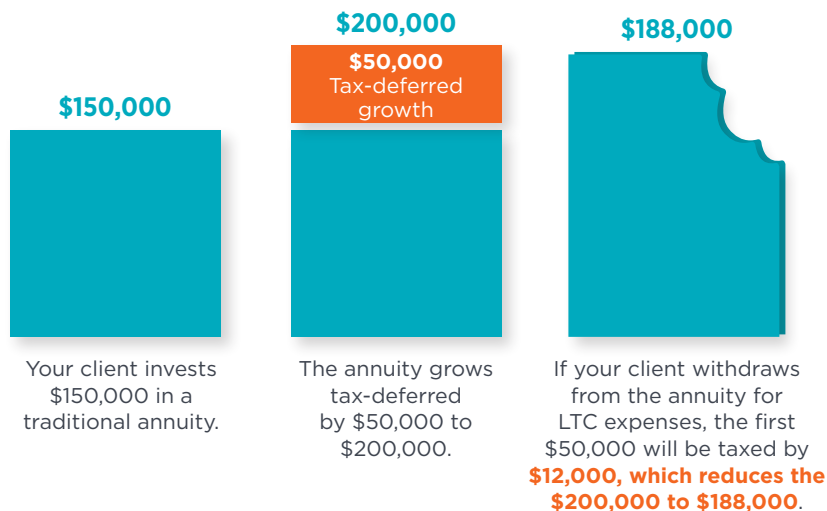
In 2010, the Pension Protection Act's (PPA) long-term care benefits took effect. Before the PPA, people had to pay taxes on the tax-deferred growth inside of their traditional annuities when withdrawing money for their long-term care (LTC) expenses.¹ Unfortunately, this condition still applies today if anyone owns a traditional annuity that's not designed to work under the PPA.

How ForeCare helps maximize your clients' fixed annuity dollars for LTC needs

However, with the PPA now in force, things have improved: if a fixed annuity has a long-term care rider that's designed to work within the PPA, the tax-deferred dollars used to pay for qualified long-term care expenses are typically federal income tax-free.² **Let's compare two hypothetical scenarios:**

Example one

Your client uses a traditional annuity and is in a 24% tax bracket.

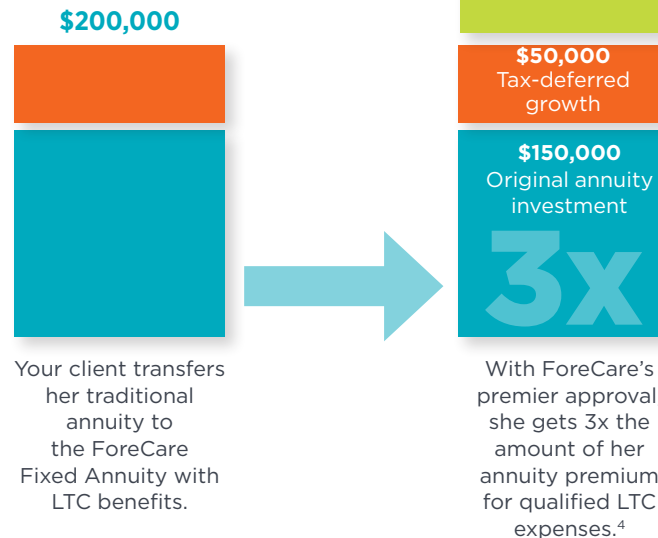


AND IT COULD BE MORE!

For 32% tax bracket, the tax bite would be \$16,000 in this scenario.

Example two

Your client transfers her assets to an annuity designed to work under the PPA: the ForeCare fixed annuity with LTC benefits.



With the ForeCare Multiplier,⁴ your client now has \$600,000 for her qualified LTC needs.

And because ForeCare is designed to work under the PPA, growth is typically federal income tax-free when used for qualified LTC expenses.²

Repositioning of assets from an existing product into a ForeCare fixed annuity contract may not be suitable for all clients. Clients should carefully consider factors such as remaining surrender charge schedule, possible market value adjustments and any other charges before determining if repositioning and/or exchanging of an existing annuity contract is right for their particular situation. State insurance replacement regulations may also apply.

Help your clients start planning today
for **more care** tomorrow.

Visit globalatlantic.com to run a product illustration
or to access the ForeCare calculator, or call us
at **(855) 447-2537, option 1** for more information.

¹ Ignores potential deductibility of Long-Term Care expenses from taxable income in year of withdrawal.

² Pay no taxes on initial premium growth assuming all funds are used to pay for qualified long-term care services, no non-qualified withdrawals are taken and no death benefit is paid.

³ Total Coverage amount reflects the tax-deferred growth of the Original Annuity Investment which was not subject to federal taxation when transferred into the ForeCare Fixed Annuity. The Total Coverage amount also reflects the multiplier as the value available for your total LTC qualified expenses on a federal income tax-free basis.

⁴ The ForeCare Multiplier provides two or three times (depending on underwriting eligibility) the amount of contract value in long-term care coverage to spend on qualified long-term care expenses. Benefit payments are subject to a maximum monthly benefit. The additional coverage in excess of the contract value is only available to use for a qualified long-term care benefit and will not become part of the contract value or the death benefit. Withdrawals, other than for qualified long-term care expenses, will adversely affect the amount of coverage in the future.

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Guarantees are based on the claims-paying ability of Forethought Life Insurance Company and assume compliance with the product's benefit rules, as applicable.

ForeCare fixed annuity is issued by Forethought Life Insurance Company, 10 West Market Street, Suite 2300, Indianapolis, Indiana. Available in most states with contract FA1101SPDA-01 (certificate series GA1101SPDA-01, as applicable) with Rider for Long-Term Care Benefits Form LTC2000-01, Optional Inflation Protection Benefit Rider Form LTC2001-01 and Optional Nonforfeiture Benefit Rider Form LTC2002-01 (certificate series LTCG2000-01, LTCG2001-01 and LTCG2002-01, as applicable). This is a solicitation of Long-Term Care insurance.

Products and features are subject to state variations and availability. Read the Contract for complete details.

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Not a bank deposit	Not FDIC/NCUA insured	Not insured by any federal government agency	No bank guarantee	May lose value	Not a condition of any banking activity
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Page 2 of 2. Not valid without the other page.

Selling DI to the Middle Market

Sales Primer

The middle market is huge and has gone unnoticed in the disability income (DI) insurance marketplace. There are immense opportunities to reach out to this market with information on the need for disability income planning and the need for purchasing insurance protection.

The middle market is defined as individuals earning between \$40,000 and \$100,000 who identify themselves as part of the middle class. They often work for smaller firms or are self-employed and have little, if any, access to employee benefits such as group long-term disability.

The middle market presents a large opportunity for DI insurance sales:

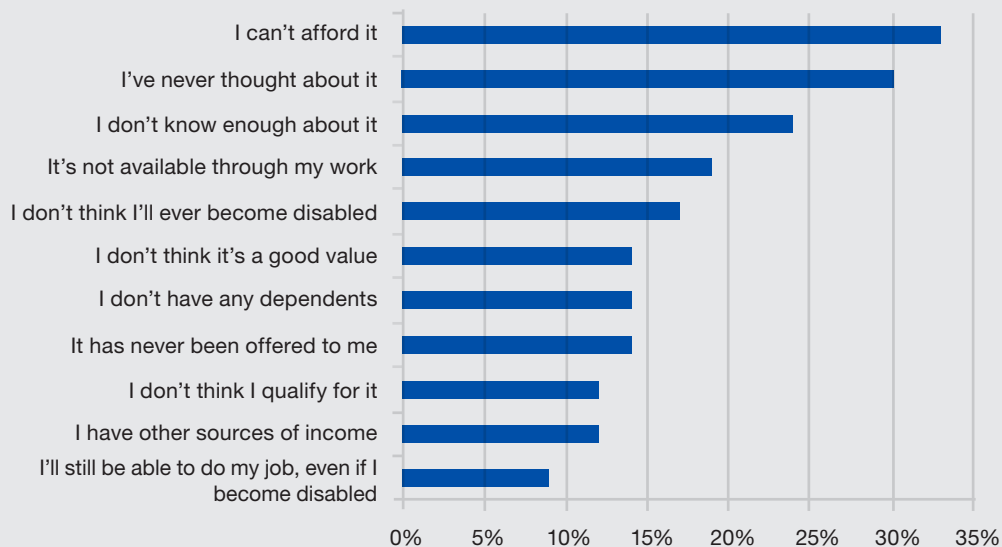
- The market is huge (about 75-100 million people).
- This market is seldom approached on disability planning.
- Many employers don't offer disability income insurance as a benefit.

While middle market households want to make sound financial decisions, they aren't always sure where to start. They're looking for financial advice, but don't typically know where to get it. Starting the conversation on disability insurance is essential.

While the financial and insurance industry has primarily focused on the affluent market, it's important to remember that those in the middle market need DI just as much, if not more, than their wealthy counterparts. 60% indicate that they are concerned about having enough money to pay bills during a period of sudden income loss¹, yet 57% of working Americans have no disability insurance coverage².

What's stopping them from protecting their income?

Consumers give the following reasons for not having DI insurance².



Educate

There is a great need for educating the middle market. There are many misconceptions about the risks of disability and how it would impact one's financial security². Discussing a client's needs and what they are trying to accomplish for their family can give them a better understanding of how a disability could financially impact them. In fact, 32% of people without DI would consider it if they knew more about it².

It can be affordable

Cost can be a source of stress for middle market consumers. However, 41% of working adults would consider buying if it was less expensive². Ameritas has positioned our DI products to compete in the middle market:

- DInamic Foundation offers flexibility to tailor coverage based on the client's needs, including the Guaranteed Renewable option which makes it more affordable.
- DInamic Fundamental offers a lump sum benefit, a more affordable option to the traditional monthly benefit products. Plus it provides simplified underwriting and issuing processes.
- The DInamic Foundation Business Overhead Expense (BOE) policy is designed with lower pricing and built-in benefits and riders to meet the needs of small business owners.
- Business Owner Upgrade Program allows eligible, small business owners to upgrade their occupational class by one or two classes.
- Business Owner Income Enhancer allows eligible, small business owners to increase their insurable income by 20% to cover the loss of company perks.



Ameritas Life Insurance Corp
Ameritas Life Insurance Corp. of New York

¹ GenRe Disability Fact Book, seventh edition, 2013-2014

² CDA 2014 Disability Awareness Study

In approved states, DInamic Foundation (forms 4501NC, 4502GR and 4503NCBOE) and DInamic Fundamental® (form 4504LS) are issued by Ameritas Life Insurance Corp. In New York, DInamic Foundation (forms 5501-NC, 5502-GR and 5503NCBOE) and DInamic Fundamental® (form 5504-LS) are issued by Ameritas Life Insurance Corp. of New York. Policy and riders may vary and may not be available in all states.

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