

PRODUCT UPDATE

Important Information for Life Insurance Producers
and Agency Staff



Everything Insurance Should Be®

What – Guaranteed Whole Life reprice and new Paid-Up Life Insurance Rider

Highlights – Now you can offer your clients the option to purchase all the coverage they need under one policy. The new Paid-Up Life Insurance Rider lets your client use additional rollover or lump sum premiums to purchase paid-up coverage that increases the total death benefit and cash value.

- Minimum benefit amount: Base policy benefit plus rider benefit must be at least \$100,000
- Available at time of issue on Level-pay, 10-pay and Paid Up at 65
- Not available above Table 4
- Issue ages: 0-85

Marketing opportunities

When a universal life insurance policy is underperforming and your client wants a guaranteed option as a great estate protection tool, consider if it would be beneficial for your client to replace the universal life insurance policy with a whole life insurance policy and a Paid-Up Life Rider.

For example, if an insured has \$25,000 to rollover but needs \$250,000 in total coverage, previous product options required the insured to purchase two separate policies: a single premium whole life policy for about \$45,000 and a second whole life policy for the remaining \$205,000.

Now the insured can add the Paid-Up Life Rider and have only one policy. This new rider allows the insured to use rollover money or a lump sum to purchase additional paid-up life insurance while ongoing premium payments cover the rest of the death benefit.

Supporting materials

The agent guide has been updated to include the new premium rates. View, print, email or order the materials listed below on CinciLink® under Quick Links and Marketing Materials.

Consumer Material:

- CLI-20069, Coverage for Life
- CLI-20069-OR, Coverage for Life

Agent Material:

- CLI-20028, Guaranteed Whole Life Agent Guide
- CLI-GWL Agent Product Marketing Guide

Date: March 29, 2019

Effective: Immediately

Applicable in: Product available in all states except NY; Rider available in all states except CA and NY

Transition Period: Applications must be signed and dated before April 8, 2019 and received at our headquarters by April 15, 2019. All applications signed on or after April 9, 2019 will be issued the new plan code. Any application signed before April 8th and received after April 15th, will be getting the new plan code.

**For additional information,
contact your Cincinnati Life
Sales Field Representative**

(Continued on reverse.)

Additional Resources

- Your Cincinnati Life sales field and headquarters representatives are here to help!
- Illustrations may be generated through the WinFlex Illustration System or by contacting Life Field Services at 800-783-4480.

Please route this information to all Cincinnati Life producers in your agency.

Sincerely,



David L. Burbrink
Vice President
Life Field Services



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