

## Advisors & Agents

Ken Leibow, Founder & CEO of InsurTech Express

Mike Pepe, President and Founder of Proformex

Bill Nash, Senior Vice President of Lincoln Financial Distributors

Matt Essick, Chief Marketing Officer of Ensign



# Tools and Techniques to Boost Productivity and Your Bottom Line

# Session Description

“Technology is advancing faster than we adapt. Find out the latest apps, software and tech developments that can help you be more efficient, educate your clients, close business and run a more successful practice.”



## Advisors & Agents



**Mike Pepe**

*President & Founder of Proformex*



INSPIRE  
LEAD  
TRUST  
COLLABORATE  
INNOVATE

April 2021 - [ILTCIconf.org](https://iltciconf.org)

# Tools and Techniques to Boost Productivity and Your Bottom Line

# PROFORMEX™

For Life Insurance Inforce Management

*Taking the guesswork out of inforce management*



# Proformex



## TYPICAL REQUIREMENTS

For Life Insurance Inforce Management

Reactive



Proactive

**Tools and Techniques to Boost Productivity and Your Bottom Line**

### ► Enhance your practice

Differentiate

Make more money

Improve service levels

### ► Improve efficiency

Find replacement opportunities

Find at-risk policies

Find settlement opportunities

Automate tedious tasks

Streamline policy reviews

## How it Works

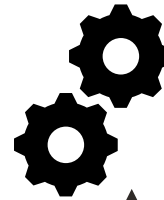
Distributor authorizes Proformex to access Inforce Policy Feeds



“Matching”  
inforce policies  
update for firms



Proformex applies  
proprietary analytics  
to Inforce Data



Target policies for review in  
Proformex platform

LAPSE  
PENDING



AT-RISK /  
REPLACEMENT



TERM  
OPPORTUNITIES



ONGOING DATA FEEDS



Helps you proactively identify and prioritize most in-need and critical policies

# Proformex

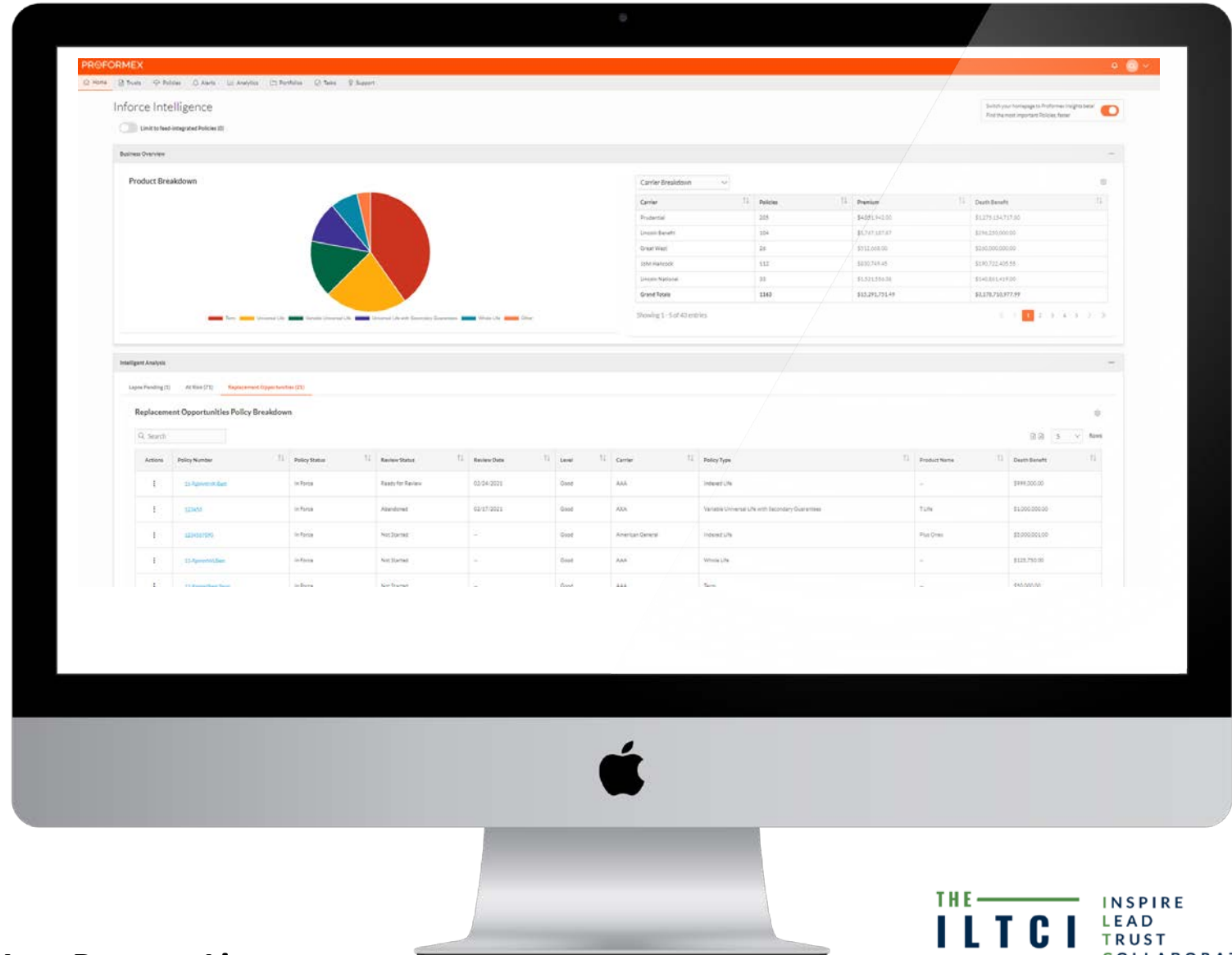


## Inforce Intelligence

Product overview and breakdown

Quickly ID policies in lapse pending (*via data feeds*)

ID at-risk policies and replacement opportunities leveraging Proformex analytics



Tools and Techniques to Boost Productivity and Your Bottom Line



## Agent Policy Review Process

### STEP #1 PROFORMEX REQUESTS:

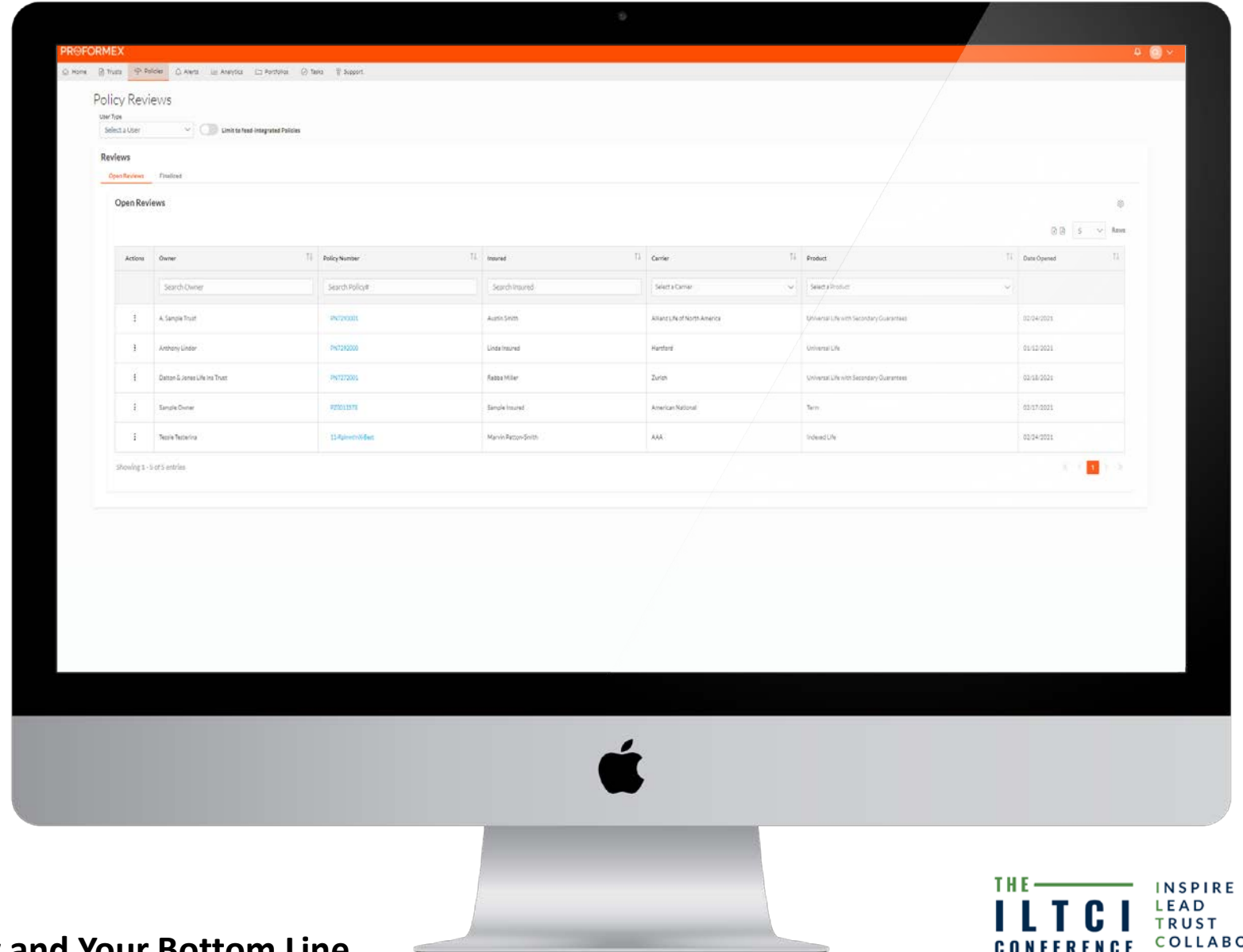
Current Statement  
As-is Inforce Illustration  
Alternative Illustration solving for annualized premiums to extend coverage to age 100

### STEP #2 SUBSCRIBER UPLOADS REQUESTED DOCUMENTS

### STEP#3 PROFORMEX INPUTS MISSING/UPDATED VALUES

### STEP #4 SUBSCRIBER REVIEWS & FINALIZES REPORT

Tools and Techniques to Boost Productivity and Your Bottom Line







Policy Owner: Anthony Lindor

Policy Number: PN7292000

Carrier: Hartford

## Policy Review Template

Page 1 - Cover Page

**Tools and Techniques to Boost Productivity and Your Bottom Line**

We believe the sources to be reliable, however, the accuracy and completeness of the information is not guaranteed. In the event of any discrepancy, the carrier's information shall prevail. Performance data represents past performance and does not guarantee future results. The values represented in this report may not reflect the true original cost of the client's initial investment. Calculations and data provided should not be relied upon for tax purposes, use original confirmations and carrier statements instead. The Information contained in these reports is collected from sources believed to be reliable, however the accuracy and completeness of the information is not guaranteed. Always rely on statements you receive directly from the carriers, whose valuation shall prevail in the event of any discrepancy. If you have any questions regarding your report, please call your representative.



# Policy Review Template

Page 2 – Policy Report

Tools and Techniques to Boost Productivity and Your Bottom Line

Hartford

Policy: PN7292000 (In Force)  
Effective Date: 3/13/1995 (03/13 Anniversary)

Policy Monitoring

Lapse Age

Death Benefit

Annualized Premium

Crediting Rate

Comdex

● Undesired    ● Acceptable    ● Desired

Policy Details

Carrier Weiss S&P Moody's AMBEST Fitch	B- BBB+ Baa2 A- --	Product Name Solution 8 Universal Life	Product Type Universal Life	Owner Anthony Lindor	Beneficiary Josephine Benny
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Contract Details

Initial Premium	Initial Death Benefit	Initial Crediting Rate	Guaranteed Crediting Rate	Guaranteed Lapse Age
\$9,035.85	\$2,000,000.00	4.00%	2.25%	65
Insured Linda Insured	DOB 9/14/1959	Smoker No	Underwriting Standard	Life Expectancy 23.52

Policy Values

Lapse Age 85	Death Benefit \$2,000,000.00	Annualized Premium \$9,035.85	Crediting Rate 4.00%	Comdex 59
Cash Value \$136,131.15	Policy Loan \$2,000.00	Surrender Value \$136,131.15	Loan Rate 2.22%	Cost Basis \$198,788.70

Premium Highlights

Modal Premium	Premium Mode	Premium Due Date	Grace Period	Premium Paid Since Inception
\$9,035.85	Annual	9/13/2018	45 days	\$198,788.70



# Policy Review Template

Page 3 – Coverage Alternatives

Hartford

Policy: PN7292000 (In Force)  
Effective Date: 3/13/1995 (03/13 Anniversary)

Current Policy				
Lapse Age	Death Benefit	Annualized Premium	Crediting Rate	Comdex
85	\$2,000,000.00	\$9,035.85	4.00%	59
Desired: 100	Desired: \$2,000,000.00	Desired: \$9,037.00	Desired: 4.00%	Desired: 89

Contract Modification				
Carrier	Product	Product Type	Lapse Age	Death Benefit
Hartford	Solution 8 Universal Life	Universal Life	100	\$2,000,000.00
Premium	Crediting Rating	Comdex		
\$35,432.00	4.00%	59		

Product Alternatives				
Carrier	Product	Product Type	1035 Applied	Lapse Age
Lincoln National	Life Current UL	Universal Life	\$136,131.15	100
Death Benefit	Premium	Crediting Rating	Comdex	
\$2,000,000.00	\$26,137.00	2.00%	90	
Carrier	Product	Product Type	1035 Applied	Lapse Age
Pruco Life	UL Plus (2001 CSO)	Universal Life	\$136,131.15	100
Death Benefit	Premium	Crediting Rating	Comdex	
\$2,000,000.00	\$24,356.00	5.00%	92	
Carrier	Product	Product Type	1035 Applied	Lapse Age
Symetra Advantage	CAUL 5.0	Universal Life	\$136,131.15	100
Death Benefit	Premium	Crediting Rating	Comdex	
\$2,000,000.00	\$21,435.00	2.50%	80	

Coverage Recommendation				
Input recommendations here.....				
.....				
.....				
.....				
.....				



# Proformex



## Proactive Monitoring

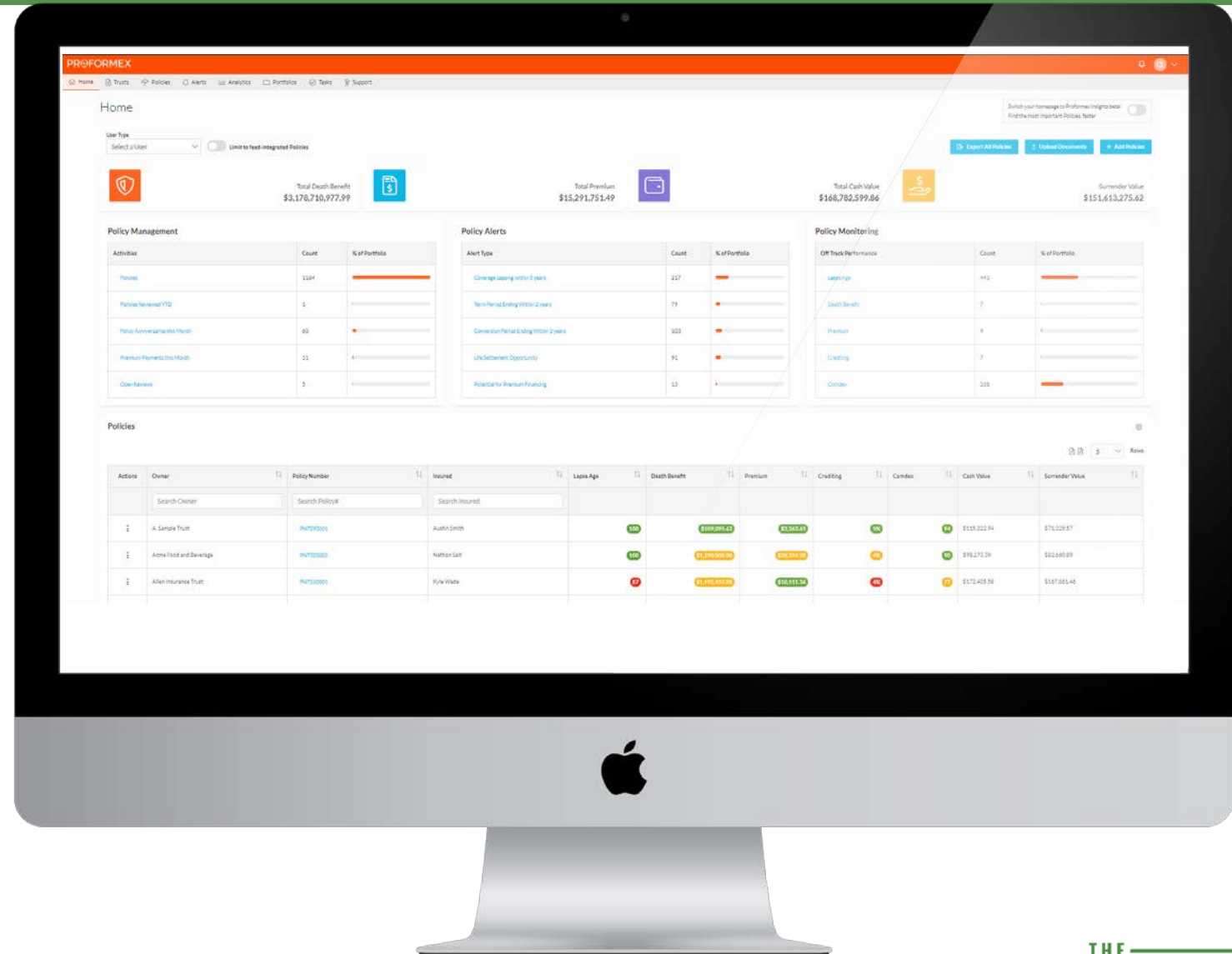
Consolidated summary of policy data

Full visibility into book of business

Sort, search, drilldown by carrier, product, owner, insured, etc.

ID upcoming term conversions & anniversaries

**Tools and Techniques to Boost Productivity and Your Bottom Line**



## Platform Benefits



### VISIBILITY

Know what you have  
and what your clients  
need



### TIME-SAVINGS

Streamline key activities  
that save significant  
time, provide needed  
documentation,  
and increase  
professionalism



### ANALYTICS

Actionable insights to  
help your clients stay on  
track for their financial  
goals



### NEW SALES

Customizable client-  
ready policy reviews  
which reduce the sales  
cycle and help drive  
new business



## Advisors & Agents



**Bill Nash**

*SVP, Head of MoneyGuard Distribution*



# Tools and Techniques to Boost Productivity and Your Bottom Line



# 4 Ways to Grow Your Business



New Clients



More Assets from  
Existing Clients



Charge More



Add a Business  
or Solution

Tools and Techniques to Boost Productivity and Your Bottom Line

# Experience and Efficiency

## Virtual Effectiveness

Less travel and robust virtual toolkit lead to more meetings



Use **Webex or Zoom** to:

- Have 2-way conversation
- Share documents
- Do demos



Use **TimeTrade** to:

- Schedule phone calls
- Schedule virtual meetings with Webex
- Send targeted emails with themed messages & links



**Interactive Marketing Tools**

# Interactive, customizable client materials

[www.LFG.com/MMA](http://www.LFG.com/MMA)

 [DOWNLOAD THE CLIENT GUIDE >>](#)

## Plan now for future care

Most of us don't want to talk about it, but the numbers show we should. Here's why planning ahead is an important step to protecting your financial future.

**87%** of Americans surveyed acknowledge that having a long-term care plan would help them feel more confident about their financial future.<sup>1</sup>

**94%** believe a long-term care plan would make things easier on adult children.<sup>1</sup>

[CLICK TO EXPAND FOR MORE DETAILS:](#)

### What is long-term care?

It is ongoing help with daily activities. Most of the care needs do not relate to medical care aid, but rather assistance with the Activities of Daily Living (ADL), such as:

Bathing	Dressing	Continence
Toileting	Transferring	Eating

### What does a long-term care solution do?

### Why plan now?

### What does planning do?

- ✓ Helps protect my hard-earned savings
- ✓ Gives me more control over decisions affecting me and the freedom to choose my care preferences
- ✓ Provides my loved ones resources and support to manage care
- ✓ Helps me feel more confident about the future
- ✓ Ensures my assets are passed to my loved ones

<sup>1</sup>VerstaResearch, "2020 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers," August 2020. For a printed copy, call 877-ASK-LINCOLN.

MoneyGuard Market Advantage<sup>SM</sup> • Client Guide

3

## Learn about the cost of care

### What it costs

#### Pennsylvania average annual care costs<sup>2</sup>

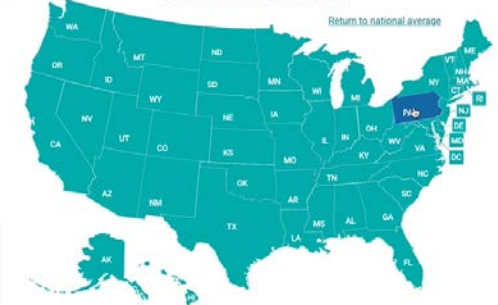
**\$76,346**  
Home health care agency  
(60 hours per week at \$25.00 per hour)

**\$62,043**  
Assisted living facility (one-bedroom)

**\$131,787**  
Skilled nursing facility (private room)

When you need long-term care and do not have a dedicated funding solution, it is estimated your annual withdrawal rate could jump from **5% to 11%**.<sup>1</sup>


[CLICK EACH STATE FOR MORE DETAILS:](#)






# Research-driven, animated content

[www.LFG.com/LTCexperience](http://www.LFG.com/LTCexperience)



The Lincoln National Life Insurance Company  
Lincoln Life & Annuity Company of New York


A short story about long-term care



When it comes to where and how you live, and what you do with your money, you want the freedom of choice and confidence that you're making the right decisions. The same is true with your long-term care strategy, helping you set the stage for the future and legacy you have planned.

What is long-term care?

Long-term care is assistance with simple everyday tasks, even as simple as eating or getting dressed. The need for care could arise from an accident, illness, cognitive impairment, or the aging process. You may never need it. But, the best time to start thinking about it is before the need arises and while you're still able to take control.




A long-term care plan may help protect you and your loved ones emotionally, physically, and financially for the what-ifs in life.

When should you begin planning?


Clients tend to wait until they hit 65 before beginning their long-term care planning, but financial professionals suggest moving that timeline up a decade or more.

Benefits of planning


Click each box to learn more.



Consumers acknowledge that an LTC plan is beneficial.



It's even more important to those who have experienced a caregiver.



Yet the conversations aren't happening.

96% of surveyed financial professionals say clients who have LTC funding solutions feel more confident about their financial futures.

What to consider for your plan

Don't be swayed by common misconceptions

"It won't happen to me"

If qualified, Medicare will likely be insufficient for long-term needs and Medicaid does not account for your choices or preferences.

"That's what my savings are for"

"My family will take care of me"

Learn more now >

Women are more likely than men to become family caregivers

Due to life expectancy rates, women are also more likely to need care. With an aging population, that contradiction means it's more important than ever for women to be open and honest about the expectations for the future.

# Digital launch kits for Financial Professionals

[www.LFG.com/MMAtoolkit](http://www.LFG.com/MMAtoolkit)

The screenshot shows the 'MoneyGuard Market Advantage<sup>SM</sup> launch toolkit' page. The header includes the Lincoln Financial Group logo and navigation tabs: Overview, Do business with Lincoln, Position solutions, and Know more, sell more. The main heading is 'MoneyGuard Market Advantage<sup>SM</sup> launch toolkit'. Below it, a paragraph states: 'Lincoln is proud to introduce the next generation in long-term care planning, MoneyGuard Market Advantage<sup>SM</sup> — a variable universal life insurance policy with a long-term care rider. Access the resources below to learn more about how it works and how you can identify opportunities to incorporate it into your business.' The page features several sections: 'Long-term care' with a 'MoneyGuard Market Advantage launch toolkit' link; 'Have the LTC conversation' with a 'View the LTC resources' link; 'Register for upcoming events' with a 'View all the upcoming events' link; 'ON-DEMAND TRAINING LIBRARY' (highlighted with a blue box and a black arrow pointing to it) with a link 'Access our training library to learn' and 'Watch on-demand resources now'; 'FOCUS OPPORTUNITIES' with a link 'Take a closer look at focus opportunities for financial professionals and clients. Learn more about our resources'; 'PROMOTIONAL MONEYGUARD MARKET ADVANTAGE<sup>SM</sup> RESOURCES' with a link 'Access the suite of marketing resources. Explore available resources here'; and 'PARTNER WITH LINCOLN' with a link 'Learn more about how we can partner with your team. View additional opportunities with Lincoln'.

The screenshot shows the 'On-demand training library' page. The header includes the Lincoln Financial Group logo and navigation tabs: Overview, Do business with Lincoln, Position solutions, and Know more, sell more. The main heading is 'On-demand training library'. Below it, a paragraph states: 'Our 3-part training series is designed to help you get familiar with MoneyGuard Market Advantage<sup>SM</sup>.' The page features several sections: 'PRODUCT' with a link 'Learn more about how MoneyGuard Market Advantage<sup>SM</sup> works and get a closer look at the investment lineup. View product training.'; 'POSITIONING' with a link 'Review key marketing and sales ideas to help align the solution with client needs. View positioning training.'; 'PROCESS' with a link 'Dive into the details on illustrations, submitting new business, and post-sale support. View process training.'; 'ADDITIONAL PRODUCT RESOURCES' with a list of links: 'MoneyGuard Market Advantage prospectus', 'MoneyGuard Market Advantage<sup>SM</sup> vs MoneyGuard III<sup>®</sup> (PDF)', 'MoneyGuard Market Advantage<sup>SM</sup> FAQ (PDF)', 'Product reference guide', 'Fact sheet (PDF)', 'Financial professional guide (PDF)', and 'Investment guide (PDF)'; 'ADDITIONAL POSITIONING RESOURCES' with a list of links: 'Interactive client guide', 'High net worth client profile', 'High income client profile', 'Young professionals client profile', and 'Mass affluent client profile'; and 'ADDITIONAL PROCESS RESOURCES' with a list of links: 'United Product Application – Overview of Key Changes (PDF)', 'Lincoln MoneyGuard eCapabilities (PDF)', 'Internal replacement guidelines (PDF)', and 'MoneyGuard Market Advantage<sup>SM</sup> licensing checklist (PDF)'. A sidebar on the right contains links: 'MoneyGuard Market Advantage launch toolkit', 'Have the LTC conversation', 'On-demand training library', 'Focus opportunities', 'Promotional MoneyGuard Market Advantage resources', 'Partner with Lincoln', and 'Register for upcoming events'.

Tools and Techniques to Boost Productivity and Your Bottom Line



## Advisors & Agents



**Matt Essick**

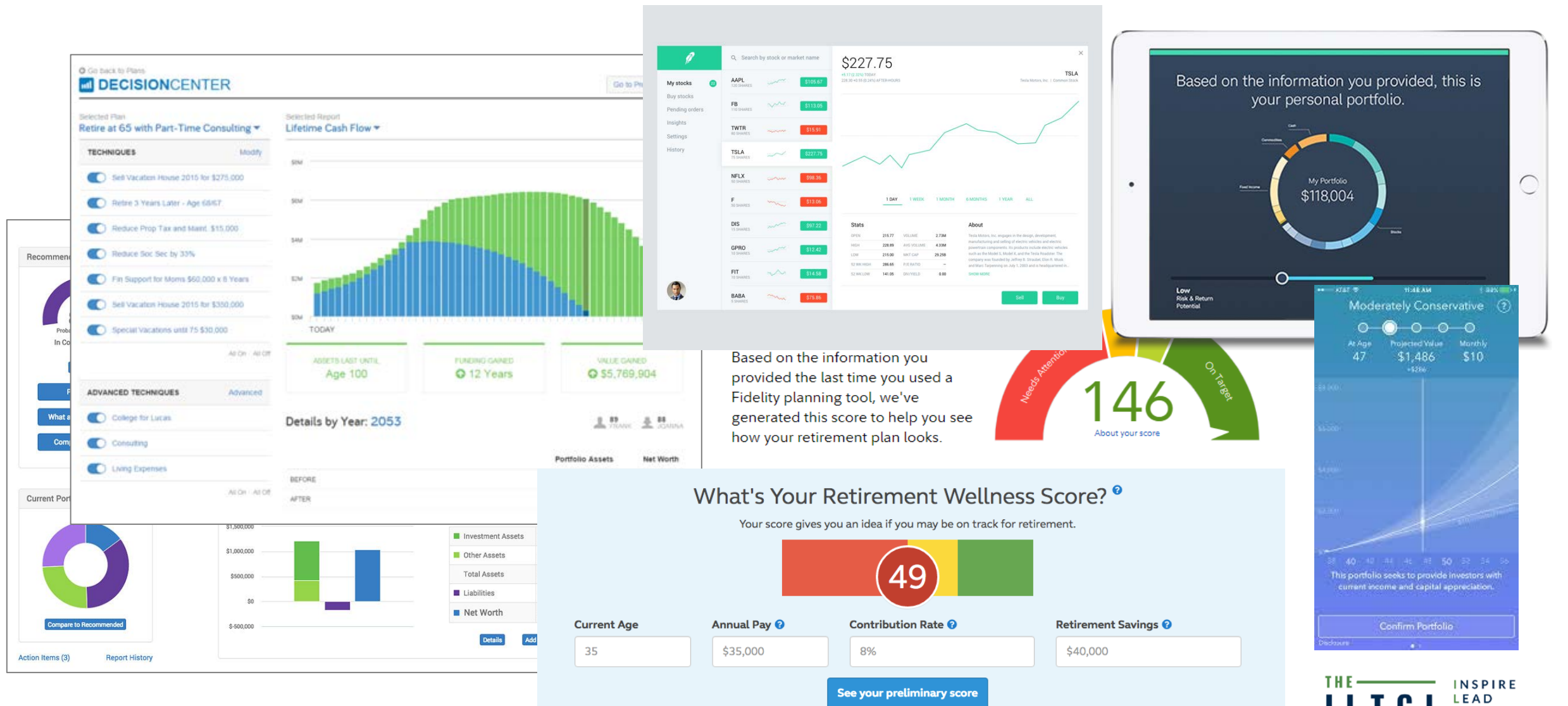
Chief Marketing Officer, Enight



# Tools and Techniques to Boost Productivity and Your Bottom Line



# “Visual story-telling” is the new language of Financial Services

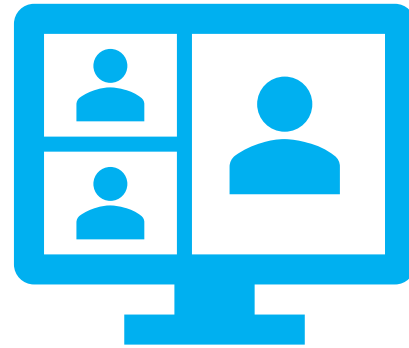


Tools and Techniques to Boost Productivity and Your Bottom Line

# The “sales experience” is the key sector challenge today



Illustrations & print  
“brochures” are out-  
of-place in a digital  
world

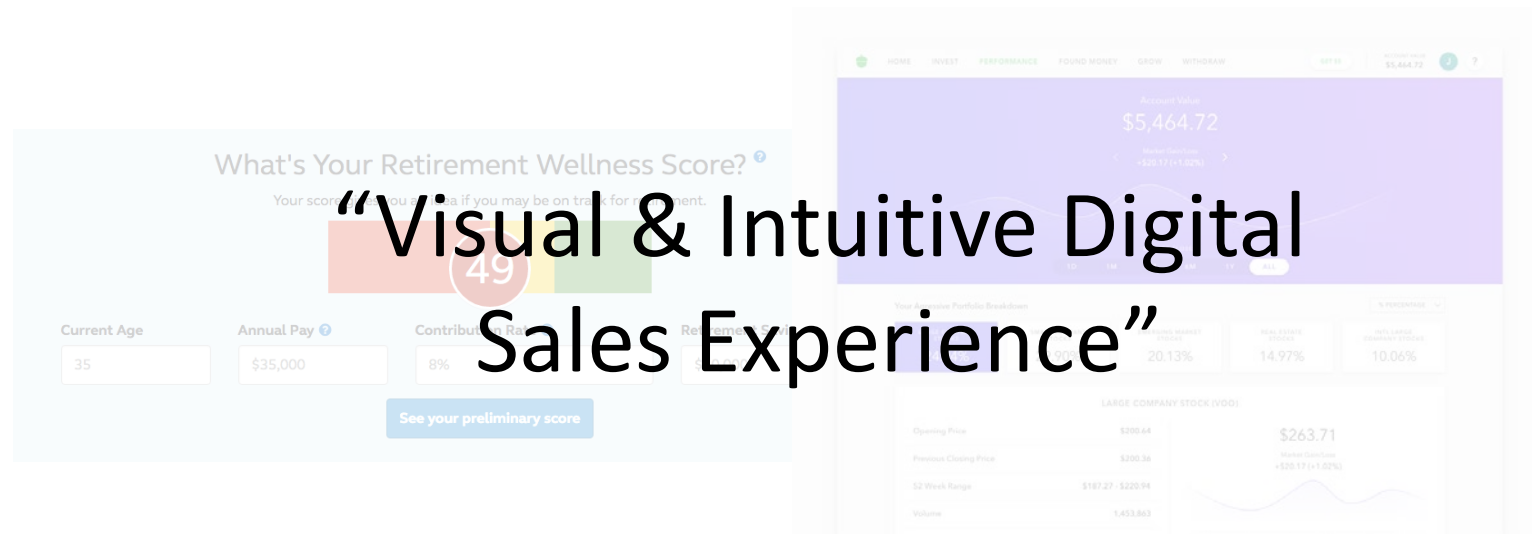


Wholesalers & FPs lack  
product-focused digital  
sales enablement tools



Sector sales growth,  
productivity &  
effectiveness requires a  
“hybrid” digital model

# Modernizing to a visual story-telling experience is transformative



## “Visual & Intuitive Digital Sales Experience”

**Wholesaler** sales enablement

Scalability & better channel education

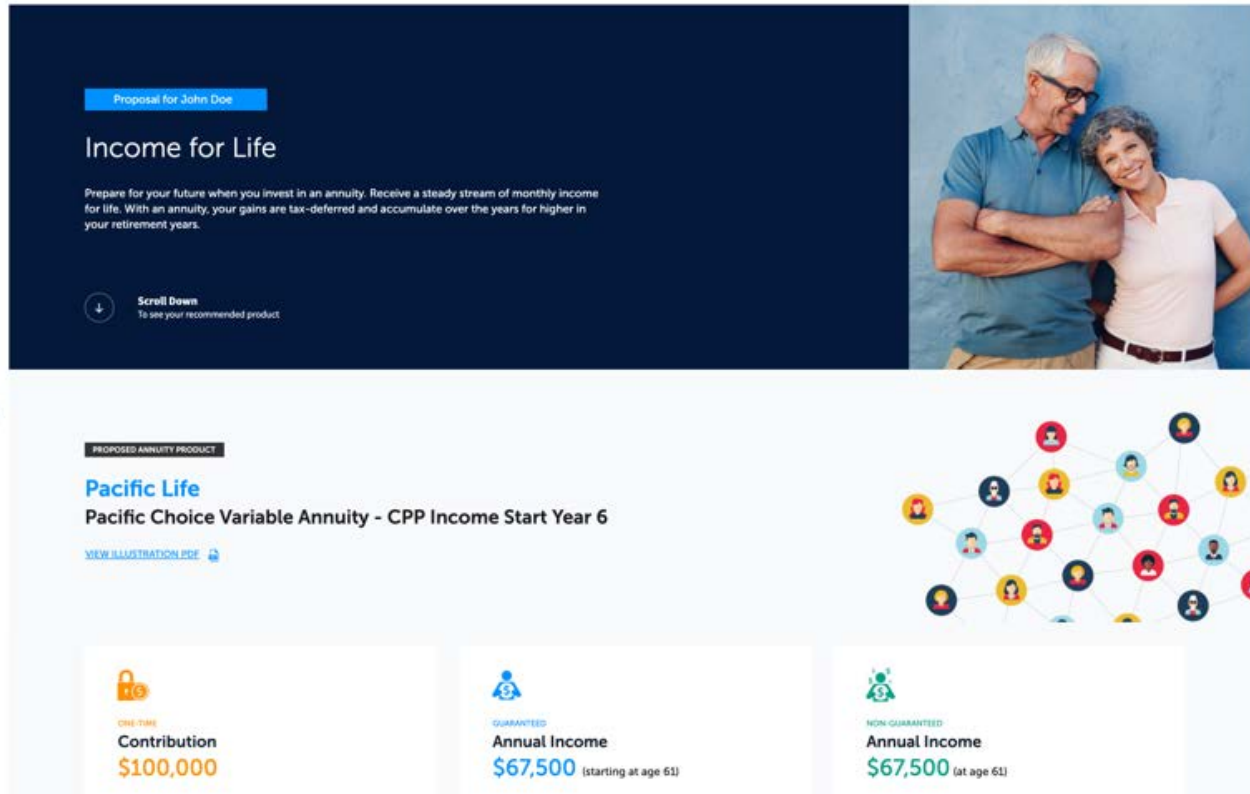
**Financial Professional** sales effectiveness

Better client meetings & closing rates

**Consumer** adoption & understanding

Higher client interest & product adoption

# Enight™ - Interactive, Visual “Story Stories”



Build “Sales Story” experiences to **scale the product message & sales effectiveness** (\*closing rate).

**Enable guided selling for Financial Professionals** by creating easy-to-understand, interactive ‘Point-of-Sale’ experiences.

**Drive wider adoption** through greater Financial Professional & consumer understanding



# QUESTIONS