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The Marcus Agency Newsletter

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Banner Life Lowers Term Rates

In a time when most companies are increasing premiums and pulling products, Banner Life has recently announced lower rates on their OPTerm plan series.

Rates have been reduced in all non-tobacco classes for all level term periods in the \$250,000—

\$999,999 premium band, as well as in all non-tobacco classes for all level term periods in the \$1,000,000 premium band.

In addition to these rate changes, Banner Life has extended the range of the \$1,000,000 premium band to include \$2,000,000 and

increased the noncommissionable policy fee on all term plans from \$60 to \$65 annually.

Call us for quotes or visit our website and use our online comparison software, VitalTerm.

www.themarcusagency.com

2010 Marks 50th Anniversary

We've come quite a long way since the agency was established by my father, Arnold Marcus, back in November of 1960. Our business has grown tremendously with mergers, acquisitions and the recent expansion of a PA-based office. In addition, our affiliation with a national producer group, LifeMark Partners, expands our access to top carriers. One thing that has remained



constant throughout the years is our dedication to providing the utmost in service to our agents!

We'd like to take this opportunity to thank you, our loyal customers, for your continued support. We look forward to serving you for many more years to come.

Eric S. Marcus

President

10% Commission Bonus

A 10% bonus may be earned on Sun Life Universal ProtectorPlus cases paid by January 31, 2010. This product is excellent for high early cash accumulation,



especially in single-pay scenarios. Policies must be submitted, placed in-force and paid for by the 1/31 deadline. This program is not available in New York.



New innovative plans are hitting the streets!

“Despite the current economic conditions, Banner Life has remained financially secure with excellent ratings from A.M. Best (A+, Superior) and Standard & Poor’s (AA-, Very Strong).

Be sure to get your applications in before these deadlines in order to obtain the lower rates!



There’s A New Term In Town

Banner Life Value Term

- Renewable and convertible 20- and 30-year to age 95.
- Lower early premiums allow for higher death benefits.
- Slowly increasing guaranteed premiums.
- Renewal commissions for life of policy.
- Offered in addition to more traditional OPTerm series.
- Competitive on rated cases.
- Alternative solution for policies approved other-than applied.

Genworth Colony Term UL

- Affordable term-like rates on a universal life chassis with guarantee periods of 10, 15, 20 and 30 years.
- Replaces Colony Term series.
- Maximum issue ages that extend beyond usual limits.
- Commissionable policy fees.
- Premium flexibility, including single- and short-pays.
- Simplified application programs allowed.
- Catch-up available.

Important Product Transitions

American General

Updates Term Rates

- Although some rates were increased, some decreased and some remained unchanged.
- Applications for current rates must be in home office by 12/26/2009.

AXA Term Rate Changes

- Effective mid-January 2010.
- Some female premiums to be lowered and some increases to be made on males for 15- and 20-year.

- Minimum face amount increasing to \$1 million.

ING ROP Term Changes

- ROP Endowment Term (increased rates) to replace ROP Term, as of

12/19/2009.

- 4th premium band added.
- 15-year term period no longer available and new 25-year period added.

Lincoln Financial Increases UL Rates

- LifeGuarantee & Plus UL
- Applications for current rates must be in home office by 12/31/2009.

Sun Life Increases UL & SUL Rates

- Universal Protector and Survivorship UL
- Applications for current rates must be in home office by 12/31/2009.

Transamerica ROP 30 Withdrawn & New ROP Rider Introduced

- New ROP rider may be added to Trendsetter 20 and 30 plans, as of

12/11/2009. However, this may be more costly than the original ROP 30 plan being withdrawn.

- Key features of ROP rider include 100% guaranteed return of premium at end of the initial level premium period, enhanced cash surrender values, loan capabilities and non-forfeiture options.

United Replaces Term Plan

- New Term Life Answers replaced Term Life series.
- Key features include no policy fee for second insured, increased maximum issue ages, shorter application and more.

We will continue to inform you of any pertinent changes from our carriers. However, please feel free to check with us to assure current rates and state approvals.

Federal Estate Tax Changes In The Works

The U.S. House of Representatives just approved, as of 12/3/2009, legislation (Pomeroy Bill) to extend current estate tax rates permanently. The proposed bill would tax estates at 45% after an exemption of the first \$3.5 million. Currently, the estate tax is scheduled



to be repealed on 1/1/2010 and be reinstated on 1/1/2011 at a top rate of 55% and \$1 million exclusion.

The bill now moves to the Senate. We will continue to monitor what action the senate takes and keep you informed.

“Congress must do something before year-end or there will be no estate tax in 2010!”

Sun Life External Term Conversion Program

Sun Life recently introduced a new Guaranteed Issue External Term Insurance Conversion Program for policyholders who have purchased a fully underwritten single life term policy from a select group of carriers within the last three years. Product available for conversion is the Sun Executive UL. Issue amounts are limited from \$100,000 to \$3 million and no partial conversions are allowed. Issue ages range from 20 to 65. This program will be available through June 30, 2010—so act now!

Genworth 360°LifeView Underwriting

New approach to underwriting that focuses on more personalized evaluations, more competitive offers, more consistent decisions, quicker turnaround and fewer requirements. A debit/credit program is now available to potentially improve your Standard or better cases by one rate class. Other competitive hot spots include underwriting of risks such as build, total cholesterol, blood pressure, depression, anxiety, sleep apnea, ulcerative colitis, asthma, arthritis, gestational diabetes, aviation and recreational scuba diving.

West Coast Return Of Substandard Cost Rider

This innovative impaired risk solution offers your clients a full refund of substandard charges on LifeTime Advantage Plus UL policies upon expiration of the rating period* (returned as a credit to the policy value). Policy will be reduced to Standard premiums at the end of applicable period.

For example, a 45 year old female Type II Diabetic with A1C at 10 and 5'4", 260 lbs. would be issued at a Table H rating. Her premium of \$6,888 would be reduced to \$1,049 after year 20 and \$47,870 would be credited to her policy surrender value.

**Rating period is either 20 years (issue ages 0—70) or 15 years (issue ages 71—80).*

Policy reviews are important for you and your clients!
Call us to get started on re-examining your book of business.

State-Of-The-Art Underwriting

As your impaired risk specialist, we have proven time and time again that we get the most competitive offers in the industry. A Registered Nurse (RN) on staff and 50 years of brokerage experience gives us a major advantage in the underwriting process. You can be assured your cases are reviewed, analyzed and

successfully placed with the best product at the best price for your client.

We have access to over 2 dozen carriers, a broad selection of underwriting guidelines and various programs and specialties to choose from. We've developed close relationships with each carrier's New

Business team, resulting in smooth and efficient processing of your applications.

Our experienced staff is always available and goes above and beyond on every case.



2010 Federal Tax Deductible Limits for LTC Premiums

Age at End of Taxable Year	Premium Limit
40 or less	\$330
41 through 50	\$620
51 through 60	\$1,230
61 through 70	\$3,290
71 and older	\$4,110

Source: IRS Revenue Procedure 2009-50

2010 Long-Term Care Partnership Minimums

New York, Effective 1/1/2010

The nursing home minimum daily benefit will increase to \$229 for policies issued in 2010 and the home health care minimum daily benefit will increase to \$115.

Connecticut, Effective 1/1/2010

The minimum daily benefit levels allowable under the Connecticut Partnership will increase to \$193 for nursing home care and \$96.50 for home and community-based services. The minimum monthly benefit amount in 2010 will be \$5,983 (31 x \$193).

Study Shows Long-Term Care Costs Are Rising

The 2009 MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services and Home Care Costs found that rates are rising in ALL categories.

Some National Averages...

Nursing Home Private Room

2008 = \$212/day

2009 = \$219/day (Up 3.3%)

Assisted Living

2008 = \$3,031/month

2009 = \$3,131/month (Up 3.3%)

Speak with your clients about long-term care insurance today!



Submit online apps to save time and money!

Available on our website...

www.themarcusagency.com

Many Do Not Have Plan To Pay for LTC

Despite national averages of \$40,000 annually for home health aide and \$75,000 for private nursing home care, a LIFE Foundation survey shows 9 of 10 Americans do not have a plan to cover these expenses.

Many still believe these services are covered by their health insurance or government programs. One in four will rely on family and/or friends. What would many Americans rely on most to help pay for long-term care services?

Family & Friends.....	23%
Health Insurance.....	20%
Medicare.....	16%
Savings.....	13%
Social Security Benefits.....	11%
Long-Term Care Insurance.....	10%
Medicaid.....	7%

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