

**In celebration of our 50th Year, here are some 1960 Fun Facts...**

- Private nursing home care was only \$274/month
- First "Teflon" pan goes on sale at Macy's
- Only 1 in every 3 Americans owns a TV
- AHA links smoking to heart disease
- Gas was only 25 cents per gallon

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# The Marcus Agency Newsletter

Volume 10, Issue 1

March 2010

## New Banner UL Has Lower Premiums & GUARANTEED CASH VALUES!

### BANNER LIFE INTRODUCES NEW LIFE CHOICE UL...

- Extremely competitive level-pay premiums with guaranteed cash values.
- Ability to specify death benefit guarantee period ("dial-a-guarantee") and/or specify number of years to pay premiums.
- For a limited time only, available for conversions from any eligible Banner term policy!

### SWEET SPOTS

- Ages 45–75
- All face amounts
- Longer guarantee periods (especially to age 121)

### STATE APPROVALS

As of 3/10/2010, available in all states EXCEPT, AZ, CA, MT, NV, NJ and NY.



### SALES IDEAS

- Review your recent universal life proposals and see how Banner's new UL compares.
- Review your in-force Banner policies for potential term conversions. Take advantage of this flexible plan and great rates.

### STAY TUNED

Banner is dedicated to the UL market and will be releasing even more new, unique plans this year!

## Banner Lowers Term Rates AGAIN!

### BANNER LIFE CONTINUES TO BE COMMITTED TO LEVEL PREMIUM TERM LEADERSHIP...

Effective March 9th, select rates for 20- and 30-year OPTerm plans in non-tobacco and tobacco classes at the \$250,000 and

\$1,000,000 premium bands have been lowered.

- Decreased premiums at many ages.
- No increases!
- Extremely aggressive rates for smokers....In

most cases, Banner's new rates are ranked number one amongst the competition.

- No change in compensation.

Call for quotes or use our online comparison system.

### MA OFFICE

978-443-4900 (Local)  
800-443-4922 (Outside MA)

### PA OFFICE

215-793-9440 (Local)  
877-793-9440 (Outside PA)



Call for current rates, state approvals, etc.

*\*Average MM and CD rates are recorded from bankrate.com as of 3/5/2010. 5-year annuity rate is for the new Lincoln Financial MYGuarantee Plus plan. All rates are for deposits of \$100k and above.*

*“Our Simple Sales Ideas Seminar on the PPA is generating one of our highest responses ever. Be sure to get informed on this popular topic!”*

# Annuities • Annuities • Annuities

## FLEXIBLE COMMISSION SPIA

Mutual of Omaha, IRAdvantage Wealth Manager

- 5% commission rate
- Reduce the compensation to increase your client's pay-out in competitive scenarios
- Available for qualified or combined NQ & Q funds only

## CASH BONUS PROGRAM

American National has brought back their Cash Bonus Program!

- All fixed annuity business is eligible
- Submitted and paid by 4/30/2010

<u>Annuity Amount</u>	<u>Bonus</u>
\$1,000,000+	\$1,000
\$750,001–\$1mm	\$750
\$500,001–\$750k	\$500

## 3.35% GUARANTEED FOR 6 YEARS

American National (ANICO), Palladium MYG 6-Year

- 30-day free surrender at end of guar. period
- 10% free withdrawals
- Disability waiver included in approved states

Where to invest your client's hard-earned money....

### ANNUITIES vs. MONEY MARKETS vs. CDs\*

3.15%—5-Year Annuity (Tax Deferred!)
2.91%—Average 5-Year CD (Taxable)
1.08%—Average Money Market (Taxable)

## Tax-Free 1035 to Pay for LTC?!

The Pension Protection Act (PPA) of 2006 contained an extremely important tax-saving provision that became effective on January 1, 2010, providing the use of cash values from life and/or annuity con-

tracts through tax-free 1035 disbursements to pay long-term care premiums.

**How will PPA impact Linked Benefit Annuities?**—Benefits received for covered LTC expenses are tax-free and internal LTC rider charges are not taxed as distributions.

**How will PPA impact Linked Benefit Life Insur-**

**ance?**—Internal LTC rider charges are not taxed as distributions.

**How will PPA impact traditional LTC insurance?**—New 1035 exchange rules provide tax-free options to fund a policy.

Call us to find out about the endless sales opportunities created from these recent changes!



# Genworth Term UL Stands Above The Rest



## GENWORTH TERM UL BRINGS SOMETHING NEW TO THE MARKET...

- Affordable term-like rates on a universal life chassis.
- Longer guarantee periods for older ages.
- 1035 exchanges allowed.
- Premium flexibility, including single-pays and short-pays.
- Many new term periods available.
- Built-in conversion product.
- Improved underwriting.  
*For example...*
  - 1) Cholesterol up to 300—Eligible for Preferred Best!
  - 2) Build of 5'9", 223 lbs.—Eligible for Preferred!

**Coming Soon...**

**Improved VitalTerm quoting system!**

**New Class**

**Determination**

**Tool will allow you to prequalify your clients**

**based on family history, driving record,**

**avocations, etc.**

## Underwriting Updates

### TRANSAMERICA UPDATES FAMILY HISTORY GUIDELINES

Newly enhanced underwriting guidelines allow applicants age 60 and older to qualify for Preferred status, despite a family history of cardiac disease or cancer.

### NEW SIMPLIFIED ISSUE PLAN

- Tough impaired cases
- Immediate death benefit
- Up to \$75,000
- Great compensation

Call for full details.

### AXA EQUITABLE & SUN LIFE GUARANTEED ISSUE PLANS

Geared towards COLI cases involving groups of 10 or more highly compensated key employees. Streamline the process of applying for and obtaining life insurance. Contact us for pre-qualification information.

## Aviva Wellness for Life Rider

A unique life insurance policy rider that's designed to help your clients realize the benefits of living a healthy lifestyle.

### REWARDS

Percentage reductions in cost of insurance rates. Rewards are issued at the company's discretion, subject to a mini-

mum guarantee\*. Participants become eligible for potential rewards beginning in their third policy year. There are two levels, based on the program's qualification requirements... 1) *Satisfying biennial requirement for routine physical, paid by insured.* 2) *Satisfying biennial requirement for*

*routine physical, paid by insured, and maintains weight within range established at the time of underwriting.*

Qualifying is as easy as visiting your doctor every two years. Participants who don't qualify in one year may still qualify in future years.



### SERVICES

***This rider also entitles your clients to Mayo Clinic Health Solutions services and discounts, such as a health risk assessment, 24-hour nurse line and health management tools.***

\*Level One—In policy year 5, the guaranteed COI is reduced by 1.25%...in year 10, by 2.50%...and in year 25, by 5.00%. Level Two—In policy year 5, the current non-guaranteed COI is reduced by 2.50%...in year 10, by 5.00%...and in year 25, by 10.00%.

# John Hancock Product Changes

## PROTECTION UL-G & SUL-G REPRICED

- Competitive level-pay and lump-sum premiums (UL & SUL)
- Reduced surrender charge period (SUL)
- Enhanced target premiums in high early funding scenarios (UL & SUL)

- A Cash Value Advantage rider which can generate substantial intermediate cash values (UL)
- Long-term care riders which provide income tax-favored LTC benefits (UL)
- Competitive underwriting and high retention limits

## TERM 20 REPRICED

- Premiums increasing by an average of 10%
- All features and benefits remain the same
- Term 10 and 15 remain unchanged

*“Call for state approvals on these recent John Hancock product changes.”*

## Contracting Corner



Is your E&O policy up-to-date? Most carriers require coverage!

### AXA REQUIRES PREAPPOINTMENT IN ALL STATES

AXA requires licensing paperwork to be submitted and agent appointed prior to taking an application.

### IMPORTANT NOTICE TO CALIFORNIA PRODUCERS

The CA Department of Insurance will no longer be sending out reminders to renew your state license. It is now the producer's responsibility to keep track. Be sure to mark your calendar!

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