

Life in Focus

A snapshot of this month's most impactful marketing and financial insights

[2026 Town Hall: Go Behind the Scenes](#)

Six things we
want you to
know in 2026

Lincoln Life Leadership



[Meet *Lincoln WealthProtector*SM IUL](#)

We're excited to introduce you to our third product in the powerful Elite Indexed Universal Life (IUL) Portfolio. *Lincoln WealthProtector* was built for death benefit protection and designed for life. [Watch on-demand](#) today to learn more about how you can elevate your protection conversations.

**See what makes our new protection
product stand out**

Protect your clients' legacies for life

With an estimated \$124 trillion moving from baby boomers to their spouses, heirs, and charities over the next two decades,¹ it's clear that estate planning should be at the center of your clients' goals. Estate planning tools – like trusts – offer them an opportunity to leave a legacy that speaks volumes.

¹ Cerulli High-Net-Worth & Ultra-High-Net-Worth Markets Report 2024.

It's all about Trusts

Spreading the love through wealth transfer

In February, we know that love is in the air, and so is opportunity. With women at the center of the Great Wealth Transfer, our latest blog focuses on how to spark meaningful conversations. And why engaging with them about estate planning calls for more than just numbers.

Why women are at the heart of the Great Wealth Transfer

Positive updates for in-force IULs

Lincoln is pleased to announce positive changes to our caps and participation rates on certain Indexed Accounts. These changes apply only to newly created Indexed Account segments on certain previously sold indexed universal life (IUL) insurance policies.

View all the updates and positive rate changes



We've recently expanded our Foreign National Underwriting Guidelines!



Don't forget to check out our updated [Term Rates!](#)



[Center for Financial Planning Excellence](#)



[Market Intel Exchange](#)



[Life Blog](#)



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