

# Life in Focus

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



Where real stories from top wholesalers turn into real opportunities for your business

[Check out our Sales Concept Menu](#) now and watch out for an email from your wholesaler 3/26

## The Platinum Age of Estate Planning

Don't miss a rare opportunity to support clients in their estate planning needs during The Platinum Age of Estate Planning. It's a time where a trifecta of factors merge:

- Historically high exemptions
- Evolving planning techniques
- And one of the largest wealth transfers in history.

Register to see how life insurance can help clients achieve control, clarity and tax-efficient wealth transfers.

**Start the framework**

## Protection Options With Perks

Our latest product in the Elite Indexed Universal Life lineup, *Lincoln WealthProtector*<sup>SM</sup> IUL, is offering new opportunities. Clients can benefit from improved short-pay designs and the added multiplier rider, that can be turned on and off to provide additional upside potential. And did we mention the enhanced coverage through our Extended No-Lapse Rider II?

[Learn more](#)

## Lean on Lincoln for Underwriting Advantages

We've recently implemented several meaningful updates to our underwriting guidelines, aimed at enhancing the overall customer experience. The following documents are no longer mandatory as an age and amount requirement: Tax verification form 4506-C and Electronic Inspection Report (EIR). Together, these changes will enable faster, more efficient service without compromising accuracy or quality.

[View the updates](#)

## Success Is Waiting in These Sweet Spots

Lincoln's sweet spots are waiting for you to tap into their potential. With the ability to leverage Lincoln's Simplified/Guaranteed Issue Underwriting program on multilife cases to improved underwriting for global clients, you can lean on Lincoln for new opportunities to grow your business in the business insurance, foreign national and premium finance niches.

[Explore these opportunities](#)



See how [TOLI](#) can fit into clients' estate plans!



Your tomorrow.  
Our priority.®

Not a deposit	Not FDIC-insured	Not guaranteed by any bank or savings association	May go down in value
Not insured by any federal government agency			

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