



Timothy C. Helmick, Principal
(800) 605-8988 x101
(215) 207-9431
THelmick@IPBrokerage.com

Michael Rowe, Brokerage Director
(800) 605-8988 x105
(215) 207-9435
MRowe@IPBrokerage.com

Ted McComb, Agency Manager
(800) 605-8988 x107
(215) 207-9437
TMcComb@IPBrokerage.com

Crystal Boyle,
(800) 605-8988 x109
(215) 207-9439
CBoyle@IPBrokerage.com

**1717 Arch St, Suite 3940
Philadelphia, PA 19103**

**(800) 605-8988 toll free
(215) 207-9430 phone
(215) 207-9454 fax**

**www.IPBrokerage.com
Twitter: @IPBrokerage**

IP Brokerage is a full service insurance brokerage providing risk management solutions and marketing and administrative support to insurance producers and financial professionals. We offer a complete line of the industry's most competitive life insurance, long term care, annuity and disability products.

BROKERAGE UPDATE: March 2015



GUL CHANGES

Some Carriers Abandon the GUL Market, Others Look for Increased Sales

As you've already seen, Transamerica and Genworth both exited the Guaranteed UL market in February. The Transamerica news was sudden and they made the unprecedented move to cancel all pending applications. A number of carriers, including AIG, [North American](#), Mutual of Omaha and [Symetra](#), have enacted programs to "rescue" these abandoned applications. Call our office for complete details or visit the carrier links.

[Prudential](#) also made news by launching significant improvements to the PruLife UL product effective February 23, 2015. These include (1) Focused NLG premium reductions for consumers ages 50+, which will make Pru-Life® UL Protector one of the most competitive guaranteed universal life (GUL) products in the market and (2) The introduction of 1st Year Flexibility, which increases the premium flexibility during the first policy year to limit impacts to the No-Lapse Guarantee when premiums are paid later than anticipated in illustrations.



POLICY REVIEWS

Life Never Stands Still. That's Why It's So Important to Conduct Regular Policy Reviews.

Use Lincoln's new "Policy Check-Up" materials to conduct policy reviews for your clients. Given current interest rates, this service is especially vital for clients with interest sensitive whole life and universal life policies. The materials, available [here](#) or by calling our office, include approach letters, insurance risk analyzers, estate planning questionnaires, and more. It's a great way to reconnect with clients or prospect for new leads.



INDEX UL 101

Looking to Add a Line of Business to Your Sales? Join Genworth's Weekly Webinar.

Conducted the same day and time every week (Thursday at 2 pm ET), these live and interactive webinars are just what you need to gain a competitive edge. By investing less than an hour a week, you'll have access to this sharply focused sales education series along with several bonus sales tools. Register [here](#) or call our office for additional details. You can also visit Genworth's excellent [Indexed Institute](#) for more ideas and information.



TERM RATE DECREASES

Three Companies Decrease Rates, Others to Follow?

Competition for premium in the term market is starting to heat up again. February saw decreases from AIG, John Hancock and Mutual of Omaha. The reprice from Mutual of Omaha was significant, with major improvements for ages 40-60 in all underwriting classes on the Term Life Answers 10, 20 and 30 yr products. In addition to great rates, Mutual of Omaha also offers conversion periods to age 75 and FIT underwriting credits.



GET YOUR STASH BACK

Guaranteed Refund Option from Mutual of Omaha Gives Clients Added UL Flexibility

All qualifying Mutual of Omaha GUL and GUL Plus policies are issued with the Guaranteed Refund Option. This new feature provides clients with three windows where they can get their 'stash' back, giving them flexible options for the future. Learn how this new rider works and read the rider information [here](#). Please keep in mind that the GRO is very similar to the rider formerly offered on the Transamerica GUL product.