



› Guaranteed Universal Life Express (GULE)

A SIMPLER WAY TO OFFER NO-LAPSE GUARANTEED COVERAGE

Have clients who want quick-issue no-lapse guaranteed life insurance coverage without all the medical requirements?

With our GULE product, your clients can have guaranteed no-lapse coverage to age 120 – or guaranteed period can be dialed down to any age between 80 and 120 for a more affordable option. Plus, they can get it with:

- › Simplified issue underwriting: No blood, no urine and no doctor records required
- › Short simple application
- › Quick issue underwriting process

POLICY DETAILS

Issue Ages:

18-65 (tobacco)
18-70 (nontobacco)

Face Amounts:

\$25,000-\$300,000 – Ages 18-50
\$25,000-\$250,000 – Ages 51-60
\$25,000-\$150,000 – Ages 61-65 (tobacco)
\$25,000-\$150,000 – Ages 61-70 (nontobacco)

No-lapse Guaranteed Coverage

Maximum NLG coverage to age 120
Minimum NLG coverage to age 80
(prospects ages 18-60)
Minimum NLG coverage for 20 years
(prospects ages 61-65 (tobacco)
61-70 (nontobacco))

No Cost Riders:

- Guaranteed Insurability Rider
- Accelerated Death Benefit for Terminal and Chronic Illness Riders (may vary by state)
- Waiver of Surrender Charges for Partial Withdrawals Rider (may vary by state)

SELLING TIPS

1. GULE is an affordable, flexible policy because of the length of the no-lapse guaranteed period and premium payment years.

Flexible Options

- a. **Dial Down Feature** – Coverage is guaranteed to age 120, however, should the premium be higher than expected or your client believes they will not live to 120, you can dial down to a minimum of age 80 for ages 18-60, minimum of 20 years for ages 61+. This will allow for a more affordable premium and a guarantee period your client is comfortable with.

Example: Male, Age 40, Standard Nontobacco

\$75,000 Face Amount
Coverage to Age 120 = \$68.99
Dial down to Age 80 = \$49.74

- b. **Short Pay Feature** – Clients may not want to pay premiums in their retirement or later years. This policy has the ability to customize a “short pay” scenario. The client will determine how many years they want to pay premiums and the policy is then adjusted for those years.

Example: Male, Age 40, Standard Nontobacco

\$75,000 Face Amount wants coverage to Age 80 but only wants to pay till Age 65 = \$56.91

2. With GULE you have the ability to adjust the length of the no-lapse guarantee and the length of the premium payments. This allows you to create customized coverage for your clients. In the following examples you can see how GULE provides coverage for multiple lengths of time.

Example: Female, Age 63, Standard Nontobacco

\$25,000 Face Amount
Coverage to 83 (20 yrs.) = \$50.52
Coverage to 88 (25 yrs.) = \$55.81
Coverage to 93 (30 yrs.) = \$61.38
Coverage to 98 (35 yrs.) = \$67.16
Coverage to 120 (57 yrs.) = \$74.93

Premiums are as of October 2019 and may be subject to change.