

Longevity Planning

Help Clients Prepare for an Extended Retirement

Concept

As life expectancy increases, clients face “longevity risk” or the potential for assets to run out during retirement—especially if the client develops new needs like a desire to travel, a new home, new hobbies, gifting assets, or an unexpected illness. Longevity planning with life insurance provides death benefit protection during working years, and the client can access potential cash value during retirement.

Agent Profile

Financial professional familiar with presenting the advantages of cash value life insurance and other features like living benefits.

Client Profile

Typically age 25 to 60 and in need of death benefit protection plus potential for income replacement. Values flexibility and control in retirement planning.

Product Options

- ▼ **Builder IUL** - death benefit and high cash value growth potential
- ▼ **Guarantee Builder IUL** - guaranteed death benefit with strong cash value accumulation potential
- ▼ **ADDvantage Term** - low-cost additional coverage if needed during working years

Key Selling Points

- ▼ Death benefit protection during working years can help support a family in the event of the loss of an income earner.
- ▼ Cash value access during retirement years is flexible to cover many potential needs, not just insufficient assets but also new expenses—including hobbies, a new home, the desire to gift assets, and even health care.
- ▼ The death benefit can be accelerated in the event of an unexpected critical, chronic, or terminal illness, if the insured is eligible for these benefits. Availability may vary by state and product.

Illustration Design Tips




- ▼ Make sure the death benefit is enough to replace the client’s income during working years. Use a supplemental term policy if necessary.
- ▼ Consider illustrating distributions in retirement tailored to the client’s specific goals or needs.
- ▼ The Changing Needs feature of the illustration software will help demonstrate the value of accelerated death benefits.
- ▼ Consider the value of the Protected Death Benefit⁶ feature (on all our single-life IUL products) and using a lump-sum loan distribution at retirement to fund a SPIA to provide an income stream.

Right Words

"One of the most important assets anyone has is the ability to make an income. The present depends on it. In fact, the obligations of your past decisions (loans, mortgages, etc.) even depend on it. The future also depends on your income, if some of it is being set aside for retirement."

Right Questions

- ▼ "What does financial stability in retirement mean to you?"
- ▼ "What do you wish you could afford to do in retirement? Do you have a plan to meet that goal?"
- ▼ "Would your family continue with their lifestyle without your income?"
- ▼ "How many months or years' worth of your income have you saved?"
- ▼ "What if you could buy dollars of future income for pennies today? How many dollars of future income would you be willing to purchase?"

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|  | |  New Email Message |  |
| To: | | Cc: | |
| Subject: Follow-Up Email to Agent | | | |
| Hello _____, | | | |
| It was great talking to you [today/recently] about mitigating longevity risk. With life insurance, you can provide your client with death benefit protection and access to cash value potential during an extended, active retirement. | | | |
| Longevity planning with life insurance addresses a wide variety of client needs, and you can tailor the illustration and presentation to meet specific financial goals and concerns. In addition to strong product performance, applying North American's unique and marketable features to your sales efforts can turn a traditional retirement planning sale into a more complete needs-based package. | | | |
| Do you have a client in mind that could benefit from this strategy? Send me their information, and I can help you tailor the case to meet your client's specific needs. | | | |
| Thanks, _____ | | | |

Go to <http://nalife.northamericancompany.com/NA-LongevityPlanning> to download the complete sales concept kit!