

FIXED ANNUITIES

The Lincoln Leader

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Electronic delivery requirement established for contracts sent to financial professionals

Next phase of *Digital First* strategy begins

Lincoln's *Digital First* strategy promotes the electronic delivery (eDelivery) of contracts. We are implementing the electronic delivery requirement for annuities to the next round of firms, and we hope to have our distribution partners take full advantage of eDelivery of contracts this year.

Once the *Digital First* strategy is implemented for a firm, the contract delivery method will be determined by the firm's contract delivery preference:

- If the firm's contract delivery preference is to have the contract sent to the financial professional, the contract will be sent via eDelivery:
 - After Lincoln issues the contract, an email is sent to the financial professional with a link to access the contract in DocFast.
 - After reviewing and approving the contract, the financial professional would then be prompted to trigger an email to the clients notifying them of their contract's availability.
 - The client will need to accept the contract. Refer to these [Talking points](#) for details and instructions. The client must accept the contract within 10 days from contract issue.
- If the firm's contract delivery preference is to have the contract sent to the client, the client would need to elect Electronic Transmissions on the application supplement and provide their email address for eDelivery.

For steps and tips on how to get started with eDelivery, [check out our flier](#) or [watch this video](#).



Why eDelivery?

 <p>It's convenient Easy to use and saves time</p>	 <p>It's safe Secure delivery and monitoring</p>	 <p>It's green Paperless and contactless</p>
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HEADLINES

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[Check out our current rates](#) or [run an illustration](#) (no login required).

Explore the new Digital Resource Center

Access time-saving resources to optimize your business

Find information on tools available supporting the *Digital First* strategy. In one convenient place, you can:

- Jumpstart business with self-service tools, such as Statement on Demand;
- Submit business electronically, access pending business, and track application status; and
- Access your book of business — or register for reallocation alerts.

Visit and bookmark <http://www.LFG.com/godigitalannuities> for *annuity business made easy*.

Lincoln Financial Group

Overview Getting started Doing business Managing your business

FEATURED STORY
eDelivery of annuity contracts:
It's easy, safe, and convenient! Watch video guide

Annuity business made easy

Welcome to the Lincoln Annuity Digital Resource Center – helping you access what you need, no matter where you're working. Here, you'll find everything you need for a seamless, streamlined experience doing business with Lincoln.

Getting started **Doing business** **Managing your business**

Award-winning products, people and services built on a tradition of strength

- 2020 FORBES "JUST 100": #1 INSURANCE COMPANY FOR CUSTOMERS**
Tops the insurance category, which considers factors like reliable products, positive customer service, & more.
- #1 FOR STRUCTURED ANNUITY SALES IN '20**
Lincoln Level Advantage indexed variable annuity was the industry's top sold annuity in 2020.
- WE ARE A FORTUNE 200 COMPANY**
#172 on the 2021 *Fortune* 500 list by revenue, #22 by assets

Learn more about Lincoln Financial by viewing our latest Key Facts flier (PDF)

Email campaign targets clients not yet registered for online account access

Emails being sent to annuity owners to encourage account registration on [LincolnFinancial.com](https://www.LincolnFinancial.com)

Over the next few months, we will be reaching out to annuity owners (and annuitants of individual custodial accounts) that have not yet registered for online account access. This email campaign will promote online account management, reminding clients that this service is:

- Convenient, easy to use and saves time
- Safe, secure and helps them monitor account activity
- Paperless and contactless (go green!)

Enhancements to the online account registration process for financial professionals

Telephone-based identity authentication process in place for clients and financial professionals

Beginning mid-July, financial professionals registering for online account access on LincolnFinancial.com will experience the new telephone-based, identity verification process.

There is no impact to clients or financial professionals that have already registered for online account access.

Telephone number required for online account registration

A telephone number (for either a cell phone or a landline) will be required during the registration process and will be confirmed before the registration can be completed. This new phone-based identity authentication process will replace the use of Knowledge Based Authentication (KBA) questions. In addition to this change, we have increased security protocol and streamlined the registration experience.

Streamlined registration

The steps in the identity authentication process:

1. Enter the required information, including a phone number.

 - For a **cell phone**, you will receive a text message that will include a link. Click on the link.
2. – For a **landline**, you will receive a phone call and be given a verification code. Enter the code on the registration screen.

3. Once the phone number has been authenticated, the registration process can be completed.

Multi-factor authentication profile created for verification at login

The information entered during registration will automatically create the multi-factor authentication profile that is used to validate the client's or financial professional's identity for the first and every subsequent login. The multi-factor login authentication process will generate a text message or phone call, based on the phone number provided during registration.

If you have questions, [review this FAQ document](#) or use the [Contact Us page on LincolnFinancial.com](#) to contact the correct representative.

The 5 or 10-year deferral death benefit payout option now only allowed for existing Lincoln contracts

New applications will not be accepted after July 23, 2020

The 5 or 10-year deferral death benefit payout options will only be available to beneficiaries of existing Lincoln contracts. Lincoln will no longer offer the 5 or 10-year distribution option if a new application is required.

There is no impact to other deceased contract options.

- Any pending business submitted on or prior to July 23rd, must be funded by end of business day August 20, 2021.
- Electronic order entry systems and forms will be updated to reflect this change effective August 23, 2021.

Kentucky: Updated Annuity Buyer's Guide regulation

Effective July 1, 2021

Kentucky recently revised their Annuity Buyer's Guide regulation; Kentucky will begin accepting the 2013 NAIC Buyer's Guide for Deferred Annuities.

The Kentucky-specific version of the Buyer's Guide (AN10093) will no longer be available – the most-states version of the Guide (AN10710) is available now in sales kits, the Lincoln Forms Tool and the electronic order entry systems. The contract delivery package will be updated in August.

Reminder: Fort Wayne Servicing Address Changed

Confirm you are using the correct physical address for overnight mail

Please confirm/update your records to reflect the Lincoln servicing address:

Overnight Servicing Address

Updated earlier in the year:

Lincoln Financial Group
Individual Annuity Operations
1301 South Harrison Street
Fort Wayne, IN 46802-3425

Regular mailing address

No change:

Lincoln Financial Group
P.O. Box 2348
Fort Wayne, IN 46801-2348

We are in the process of updating all forms and collateral. During this transition period if the prior address has been used, the mail will still be delivered to Lincoln. Thank you for your attention to this matter.

Market Conduct Manual updated

Guide for producers

The Market Conduct Manual for producers has been updated effective June 2021. The Market Conduct Manual is a guide for producers who sell Lincoln's individual life insurance and annuity products. This manual provides a high-level overview of Lincoln's expectations for ethical conduct and good business practices in the sales of these products. It covers a wide variety of topics and is provided to producers upon appointment with Lincoln's insurance companies. By signing a Producer Agreement with Lincoln, producers agree to adhere to the guidelines contained within the manual.

The manual was recently updated to reflect Lincoln's current market conduct policies and procedures, dealing with such issues as:

Suitability in Fixed Life Insurance Sales – Washington enacted a bill that includes a private long-term care policy payroll tax exemption under the Long-Term Services and Supports (LTSS) program for policies purchased before November 1, 2021. While reviewing suitability, producers should ensure the client has a long-term care need and intends to maintain the policy long term.

The updated manual (BJ-8114) is available in the Consolidated Forms Tool in the Producer Solutions Life of Business section, and on Lincoln's producer websites or you may [click here](#) to view the updated manual.

NAIC Annuity Transaction Model Reg – training required

Several states now require additional training; other states anticipated to follow

The NAIC has amended the Annuity Transaction Model Regulation to align with the best interest standard of care for annuity sales. As part of this Model Regulation, producers will need to complete additional training. Refer to the [Frequently Asked Questions](#) document for more information.

Producer training requirements for states who have adopted the 2020 NAIC Model

- **New annuity producers** are required to complete a four-credit training course that covers the new requirements.
- **Existing producers** who have previously completed a four-credit training are required to complete a new one-credit training course (a new four-credit course will also meet the requirement). Completion of this training is required within six months after the effective date of the Model Regulation in each state.
- **All Producers:** Product-specific training will continue to be a requirement for new and existing producers prior to solicitation of an annuity product.

Note: Where Lincoln is conducting the suitability review, the Acord 660 form or “Appendix A”, (“Insurance Agent (Producer) Disclosure For Annuities”) is required with the application in states that have adopted the new NAIC Model Regulation. If this form is missing from applications received after the Effective Date of that state’s adoption, the business will be deemed Not in Good Order (NIGO).

The new state-approved NAIC courses are currently available on vendor sites and will be accepted immediately.

Current state adoptions – Alabama, Maine, Texas and Virginia added

The following states have recently adopted the revised NAIC Suitability in Annuity Transaction Model Regulation:

State	Effective Date	General Annuity Deadline if licensed prior to effective date	General Annuity Deadline if NOT licensed prior to effective date	Product-specific (carrier training) deadline	Reciprocal
Alabama	1/1/2022	6/30/2022	Prior to Solicitation	Prior to Solicitation	Yes
Arkansas	7/8/2021	1/1/2022	1/1/2022	1/1/2022	Yes
Arizona	1/1/2021	6/30/2021	Prior to Solicitation	Prior to Solicitation	Yes
Delaware	8/1/2021	1/31/2022	Prior to Solicitation	Prior to Solicitation	Yes
Idaho	7/1/2021	12/31/2021	Prior to Solicitation	Prior to Solicitation	Yes
Iowa ¹	1/1/2021	6/30/2021	Prior to Solicitation	Prior to Solicitation	Yes
Maine	1/1/2022	6/30/2022	Prior to Solicitation	Prior to Solicitation	Yes
Michigan	6/29/2021	12/29/2021	Prior to Solicitation	Prior to Solicitation	Yes
Montana ²	10/1/2021	3/31/2022	Prior to Solicitation	Prior to Solicitation	Yes
Nebraska ³	7/1/2021	12/31/2021	Prior to Solicitation	Prior to Solicitation	Yes
North Dakota	1/1/2022	6/30/2022	Prior to Solicitation	Prior to Solicitation	Yes
Ohio	2/14/2021	8/14/2021	Prior to Solicitation	Prior to Solicitation	Yes
Rhode Island	4/1/2021	9/30/2021	Prior to Solicitation	Prior to Solicitation	Yes
Texas	9/1/2021	12/31/2021	Prior to Solicitation	Prior to Solicitation	Yes
Virginia	9/1/2021	2/28/2022	Prior to Solicitation	Prior to Solicitation	Yes

¹ Iowa: Producers who intend to sell fixed and variable indexed annuities in Iowa will need to complete a four-credit indexed product training course.

² Montana: Requires producers to have securities license if recommending the distribution of a security (including a variable annuity).

³ Nebraska: Compliance Training Effective date, 7/1/2021. Regulation Effective Date, 1/1/2022.

Future state adoptions

The following states are pending adoption of the 2020 NAIC Model (others may follow): Connecticut, Kentucky, Nevada, Pennsylvania.

The Annuity Education Requirements 50-State Chart includes this new requirement, and is available by logging onto LFD.COM > GUIDELINES AND EDUCATION > COMPLIANCE GUIDELINES. Updates will be published on a continual basis as states adopt the 2020 NAIC Suitability in Annuity Transaction Model Regulation.

Looking for an article?

The Index of Articles for past issues of the Fixed Annuity Lincoln Leader can be found on the Lincoln Leader archive page of producer websites.

Products and features subject to [state availability](#).

Certain products are only available in select distribution channels. Check your selling agreement for availability.

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

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Affiliates are separately responsible for their own financial and contractual obligations.

LCN-3663461-070821



Fixed annuity contact information

Sales Desk

Product questions/ Sales ideas/
Illustrations/ Website training
Operating hours: 8:00 a.m. – 7:00 p.m. ET

Annuity Sales Desk *Agent Use Only*

Sales Desk: 888-895-4830, Option 2
FixedAnnuitySales@LFD.com

Producer Solutions

Appointments/ Contracting/
Compensation
Operating hours: 8:00 a.m. – 6:00 p.m. ET

Appointments/Contracting

Call Center: 800-238-6252, Option 1, Option 2

New Contracting Paperwork Submission:

Contracting@LFG.com
Fax: 603-226-5311

NAIC Training Questions:
AskAnnuityNAIC@LFG.com

Appointment Status Updates:
LicensingStatus@LFG.com

Compensation

Call Center: 800-238-6252, Option 1, Option 1
Commissions@LFG.com

New Business and Post-Issue

Operating hours: 8:30 a.m. – 5:00 p.m. ET

FAX Numbers

New business: 260-455-0271 (fax)
Post-Issue: 260-455-0263 (fax)

Pre-Issue Good Order (GO) Team

Contact the appropriate New Business Case Coordinator

Forms Submission

AnnuityForms@LFG.com

Overnight Servicing Address

Lincoln Financial Group
Individual Annuity Operations
1301 S Harrison St., Ft. Wayne, IN 46802-3425

Servicing Address

Lincoln Financial Group
P.O. Box 2348
Fort Wayne, IN 46801-2348

Contact Centers

For agent/client use
Operating hours: 8:00 a.m. – 6:00 p.m. ET

Fixed and Fixed Indexed Annuity

888-916-4900

Lincoln Insured Income, Lincoln Deferred Income Solutions, Lincoln SmartIncome and annuitization:
800-487-1485 x8529

Lincoln Long-Term Care: 877-534-4636

Lincoln fixed, fixed indexed and income annuities are issued by The Lincoln National Life Insurance Company (Lincoln), Fort Wayne, IN. The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. **Contractual obligations are subject to the claims-paying ability of The Lincoln National Life Insurance Company.**

Contracts sold in New York are issued by Lincoln Life & Annuity Company of New York (Lincoln), Syracuse, NY. **The contractual obligations are subject to the claims-paying ability of Lincoln Life & Annuity Company of New York.**