D Prudential

Life Insurance in Retirement Planning (LIRP) eKit

Strong Strategy. Simple Process.

Many high-income and high-net-worth individuals may be taxed on a significant portion of their retirement incomes. In addition to that, they are facing risks to their retirement from uncertain markets, rising costs (i.e., inflation), and longer life spans that require greater diversity in your approaches. Life insurance has strong tax benefits and can give affluent clients options. It offers:

- Death benefit protection
- Potential to build cash value that can be used to supplement income

The **LIRP strategy** has a policy design that minimizes the death benefit and maximizes the premiums paid to try to accumulate as much cash value as possible. That cash value can be used to supplement retirement income and mitigate retirement risks, on a tax-advantaged basis.

TAX ADVANTAGES ARE THE CORE OF LIRP

Income tax-free death benefit

A life insurance policy's death benefit offers a typically income-tax free death benefit.¹

Tax-deferred cash value

Many life insurance policies offer the potential to accumulate tax-deferred cash value.

Tax-advantaged loans

These life insurance policies also offer the option of taking tax-advantaged loans from the policy's cash value.²

Use our 4-step turnkey approach with the Prudential Advantage.

1. IDENTIFY

CONSIDER THESE CLIENTS

- High-income earners
- High-net-worth individuals
- Ideally, under age 55
- Those who have maxed out contributions to traditional retirement vehicles
- Business owners

EDUCATION & CLIENT IDENTIFICATION

- > Retirement Planning Client Profiler
- > Client Strategy: Supplementing Future Income with Life Insurance
- > The Benefits of Life Insurance in Retirement Planning digital tool
- > The Tax Challenge digital tool

2. DESIGN

PRULIFE CUSTOM PREMIER II OFFERS

- Over 50 underlying investment options
- S&P 500 Indexed Account Rider³ with a 1% floor and fixed rate option for downside protection
- BenefitAccess Rider (BAR) for chronic illness protection
- Custom LIRP illustration report

POINT-OF-SALE — All client-approved

- > PruLife Custom Premier II consumer brochure
- > Variable Universal Life digital tool
- > LIRP Customized Illustration example
- > Cash Value Life Insurance brochure

3. APPLY

SAVE TIME AND MINIMIZE EFFORT

- Dynamic underwriting with PruFast Track means accelerated decisions for eligible cases (92% placement⁴)
 - Face amounts up to \$3M
- Healthy clients under 60 may skip medical exams & blood tests
- eInterview online 24/7
- Age last birthday advantage

COMPLETING THE SALE

- > PruFast Track brochure
- > eCapabilities digital tool

4. MONITOR

MANAGE POLICIES WITH LIFEINSIGHT

- Run inforce illustrations anytime
- Track performance
- Get alerts when an illustrative change occurs
- Run a client-approved summary
- Use information provided to remain in contact with clients and identify evolving needs

POST-SALE SUPPORT

- > LifeInsight Overview digital tool
- > BenefitAccess Rider Concierge flyer

Choose the simplicity of Life Insurance in Retirement Planning with Prudential. We make doing business easier for you and clients.

CONTACT YOUR PRUDENTIAL WHOLESALER OR THE NATIONAL SALES DESK. FOR HELP WITH A CASE OR RUNNING AN ILLUSTRATION CALL 800-800-2738 OPT 1.

¹ Death benefit proceeds are generally received federal income tax-free as provided in Internal Revenue Code Section 101(a).

² Policyowners can access cash value through loans and withdrawals. In general, loans are not currently taxable, and withdrawals are taxable only when the policyowner takes more money out of the policy than he or she paid in premiums. Loans and withdrawals may impact the ultimate death benefit payable to beneficiaries.

³ The Indexed Account Rider is not available in New York for new policies issued on or after 02/14/2022.

⁴ Source: Prudential Individual Life Insurance internal study — 08/01/2020 – 08/31/2021.

PruLife Custom Premier II is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey and offered through Pruco Securities LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

Clients should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract and/or underlying portfolios. The initial summary prospectus for the contract and the prospectus or summary prospectus for the underlying portfolios (collectively, the "prospectuses"), contain this information as well as other important information which may be obtained by contacting your Prudential Life Wholesaler or from prudential.com. Clients should read the prospectuses carefully before investing.

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