

## 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.<sup>1</sup>

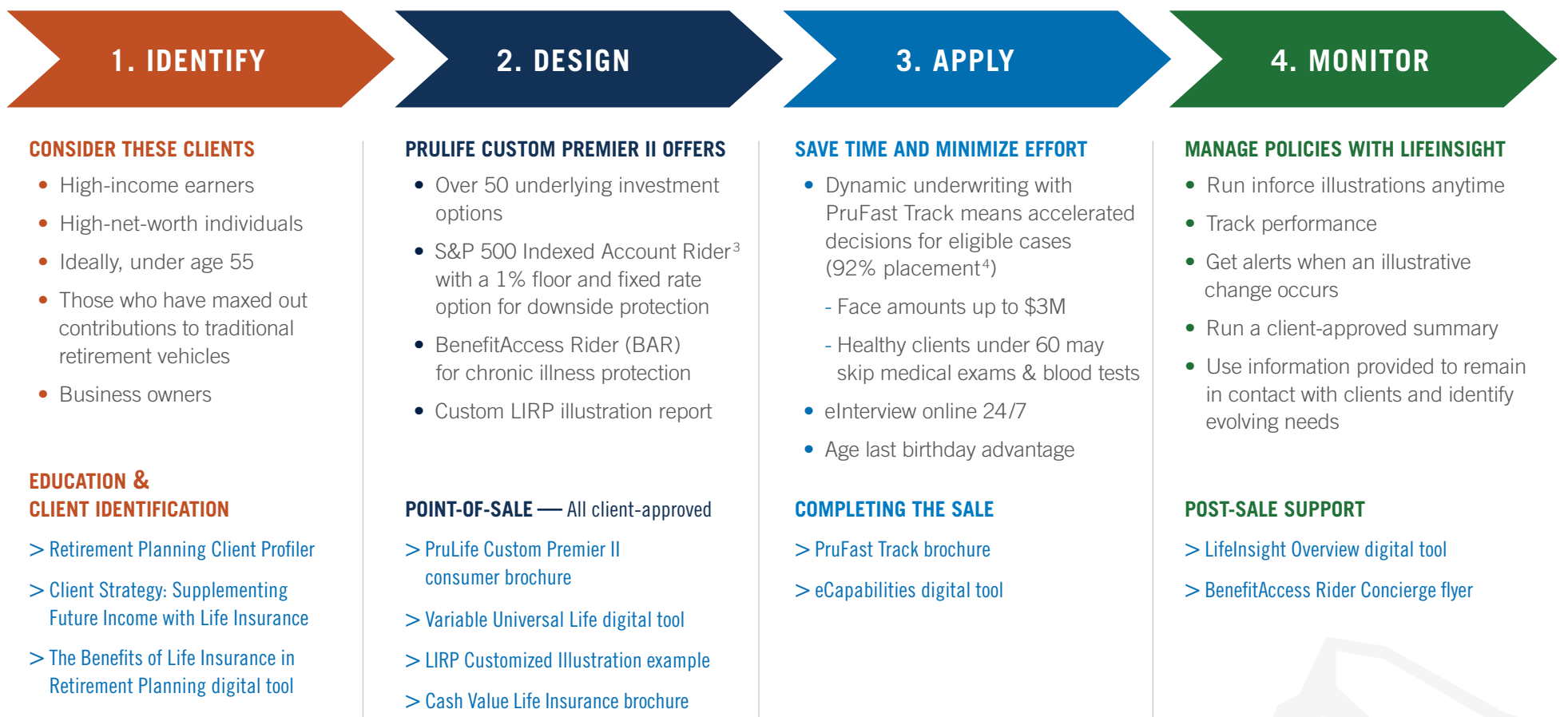
### Tax-deferred cash value

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.<sup>2</sup>

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



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.**

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

<sup>2</sup> 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.

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

<sup>4</sup> 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.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. Policy guarantees and benefits are not backed by the broker-dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

This material is being provided for informational or educational purposes only and does not take into account the investment objectives or financial situation of any clients or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing a client's retirement savings. Clients seeking information regarding their particular investment needs should contact a financial professional.

We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

© 2022 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide.