

Introducing: Legacy Optimizer

North American is pleased to announce the addition of a new Indexed Universal Life insurance product to our competitive portfolio effective August 1, 2017. Designed to provide a Guaranteed Death Benefit with a single premium¹, the new Legacy Optimizer can help your clients optimize what they leave behind for future generations.

Legacy Optimizer is approved and available in all states and territories EXCEPT California.

Highlights

- **Guaranteed Death Benefit.** Clients can leverage their assets into a larger death benefit immediately with life insurance that passes to beneficiaries generally tax free.²
- **Simple Process.** The application and underwriting process is designed to be simple with no blood work and no medical exam required—just a shortened application and tele-interview³.
- **Accelerated Benefits.** Accelerated Death Benefits are automatically included in the policy for qualifying chronic and terminal illnesses.
- **Accessible.** Through a combination of penalty free withdrawals⁴, policy loans and a return of premium endorsement⁵, the client will still have access to their funds for other unplanned expenses.
- **Growth opportunity.** Indexed Crediting Options offer potential for death benefit to exceed guarantees.

Market

Legacy Optimizer is designed for clients who are retired or thinking about retirement, have between \$25,000 and \$200,000 (\$150,000 for Ages 50-59) of liquid assets not needed for retirement or daily needs and are looking for a flexible and simple solution for passing on a portion of their estate to their beneficiaries.

Additional Product Details

Since Legacy Optimizer is a new product, there are some differences from other North American products you are more familiar with. Here is some additional information about Legacy Optimizer to be aware of when submitting your business:

- Legacy Optimizer is available for ages 50-80.
- Legacy Optimizer features a shorter Part 1 application completed by the agent and a Part 2 application completed by the Call Center.
- Your client can be medically approved after completing the call, which lasts approximately 15-20 minutes.



- All approved policies will be issued as either Standard Non-Tobacco or Standard Tobacco.
- Not eligible to convert or internally exchange into this product.
- Two Commission options will be available.
- Age, gender, underwriting class and premium applied will determine specified amount.
- Premium must be received and applied before issuing a policy.
- No backdating, future dating, or saving age is allowed for this product.
- All states will require a delivery receipt.
- Systematic Premium Allocation (SPA) is not available.
- No Temporary Insurance Agreement (TIA) is offered except for the state of KS.
- New Supplemental Allocation form (L-3225) and IUL Disclosure form (L-3226) for this product only.
- No riders are available. *Note: Accelerated Death Benefits are included as part of the policy.*

Materials to Get Started

New marketing materials are now available to help you get started with Legacy Optimizer—a video to show you how Legacy Optimizer can benefit your clients, guides to help you sell the product and complete an application start to finish, and an easy-to-use online tool to guide you through the sales process.

- [Digital Sales Tool \(546NL-1\)](#)
- [Application Process Guide: \(544NM-2\)](#)
- [Sales Process Guide: \(544NM-1\)](#)
- [Legacy Optimizer Promo Video: \(542NV-3\)](#)

Software Update

The new product will be available on Web-based Illustrations on **August 1, 2017** as well as on North American's Illustration software, NACIS, on **August 1, 2017**.

Submitting an Application

While paper applications are available, the preferred method for submitting your Legacy Optimizer application is through North American's online application, Simple Submit[®] e-app. Contact your managing general agency (MGA) for more information about accessing SimpleSubmit. If your MGA doesn't offer SimpleSubmit, go to the Simple Submit e-app section of www.NorthAmericanCompany.com.



Learn More at the Webinar

Webinar: If you are looking to learn more about this new product introduction, join us on one of the dates below. Register now to ensure you get all of the details on this exciting new product.

- [Tuesday, August 1, 2017 3:00 PM CT](#)
- [Thursday, August 3, 2017 10:00 AM CT](#)
- [Tuesday, August 8, 2017 3:00 PM CT](#)

More Information

Questions? Please contact **Sales Development** at 800-800-3656 Ext. 10411 or SalesSupport@nacolah.com.

1. Although Legacy Optimizer is filed as a Flexible Premium Universal Life and allows additional premiums, the product is designed for a single premium payment. There are limited benefits to adding premiums after policy issue - for example, the Account Value will increase with additional premium payments, but the guaranteed death benefit and the Return of Premium Value will NOT. Therefore, clients should carefully consider whether additional premiums should be paid.
2. Neither North American Company for Life and Health Insurance, nor any of its agents, employees or representatives are authorized to give tax or legal advice. Please advise your customers to consult with and rely on a qualified legal or tax advisor before entering into or paying additional premiums with respect to such arrangement.
3. Coverage is subject to health questions and pharmaceutical check.
4. Penalty free withdrawals for amounts up to 10% of the Account Value beginning in policy year 2. Only one withdrawal per year is permitted. Withdrawals in excess of the 10% will be subject to a Withdrawal Charge.
5. Return of Premium is available in policy years 5+ when the policy is surrendered.

Legacy Optimizer (policy form series LS180) and Return of Premium Endorsement (form series LR500) are issued by North American, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features, riders, endorsements, or issue ages may not be available in all jurisdictions. Limitations or restrictions may apply.

AN ACCELERATED DEATH BENEFIT FOR CHRONIC ILLNESS IS NOT LONG-TERM CARE INSURANCE NOR IS IT INTENDED TO REPLACE LONG-TERM CARE INSURANCE.

Chronically ill is defined as for at least 90 consecutive days unable to perform at least two of the six Activities of Daily Living (bathing, continence, dressing, eating, toileting and transferring) without substantial assistance from another person. Chronic illness also includes severe cognitive impairment which means the insured requires substantial supervision by another person to protect him or herself from threats to health and safety due to a severe cognitive impairment.

Indexed Universal Life products are not an investment in the "market" or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.