

LIFE SOLUTIONS

# The Lincoln Leader

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## Life Portfolio Update: Discontinuation of *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>*

### Closing to new sales effective August 9, 2024

As Lincoln balances consumer value with the financial standards of our business, we must continuously evaluate our product portfolio to ensure our solutions meet evolving customer demand and are best suited for market conditions.

#### **After careful consideration, Lincoln is discontinuing new sales of *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>***

Financial professionals and applicants will be given a transition window of more than 60 days for new and pending applications, with August 9, 2024, as the deadline to submit formal applications. The last day to place *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>* business will be December 31, 2024.

We will continue providing excellent customer service for inforce *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>* policies and are committed to working closely with you throughout this process to ensure a smooth transition for your firm.

#### **We remain firmly committed to the future of our life business**

Our Life business remains focused on the strategic realignment to protection and accumulation solutions that offer more stable cash flow profiles and risk-adjusted returns, while continuing to de-emphasize products with lifetime guarantees. Lincoln will continue to provide one of the broadest portfolios in the industry, offering a wide range of solutions, including products that offer guaranteed protection beyond average life expectancy, with the potential for coverage to be extended through market performance. The discontinuation of new sales of *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>* helps us further optimize our product portfolio and support our go-forward strategy.

#### HEADLINES

[Life Portfolio Update:  
Discontinuation of \*Lincoln VUL<sup>ONE</sup>\*  
and \*Lincoln SVUL<sup>ONE</sup>\*](#)

[Lincoln VUL Dollar Cost  
Averaging Fixed Account Rate  
Program - Extended](#)

[Coming Soon – Fixed and  
Indexed Account Rate  
Improvements for \*Lincoln\*  
\*WealthAccelerate\*® IUL](#)

[Professional Advantage  
Program Expansion \(Reprint\)](#)

[Foreign National Guidelines  
\(Reprint\)](#)

[Coming Soon: New Online  
Claims Portal \(Reprint\)](#)

[Resource Roundup](#)

## Submission Deadlines

- All formal applications for *Lincoln VUL<sup>ONE</sup>* and *SVUL<sup>ONE</sup>*, including *LincXpress<sup>®</sup>* Tickets, must be received in good order at Lincoln by August 9, 2024.
- All policies must be placed, and all placement-restrictive requirements, including premium, must be received at Lincoln in good order by 4 p.m. ET December 31, 2024. For any pending *Lincoln VUL<sup>ONE</sup>* or *Lincoln SVUL<sup>ONE</sup>* case not placed by the deadline, the client must select a different product, or the case will be canceled.
- For applications or tickets that have been closed out, a new Part I or ticket packet must be submitted by August 9, 2024, otherwise, the case will be subject to the product availability at that time.
- For 1035 exchanges, the underwriting offer must be made, and 1035 exchange must be initiated by September 27, 2024.
- For cases with the owner listed as “Trust to be Established,” formal applications received in the Home Office by August 9, 2024, and signed by the insured will still qualify as awaiting a trust to be set up as part of the normal course of business. The only paperwork that Lincoln will not require at submission is the executed Certification of Trustee Powers with the trustee/owner’s signature. It must be received prior to issue.
  - “Trust to be Established” is defined as a newly established trust in the process of being set up and for which completion of the trust and its established date fall after the original application signed date. Pre-existing trusts do not qualify as “Trust to be Established.” Nor will Lincoln accept a final application that originates with the owner listed as “Trust to be Established” but deviates ownership to another entity or individual.

## Illustration Controls

- As of June 10, 2024, *Lincoln DesignIt<sup>SM</sup>* and WinFlex illustration software will include an alert message for the impacted products reflecting the August 9, 2024, submission deadline.
- As of August 12, 2024, any illustration for these products must be run as revised.
- As of January 2025, *Lincoln DesignIt<sup>SM</sup>* and WinFlex will no longer allow illustrations of the impacted products.

**FAQ**

[For more information, download the FAQ.](#)



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