

# What are your clients' life goals?

Life is full of possibilities. That's especially true for your clients who are under the age of 50, high earners, and who are maxing out their traditional retirement savings methods.

They understand the value of a diversified financial plan and the importance of implementing tax-advantaged strategies. And they're looking for new ways to plan for their goals — whether it's a new home, funding their child's education, or anything else they dream of doing. They want to be able to access their money if and when they need it.

For those clients, there's *Lincoln LifeGoals*®: a game-changing, investment-focused variable universal life insurance with no surrender charges. This solution offers clients:

- A new way to plan for midterm goals as well as retirement
- Tax-smart benefits like tax-free transfers, tax-free income and a tax-free death benefit<sup>1</sup>
- Access to their cash value at any time with no surrender charges or penalties
- A fully digital experience with instant underwriting, electronic policy issue, and 24/7 access through an intuitive client portal

**\$13**  
trillion

Affluent aspirers in the U.S. have \$13 trillion in investable assets and 86% of them are willing to pay for help exploring new investment opportunities.<sup>2</sup>

Let *Lincoln LifeGoals* help you meet the needs of this emerging client base.

<sup>1</sup> Tax-free death benefit is available under IRC 101(a).

<sup>2</sup> Lincoln National Corporation, "Aspirer Affluent Market" segment findings 2022, [https://lfg.sharepoint.com/:b:/s/msteams\\_b1b54f/RxmFE7DDutKsHiiwwsyXycB8iK8I8v\\_IllzgS0k0PM9eoQ?e=FCOA0i](https://lfg.sharepoint.com/:b:/s/msteams_b1b54f/RxmFE7DDutKsHiiwwsyXycB8iK8I8v_IllzgS0k0PM9eoQ?e=FCOA0i)

Insurance products issued by:  
The Lincoln National Life Insurance Company

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# HENRY (High Earner Not Rich Yet)

## Meet Sam

- An engineer who earns a high salary
- Has term insurance and maxes out her retirement savings
- Excess income to invest and wants flexibility for life's changes
- Tech-savvy and uses financial apps to research, buy and manage her investments

### Life stage considerations

- 33 years old
- Has two young children with her partner
- Midterm goal of buying the townhouse she currently rents

### QUESTIONS TO START THE CONVERSATION

- Now that you're maxing out your retirement savings, what do you want to achieve with your excess income?
- Do you have additional midterm goals, like funding a down payment for a house or paying for your children's education?
- What are some of the challenges that you could encounter in the future, and how will you make sure you have access to your money if you need it?

### Planning strategy

With *Lincoln LifeGoals*®, Sam can get:

- An investment-focused VUL to help grow her cash value and protect her family
- Access to her cash value via tax-free loans or withdrawals<sup>1</sup> to help fund her goals, like saving for a home down payment or education costs
- Access to all of her cash value — when she wants it — with no surrender charges

<sup>1</sup> Distributions are taken through loans and withdrawals, which reduce a policy's cash surrender value and death benefit and may cause the policy to lapse and have tax consequences. Loans are not considered income and are generally income tax-free. Withdrawals and surrenders are generally income tax-free up to the cost basis, provided the policy is not a MEC.



# FIRE (Financially Independent Retire Early)

## Meet Frank

- A married lawyer who is planning to retire early
- Not eligible for a Roth IRA and is looking for other options
- Two children who will be in college in the next five years
- Does research before he invests and makes financial decisions based on this information

### Life stage considerations

- 42 years old
- Plans to pay for college for both of his children
- Hopes to retire in 10 to 12 years so he and his wife can travel
- Already has term life insurance

## QUESTIONS TO START THE CONVERSATION

- Are you seeking out additional tax-smart ways to contribute to your retirement savings?
- Is your current term life insurance coverage enough to protect you and your family?
- What are some of the goals you have that may require you to access your savings?

### Planning strategy

With *Lincoln LifeGoals*®, Frank can get:

- The permanent protection of an investment-focused VUL policy, in addition to his term coverage
- An additional opportunities to grow his wealth with no income limitations
- Tax-free transfers, income and death benefit<sup>1</sup>
- Access to his full cash value — when he wants it — with no surrender charges or penalties

<sup>1</sup> Tax-free death benefit is available under IRC 101(a).



# Gen 2 Gifter

## Meet Steve and Kara

- A retired couple confident they will have excess wealth to transfer beyond retirement
- Children are out of college and living independently
- Looking for gifting strategies and tax advantages

### Life stage considerations

- Finished paying education costs for their children, who are now in their 20s
- Want tax-smart ways to pass assets to their children and future grandchildren
- Looking for a gifting method that isn't complex

### QUESTIONS TO START THE CONVERSATION

- Do you believe your children and grandchildren will have the same opportunities to build wealth as you've had?
- Have you thought about ways to help your children create wealth-building investment strategies?
- Did you know that there are ways to gift assets to your children without incurring tax liabilities?

### Planning strategy

With *Lincoln LifeGoals*®, Steve and Kara can get:

- An opportunity to gift cash value life insurance that can grow throughout their lifetime
- Tax savings for them as they gift assets to their children
- The ability to protect their children at an early age with a tax-free death benefit<sup>1</sup>

<sup>1</sup> Tax-free death benefit is available under IRC 101(a).



# Self-Employed Business Owner

## Meet Mark

- Owns his own accounting firm
- Looking for tax-smart strategies for self-employed individuals
- Very tech-savvy and considering setting up a second IT consulting business

### Life stage considerations

- 38 years old, married, and focused on growing his business
- Maxes out his traditional savings vehicles
- In the planning stages of starting a second business in the next three to five years

## QUESTIONS TO START THE CONVERSATION

- Are you looking for an alternative way to supplement your retirement income goals that can also offer tax advantages?
- As the primary wage-earner in your family, what will it take to ensure your family's future expenses and possibilities are protected?
- Do you have other midterm goals, like setting money aside to help fund the start of another business in the future?

### Planning strategy

With *Lincoln LifeGoals*®, Mark can get:

- An investment-focused VUL that offers tax-advantaged access to cash values that may accumulate over time and support the growth of his business
- A tax-free death benefit<sup>1</sup> that helps protect his family
- Access to his full cash value — when he wants it — with no surrender charges

<sup>1</sup>Tax-free death benefit is available under IRC 101(a).



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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## Ready to get started?

Contact your Lincoln sales representative to see how easy it is to help clients plan for all of life's possibilities with *Lincoln LifeGoals®*.

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