

## The bottom line

We moved the bottom line to the top! What you need to know:

1. Custom Guarantee continues to offer a lifetime guaranteed death benefit.<sup>1</sup> In an era of low interest rates, many carriers no longer offer a lifetime guarantee universal life insurance product. (*Note: charges and premiums now continue through age 120.*)
2. “Dial-a-guarantee” pricing is significantly improved for guarantees to age 100 or less and is strong in level pay, single pay, and 10-pay scenarios.
3. We’ve added a new Premium Recovery Endorsement that allows the policyowner to receive some or all of the total premiums paid with a full surrender at policy years 15, 20, or 25.<sup>2</sup>

## Enhanced dial-a-guarantee pricing

Our next generation Custom Guarantee UL is competitively priced with a lifetime guarantee, and *now boasts enhanced dial-a-guarantee pricing with significant improvements for guarantees to age 100 or less.*

### Premium change compared to previous generation

\$1,000,000 Death Benefit, Level Pay Premium to Guarantee to Age 100

Class	Age 50	Age 55	Age 60	Age 65
Male Super Preferred	- 6.5%	- 5.5%	- 4.1%	- 5.7%
Male Standard	- 4.3%	- 4.3%	- 3.2%	- 3.9%
Female Super Preferred	- 5.9%	- 6.9%	- 5.9%	- 6.6%
Female Standard	- 5.2%	- 5.5%	- 4.4%	- 5.3%

Source: Internal Data, 7/15/19.

### Example Case

Male, Age 50, Super Preferred

Was: \$9,627

Now: \$9,000

**-6.5%**

\$1M Death Benefit  
Level-pay premium to guarantee to age 100

### Single pay rankings

\$250,000 Death Benefit, Single Pay Premium to Guarantee to Age 100

Class	Age 35	Age 40	Age 45
Male Super Preferred	2	2	2
Male Standard	2	2	3
Female Super Preferred	2	2	3
Female Standard	1	1	2

Source: LifeTrends and Internal Data, 7/15/19. 23 Products Surveyed.

### Example Case

Female, Age 35, Super Preferred

Was: \$28,102

Now: \$25,016

**-11%**

\$250K Death Benefit  
Single-pay premium to guarantee to age 100

1. Subject to premium payment requirements.

2. The Premium Recovery Endorsement allows the owner to fully surrender the policy during the premium recovery period and recover all or a portion of the total premiums paid less any policy debt or withdrawals, including withdrawal charges and processing fees. The total premiums paid will be reduced by the same portion as the death benefit for any acceleration of the death benefit. This endorsement will remain in effect to the 25-year policy anniversary as long as the qualification test is satisfied at each policy anniversary. Generally, the qualification test is met if the gross premiums paid guarantee the policy to at least the insured's attained age of 95, assuming no policy loans are taken. In some instances, additional premium may be required based on underwriting class, table ratings or flat extras. If the Premium Recovery Endorsement terminates, it cannot be reinstated. This benefit is available for a 60-day window following the 15, 20, and 25-year policy anniversaries. The owner may recover up to 50% of paid premiums if exercised following the 15-year anniversary, and up to 100% of paid premiums if exercised following the 20 or 25-year anniversaries. The maximum amount that can be recovered is capped at 50% of the lowest specified amount of the policy. The premium recovery value will never be less than the net cash surrender value. Please reference the policy for complete details.

3. Allows policy owner the right to exchange policy, without evidence of insurability and surrender charges, to one of our indexed universal life policies available at the time of exchange. The cash surrender value on the new policy may not be greater than the cash surrender value on the policy being exchanged. Not available for policy ages 76 and above or if there is an outstanding policy loan.

4. Subject to eligibility requirements. An administration fee is required at time of election of an accelerated death benefit. The death benefit amount will be reduced by the accelerated death benefit amount. Since benefits are paid prior to death, a discount will be applied to the death benefit amount accelerated. As a result, the actual amount received will be less than the amount of death benefit amount accelerated.

## More control for the client

### Rewind – Premium Recovery Endorsement New!



Allows the policyowner to receive some or all of the total premiums paid when fully surrendering the policy within a 60-day window following the 15, 20, or 25-year policy anniversary.<sup>2</sup> **Included for no additional premium.**

### Play – Guaranteed Exchange Privilege<sup>3</sup>



Allows exchange to an Indexed Universal Life product at the same risk class with NO underwriting and NO surrender charge, subject to the terms of the policy. **Included for no additional premium.**

### Fast-Forward – Accelerated Death Benefit Endorsement



Would your clients need to liquidate assets to help pay for the high cost of a critical, chronic or terminal illness? Custom Guarantee UL with Accelerated Death Benefit Endorsement could help mitigate that risk. **Included for no additional premium.**<sup>4</sup>

Accelerated Death Benefit Endorsement Overview		
<b>Critical Illness</b>	<ul style="list-style-type: none"> <li>• Maximum election lesser of 25% of death benefit or \$50,000</li> <li>• Up to \$2 million policy max total<sup>5</sup></li> </ul>	<b>In California:</b> <ul style="list-style-type: none"> <li>• \$1 million policy max total<sup>5</sup></li> </ul>
<b>Chronic Illness</b>	<ul style="list-style-type: none"> <li>• Maximum election lesser of 24% of death benefit up to \$480,000</li> <li>• Up to \$2 million policy max total<sup>5</sup></li> </ul>	<b>In California:</b> <ul style="list-style-type: none"> <li>• Maximum of 24% of death benefit up to \$240,000 per election</li> <li>• Up to \$1 million policy max total<sup>5</sup></li> </ul>
<b>Terminal Illness</b>	<ul style="list-style-type: none"> <li>• Maximum acceleration of 90% of death benefit up to \$1 million total acceleration</li> </ul>	<b>In California:</b> <ul style="list-style-type: none"> <li>• Maximum 75% of death benefit up to \$750,000 total acceleration</li> </ul>

## WriteAway® Accelerated Underwriting

Doing business is easy with North American's WriteAway accelerated underwriting which offers a seamless application experience with our SimpleSubmit® electronic application. WriteAway is not available in California.

**44%**

44% of applications submitted via WriteAway have been accelerated.

**6.5 days**

Average time from submitted to underwriting approval is 6.5 calendar days for WriteAway cases. Similar cases in traditional underwriting: 20 days.

**65%**

65% of approved WriteAway cases get a preferred or better underwriting decision.

Source: Internal Data, 6/14/2019.

## Strong and stable

**A+**

A.M. Best<sup>6</sup>  
S&P Global Ratings<sup>7</sup>  
Fitch Ratings<sup>8</sup>

**Private Ownership**

Not subject to short-term earnings pressures that publicly held companies often face.

**A+**

Better Business Bureau<sup>9</sup>

5. Combined Terminal, Chronic and Critical.

6. A.M. Best is a large third-party independent reporting and rating company that rates an insurance company on the basis of the company's financial strength, operating performance and ability to meet its obligations to policyholders. A+ is the second highest rating out of 15 categories and was affirmed for North American as part of Sammons Financial Group on August 7, 2019. For the latest rating, access [www.ambest.com](http://www.ambest.com).

7. S&P Global Ratings awarded its "A+" (Strong) rating for insurer financial strength on February 26, 2009 and affirmed on September 10, 2018 to North American, as part of Sammons Financial Group. The "A+" (Strong) rating is the fifth highest out of 22 available ratings.

8. Fitch Ratings, a global leader in financial information services and credit ratings, on April 17, 2019, assigned an Insurer Financial Strength Rating of A+ Stable for North American. This rating is the fifth highest of 19 possible rating categories. The rating reflects the organization's strong business profile, low financial leverage, very strong statutory capitalization and strong operating profitability supported by strong investment performance. For more information, read the [Fitch Ratings Report](#).

9. North American has been a [BBB Accredited Business](#) since September 24, 2018. The BBB has determined that North American Company meets BBB accreditation standards, which include a commitment to make a good faith effort to resolve any consumer complaints.

**THE ACCELERATED DEATH BENEFIT ENDORSEMENT FOR CRITICAL ILLNESS IS NOT HEALTH INSURANCE NOR IS IT INTENDED TO REPLACE HEALTH INSURANCE.**

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

Agents offering, marketing, or selling accelerated death benefits for chronic illness in California must be able to describe the differences between benefits provided under an accelerated death benefit for chronic illness and benefits provided under long-term care insurance to clients. You must provide clients with the ADBE Consumer Brochure for California that includes this comparison. Comparison is for solicitation purposes only, not for conversions.

Custom Guarantee Universal Life Insurance (policy form series LS185), Accelerated Death Benefit Endorsement for Critical, Chronic and Terminal Illness (form series LR508), Accelerated Death Benefit Endorsement for Chronic and Terminal Illness (form series LR507), Accelerated Death Benefit Endorsement for Terminal Illness (form series LR506), Accelerated Death Benefit Endorsement for Critical Illness (form LR498, CA only), Accelerated Death Benefit Endorsement for Chronic Illness (form LR492, CA only) and Accelerated Death Benefit Endorsement for Terminal Illness (form series LR488, CA only) are issued by North American Company for Life and Health, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features, endorsements, riders or issue ages may not be available in all states and jurisdictions. Limitations or restrictions may apply.



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