



PL PROMISE GUL¹

Affordable Guaranteed Universal Life Insurance for the Broad Market

HOW TO USE PL PROMISE GUL WITH YOUR CLIENTS

Competitive Level Premiums with No-Cost Return of Premium

GOAL: *Affordable Guaranteed Coverage with Financial Flexibility for the Future*

SCENARIO:

Sam (age 45) and Elaine (age 40) have a 10-year old special-needs daughter, Alyssa. Alyssa will need a lifetime of care, especially after Sam and Elaine are gone. For certainty of guaranteed death benefit protection with the flexibility of policy benefits, their advisor suggests they purchase Guaranteed Universal Life (GUL) Insurance with a return of premium feature. Sam buys a policy for \$1 million and Elaine buys a policy for \$500,000, both with lifetime no-lapse guarantee² coverage. They both qualify for Preferred No Nicotine rate class.



APPROACH:

- Sam and Elaine choose **PL Promise GUL**. They like the *Added Consumer Protection*—ability to pay premiums up to 30 days early or late without impacting their guarantee—as they cannot afford to risk a lapse in life insurance coverage for Alyssa’s future care
- They especially like the competitive level lifetime premiums versus other carrier options
- And, they appreciate the financial flexibility the *Return of Premium*³ benefit provides to surrender their policies for a full or partial return of premiums, at no cost, if needed:

Sample Return of Premium* Benefit by Policy Year			
	Year 15	Year 20	Year 25
Sam	\$55,432	\$110,865	\$184,775
Elaine	\$20,250	\$40,500	\$67,500

* Referred to as “Enhanced Surrender Value” in the quote.

- 1 PL Promise GUL Universal Life Insurance with No-Lapse Guarantee. PL PROMISE GUL No-Lapse Guarantee Universal Life Insurance. Policy Form #P18PRUL and S18PRUL or ICC18 P18PRUL and ICC18 S18PRUL, based on state of policy issue.
- 2 The Lifetime No-Lapse Guarantee Rider (form #R17LYFNL or ICC17 R17LYFNL, based on state of policy issue) is included in the policy. Depending on how your client structures their policy, has a maximum duration of the insured’s lifetime, subject to certain limits. If your client’s net no-lapse guarantee value is zero, the no-lapse feature terminates. If the no-lapse feature terminates, additional premiums would be required to resume the no-lapse guarantee. If policy performance is such that your client’s policy is being maintained solely by the no-lapse guarantee, your client’s policy will not build cash value.
- 3 The Return of Premium (ROP) feature varies by issue age and face amount and is not available on face amounts under \$50,000. Minimum premium requirements apply for the rider to provide a benefit. Enhanced Surrender Value Rider (form #R17LYESV or ICC17 R17LYESV, based on state of policy issue) is included at no additional charge in policies with death benefits of \$50,000 or more with an elected no-lapse guarantee to at least age 100. For ages 70 and above, no-lapse guarantee duration must be at least 30 years.



Level Lifetime Premium by Competitor

PL Promise GUL tops the chart for competitive level lifetime premiums versus comparable policies as shown below.

Competitor	Product	Premium for \$500,000 Death Benefit (Female)	Premium for \$1 Million Death Benefit (Male)
Pacific Life	PL Promise GUL	\$2,700	\$7,391
American General	Secure Lifetime GUL 3	\$2,877	\$7,910
Prudential	PruLife Universal Protector	\$2,894	\$8,420
Penn Mutual	Guaranteed Protection UL	\$2,897	\$7,743
North American	Custom Guarantee (Gen 8)	\$2,927	\$8,218
Nationwide	No-Lapse Guarantee UL II w/ Periodic Access Minimum Surrender Value Rider	\$2,963	\$7,827
Principal	UL Protector IV (2017)	\$3,211	\$8,210
Symetra	Symetra UL-G 4.0 w/ Return of Premium Rider	\$3,293	\$7,944
Protective	Advantage Choice UL 2-16	\$3,311	\$8,452
Lincoln Financial	LifeGuarantee UL 2013 (2/12/18)	\$3,339	\$9,777
John Hancock	UL-G 13	\$3,896	\$11,558

* Source: LifeTrends competitive data as of December 19, 2018.

RESULT:

PL Promise GUL provides lifetime death benefit protection and the flexibility of a return of premium feature at no additional cost.

* Premium values shown are based on data from all companies as of 12/19/2018. American General Secure Lifetime GUL 3 (15442, ICC15-15442), John Hancock UL-G 13 (10PROULG), Lincoln Financial LifeGuarantee UL 2013 (UL 6000 w/F6002-A), Nationwide No Lapse Guarantee UL II (ICC 18-NWLA-570), Nationwide Periodic Access Minimum Surrender Value Rider (ICC18-NWLA-574), North American Custom Guarantee (Gen 8) (LS-170), Pacific Life PL Promise GUL, Penn Mutual Guaranteed Protection UL (ICC18-PI-FL), Principal UL Protector IV (2017) (SN46), Protective Advantage Choice UL 2/16 (ICC12-UL21 7-12), Prudential PruLife Universal Protector (ULNLGA-2016), Symetra UL-G 4.0 (ICC14_LC2), Symetra Return of Premium Rider (ICC15_LE5). Competitor information presented based on publicly available data received directly from LifeTrends.

While we believe it is accurate, we cannot assure you that this is the most current information. Please contact the company for a current illustration or quote. Underwriting criteria will differ from company to company; we attempted to use comparable risk classes across all companies.

Many life insurance products have some flexibility in how they are structured. For example, death benefit coverage under certain products may be provided through a combination of the base policy and any available term or other riders. Each policy selected, illustrated/quoted, and sold should be structured based upon your client's particular insurance needs and financial objectives. It is your responsibility to know that the particular policy selected, illustrated/

quoted, and sold will best meet your client's needs. Various aspects of products, including but not limited to features, benefits, expenses, loads and charges, will vary from company to company and will impact the values shown. Products are not identical, and the products' specific features and the client's use of those features will impact long term policy performance. Values for all policies may contain guaranteed and non-guaranteed elements, including but not limited to current interest rate and current cost of insurance rates. This is not an estimate of future performance. Companies use different methods in determining current non-guaranteed elements and there will be variations in their values and meanings.

Give your clients death benefit protection with the certainty of a guarantee plus financial flexibility.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.



Pacific Life Insurance Company
(800) 800-7681
Newport Beach, CA

Pacific Life & Annuity Company
(888) 595-6996
Newport Beach, CA

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues. Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

This material may not be used in New York.

Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value