

PACIFIC HEALTHY REWARDS

ONE TEAM. ONE MISSION. A BEST-IN-CLASS EXPERIENCE.

HYPOTHETICAL CASE STUDY

A Success Story Using PL Promise Term¹

Goals

To secure affordable death benefit life insurance protection using a holistic underwriting approach.

Scenario

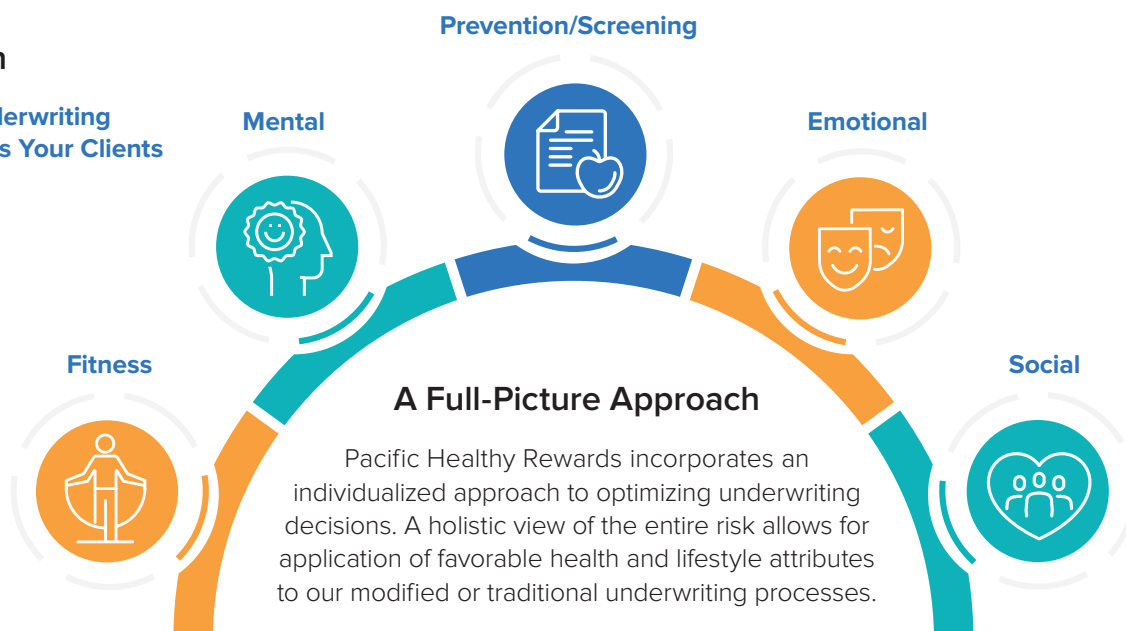
Diane, age 55, is married and looking forward to welcoming her first grandchild. With three adult children and a desire to secure her financial future, she recently consulted a financial professional about life insurance options. Together, they determined that a \$2 million, 20-year term life insurance policy would provide the right coverage to help meet her financial goals.



After reviewing quotes from multiple carriers, they agreed that Pacific Life's PL Promise Term¹ life insurance was the most cost-effective and flexible solution for Diane. One standout feature that influenced this decision was Pacific Healthy Rewards—a holistic underwriting approach that takes into account Diane's overall wellness and healthy habits. This individualized approach could reward Diane with wellness credits, potentially qualifying her for a better risk class and more competitive premiums based on her healthy lifestyle.

Approach

**Holistic Underwriting
as Unique as Your Clients**



¹PL Promise Term is level premium term life insurance. Policy series #P16LYT, S16LYT10, S16LYT15, S16LYT20, S16LYT25, or S16LYT30, varies based on level premium period chosen and state of policy issue.

Approach

Diane applies for PL Promise Term 20-year policy. Thanks to Pacific Healthy Rewards, underwriting recognized her proactive approach to health—including regular screenings and a healthy lifestyle—and upgraded her offer by two risk classes. Instead of qualifying at Standard Non Tobacco, Diane now qualifies for Preferred Non Tobacco. With this improved risk class, Diane purchases the policy at an annual premium of \$4,297, saving \$2,358 each year.²

Considerations

- Diane has the option to convert all or a portion of her PL Promise Term policy to a PL Promise Conversion UL³ should her needs change in the future. Her policy will convert to an equivalent risk class—with no new underwriting approval required.
- Diane receives the Accelerated Death Benefit Rider^{4,5} at no additional cost, allowing partial acceleration of the death benefit while she is still living if she becomes terminally ill.
- Additionally, Diane has the option at policy issue to add on the Waiver of Premium Rider,⁴ waiving premiums if she becomes totally disabled.

Result

With the help of Pacific Healthy Rewards, Diane secures \$2 million in affordable term life insurance coverage—helping to meet her financial goals while rewarding her healthy habits.

**For questions or more ideas on how to use PL Promise with your clients,
reach out to your PL Promise Team at (888) 900-9777 or at
LynInternalSales@PacificLife.com.**

²Assumptions: Female, age 55, approved Preferred Non Tobacco risk class. \$2M level death benefit, solving for a level guaranteed premium for a 20-year duration.

³PL Promise Conversion UL (Form series P17LYCUL, based on state of policy issue).

⁴Riders will likely incur additional charges and are subject to availability, restrictions and limitations. Clients should be shown policy illustrations with and without riders to help show the rider's impact on the policy's values. Waiver of Premium Rider (form #R16LYPW or ICC16 R16LYPW). Rider form #s based on rider and state of policy issue.

⁵Accelerated Death Benefit Rider (Form R16LYTIR). Benefits paid by accelerating the policy's death benefit may or may not qualify for favorable tax treatment under Section 101(g) of the Internal Revenue Code of 1986. Tax treatment of an accelerated death benefit due to terminal illness depends on the life expectancy of the insured at the time benefits are accelerated. Receipt of accelerated death benefits may affect eligibility for public assistance such as Medicaid. Tax laws relating to accelerated death benefits are complex. Pacific Life cannot determine whether the benefits are taxable. Clients are advised to consult with qualified and independent legal and tax advisors for more information.

There are circumstances in which replacing your client's existing life insurance or annuity can benefit your client. As a general rule, however, replacement is not in your client's best interest. You should make a careful comparison of the costs and benefits, including any applicable surrender charges, of your client's existing policy and the proposed policy to analyze how a replacement may affect your client's plan of insurance. You should provide this detailed information to your client and discuss whether replacement is in your client's best interest.

Not all products or optional benefits are available in all states or firms, and features may vary by state and firm. Contact your firm or Pacific Life representative for availability.

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.

Universal Life Insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

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 insurance company with regard to such guarantees because these guarantees are not backed by the independent broker/dealers, insurance agencies, 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 issuing company.

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

Pacific Life Insurance Company's Home Office is located in Omaha, NE.

For financial professional use only. Not for use with the public.

