

Competitive Level Premiums with No-Cost Return of Premium

How to Use PL Promise GUL With Your Clients



Goal: Affordable guaranteed coverage with financial flexibility for the future.

Scenario

Meet Sam and Elaine

Sam (age 40) and Elaine (age 35) 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 financial professional suggests they purchase guaranteed universal life (GUL) insurance with a return of premium feature.



Approach

- Sam and Elaine choose PL Promise GUL.¹ Sam buys a \$1 million policy and Elaine buys a \$500,000 policy, both with lifetime no-lapse guarantee coverage.^{2,3}
- 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 feature⁴ provides to surrender their policies for a full or partial return of premiums, if needed, at no cost.

Sample Return of Premium Feature by Policy Year

	Sam	Elaine
Year 15	\$81,909	\$30,195
Year 20	\$145,616	\$53,681
Year 25	\$182,021	\$67,102

Assumptions: Male age 40, standard plus non tobacco risk class, \$1M death benefit and female age 35, standard plus non tobacco risk class, \$500k death benefit. Solve to guarantee death benefit to maturity.

¹(Form series P18PRUL, S18PRUL, varies based on state of policy issue).

²Riders are subject to availability, restrictions, and limitations. Clients should be shown policy quotes with and without riders to help show the rider’s impact on the policy values.

³The Lifetime No-Lapse Guarantee Rider (Form #R17LYFNL, varies 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.

⁴The 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, varies 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. Referred to as “Enhanced Surrender Value” in the quote.

Level Lifetime Premium by Competitor⁵

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

Competitor	Product	Premium for \$1 Million Death Benefit (Male)	Premium for \$500,000 Death Benefit (Female)
Pacific Life	PL Promise GUL	\$7,281	\$2,684
Protective	Lifetime Assurance UL 12-24	\$7,644	\$2,796
Nationwide	No-Lapse Guarantee UL II	\$7,832	\$2,812
Penn Mutual	Guaranteed Protection UL	\$8,302	\$2,888
New York Life	NYL Custom UL Guarantee AD118	\$8,453	\$3,145
Protective	Advantage Choice UL 12-24	\$10,048	\$4,110
Corebridge Financial	Secure Lifetime GUL 3	\$11,319	\$4,385
MassMutual	Universal Life Guard	\$11,421	\$4,340
Prudential	PruLife Essential UL	\$14,343	\$5,309

Assumptions: Male age 40, standard plus non tobacco risk class, \$1M death benefit and female age 35, standard plus non tobacco risk class, \$500k death benefit. Solve to guarantee death benefit to maturity.

Result: Sam and Elaine receive affordable death benefit protection with a no-lapse guarantee, along with the flexibility of a Return of Premium feature.

⁵Premium values shown are based on data from Lifetrends as of 4/23/2025. American National Signature Guaranteed UL (SGUL18), Corebridge Secure Lifetime GUL 3 (ICC15-15442), MassMutual Universal Life Guard (ICC18ULG), Nationwide No-Lapse Guarantee UL II (ICC18-NWLA-570), New York Life NYL Custom UL Guarantee AD118 (ICC18-318-54P), North American Custom Guarantee (Gen 9) (Series LS170), Penn Mutual Guaranteed Protection UL (ICC18-PI-FL), Protective Advantage Choice UL 9-21 (ICC12-UL20 7-12), Protective Lifetime Assurance UL 9-21 (ICC12-UL22 1-13), Prudential PruLife Founders Plus UL (2021) (ICC20-IULPR).

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

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