



3820 Merton Dr.  
Suite 100  
Raleigh, NC 27609



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We're excited to welcome...



# PACIFIC LIFE

**Our new partnership with Pacific Life** enables us to offer you access to its **Promise life insurance products:** term and conversion UL.

PL has strong financial ratings and longevity, celebrating its **150th anniversary**.

Its unique **2<sup>nd</sup> Look Program** and **Smooth Sailing Underwriting** give you more options for quick, painless sales.

On our website, you can obtain quick quotes, access forms, and submit a ticket.

[www.gpagency.com](http://www.gpagency.com)

## 2<sup>ND</sup> LOOK OPPORTUNITY

**Get stalled life insurance applications moving again!**

Submit them to Pacific Life for a 2<sup>nd</sup> Look Request. Often, they can save cases that have been postponed, withdrawn, or retired as incomplete due to a variety of things.

Simply submit a cover memo with your Pacific Life application, indicating the reason for the 2<sup>nd</sup> Look request, along with available underwriting information.

## SMOOTH SAILING UNDERWRITING

- **Older ages 50-69** (age nearest to birthday) with no risk classifications
- Maximum coverage \$500,000
- Use ticket or submit full paper application
- No black box scoring
- No credit data or hard-to-explain underwriting criteria
- No medical exams, no needles, no bodily fluids (physical exam with blood work from primary care physician within last 18 months)



Contact  
GPAgency  
for details:  
(919) 834-7937



# the PULSE

4th Quarter 2018



GPAgency's Quarterly Newsletter



## HOLIDAY SCHEDULE

Happy Holidays and all the best to you and your loved ones in the new year. We will be observing the following holiday schedule:

**Christmas:**

Dec 24 (open until 1:00 pm)/Dec 25 & 26 (closed)

**New Year's:** Dec 31 & Jan 1 (closed)

## UPCOMING PROGRAMS

### PennMutual Lunch & Learn

Thursday, January 16, 2019  
12:00 pm - 1:30 pm

James Benfield, Regional Marketing Director for PennMutual, will highlight its ACE Program (accelerated client experience) — seamless digital buying process for its top-selling fixed life insurance products up to \$2.5 million for standard or better risk classes and ages 20-65. Multi-generational plans and DRIS (diversified retirement income sources) also will be discussed. RSVP: [melinda@gpagency.com](mailto:melinda@gpagency.com).

### Imperial Training Services

CE Program - 1st Quarter 2019

#### Courses

- Mandatory Ethics (4 hrs)
- LTC Partnership Update (4 hrs)
- Personal Needs Analysis (4 hrs)
- Understanding Fixed Indexed Annuities (4 hrs)
- Business Basics (6 hrs)
- Disability Income, The Forgotten Coverage (2 hrs)

#### Cities

- ▶ **Raleigh:** January 8-10
- ▶ **Asheville:** January 15-17
- ▶ **Greenville:** January 22-24
- ▶ **Concord:** February 5-7
- ▶ **Fayetteville:** February 12-14
- ▶ **Hickory:** February 19-21
- ▶ **Rocky Mount:** March 5-7
- ▶ **Charlotte:** March 12-14
- ▶ **Greensboro:** March 26-28

**CE registration/ payment link is on our home page:**  
[www.GPAgency.com](http://www.GPAgency.com)



3820 Merton Dr., Suite 100, Raleigh, NC 27609 | O: 919-834-7937 / 800-283-8376 | [GPAgency.com](http://GPAgency.com)

*We appreciate your business!*

## WORKING HARD TO STAY TWO STEPS AHEAD

An unpredictable business and regulatory climate, advances in technology and medicine, and ever-changing consumer attitudes and buying behavior are part of the new norm. Insurance carriers who will stay the course are forward-thinking and can quickly adapt. It hasn't been easy for these industry stalwarts, but we're seeing real change and it's coming quickly.

### Reaching consumers

**Insurance companies invest heavily in consumer research.** In turn, they incorporate their findings into their marketing initiatives; their creative agencies use these marching orders to craft meaningful, relevant marketing collateral. These vetted resources are shared with us and we make them available to you. Please contact us if you need prepared information on concepts, products, or carriers (i.e. printed, PDFs, PPTs, posts, etc.).



### Making insurance accessible

Studies have shown that at least half of consumers would be more likely to purchase life insurance that is priced without a medical exam. *Why?* A majority state because it is fast and easy. This finding hasn't been lost on the insurance companies. **Nearly every other week, we receive communications about another accelerated underwriting program** — or an increase in the age limit/benefit amount for programs already in place. We've compiled a list of accelerated underwriting programs, which you can find in our **Producer Portal> Forms> GPA Resources**.

We also are seeing an uptick in cross-selling/upselling, i.e. 10% discount if you buy life and DI (Ohio National), longer conversion periods, LTC riders, etc. **Did you know that American National offers term to term conversions?**

Keeping up with new products, enhancements, and processes can be a daunting task. We're here to review, summarize, and keep you abreast of the industry's best, so you can close the deal and expand your book of business.

## We Welcome Cliff Davis, MBA, CLU, to the Wholesale Life Brokerage Industry

Retiring as instructor/owner of Imperial Training Services, Cliff has successfully instructed hundreds of thousands of agents since 1991. His love for the industry has led him to building a sales team of his own, and GPAgency is pleased to support him. Coaxed out of retirement by former students, he also will be teaching another round of CE classes across the state in early 2019.



## The Life Insurance Exam!

Following these tips may improve the underwriting rating your clients receive.

### What to expect at the exam

Height, weight, heart rate, blood pressure, urine & blood sample. The exam should take about 30-45 minutes to complete.

### Tips to help obtain accurate exam results

- Fast for 4-8 hours prior to the exam and try to schedule the exam for first thing in the morning, prior to eating
- Limit salt and high-cholesterol foods 24 hours prior to the exam
- Refrain from drinking alcoholic beverages for at least 24 hours prior to the exam (can increase fat in blood and liver functions)
- Limit caffeine and nicotine 24 hours prior to the exam (can increase blood pressure and cholesterol level)
- Smokers should not smoke 30 minutes prior to the exam (tends to constrict artery walls and elevate blood pressure)
- Drink a glass of water one hour prior to the exam
- Get a good night of sleep prior to the exam
- Take prescribed medication but avoid over-the-counter medications, like antihistamines and nasal decongestants

### Helpful reminders

- Be prepared with a photo ID at the time of the exam
- Wear short sleeves, or sleeves that can be easily rolled up
- Have names and dosages of current medications
- Have names, addresses, and phone numbers of any doctors or clinics visited in the last five years, with dates and reasons for visits
- Have health history of immediate family, including age (or age at death) and major medical diagnoses
- Women should mention to the examiner if menstruating at the time of exam (can cause blood in the urine specimen)
- Tell the examiner if exercise is a regular activity and if aspirin or vitamins are taken daily



**Mutual of Omaha**

Mutual of Omaha's **Children's Whole Life** coverage is a natural fit for parents and grandparents. It's an affordable express policy that allows clients to lock in low premiums and future insurability throughout the lifetime of their child/grandchild. The maximum face amount has increased from \$30,000 to \$50,000.

## No time to spare... Helping You Make the Sale

We are here if you need assistance with an illustration. When we're not available, don't risk a sale by making your client wait too long for a quote. Our website is on call 24-7 with quote tools (and quote request forms). For access to all our quote engines (and case status), click on our Producer Portal and complete the website registration.

**Life Quote:** we have three powerful quote engines and an option to request an informal quote. Go to **Quotes>Life Quotes**.

### Quick! Term/UL Quote

Fast, accurate, easy quotes; includes application links

### Term/UL Quote (VitalQuote)

Robust spread sheeting, detailed input/output

### All Life Quote (WinFlex)

Access to carriers' quoting software to run full quotes

### Informal Quote Request

Provide detailed health info so we can "shop" your case

**Long-Term Care Quote:** click on our StrateCision quote engine or request a quote using our online form.

**Annuity Quote:** view our online Fixed and Multi-Year Guaranteed annuity options and submit an online quote request form.

**Disability Quote:** submit an online quote request form.

No one can be all things to all people – that's why we are here. If you need specialized insight to prepare for a conference call or meeting, please contact us.



## Tax Law Changes NC 529

On June 12, 2018, the North Carolina General Assembly passed the budget act, incorporating the federal tax changes for 529 accounts into state tax law. **There are two main tax law provisions that impact NC 529 Plan accounts:**

- ▶ 529 funds can be used to pay **up to \$10,000** annually per beneficiary (student) in **tuition expenses** for attendance at public, private or religious **K-12 schools**.
- ▶ 529 funds can be **rolled over to an ABLE account**, which is a tax-advantaged savings account for eligible individuals with disabilities to use for their qualified disability expenses.

## Onboard with Social Media?

If you weren't born into social media, the concept of incorporating it into your daily routine may seem to be more work than it is worth. However, if you want to reach the younger generations, social media is the way. And, this is a ripe market considering **nearly half of Millennials say they haven't been approached about life insurance.\***

More than half of Millennials (aged 19-37 years) say they review an agent's social media presence and activity before deciding to work with them — 44% GenXers do (aged 38-53 years). Nearly the same percentage is likely to ask their social media connections for agent recommendations.\*

Though on the decline with Millennials and battling some unfavorable press, Facebook still ranks as the most important social media channel (Facebook Live is gaining popularity), followed by LinkedIn, YouTube, Twitter, and Instagram. **Additionally,**

**video is very popular with this group**, i.e. YouTube.\*\* You can make a decent video with your mobile phone; upload it to your YouTube account and share the link!



**Start with one social media channel, try to post a couple times a week;** once you're comfortable, you can add another "channel." There are even programs to help you schedule posts across your social media accounts — a sort of "set it and forget concept." Hootsuite is a good one, and it allows you to create a free account for up to three channels.

The biggest challenge is having the time and content to post. Look for photo opportunities, and glean ideas from LifeHappens.org, carriers' websites, news outlets, etc. Personal posts are a great way to reveal your personality, but if the intent is to pick up more business, most posts should showcase your expertise and lead back to what you have to offer. *Like anything else, it becomes easier the more you do it.*

Two-thirds of consumers would not do business with an advisor who has an outdated website.\*

### Face-to-face still matters

Even though Millennials are extremely technology-focused, two-thirds want to meet with an agent prior to purchase.

\* The Insurance Barometer: 2018 Data, LL Global, Inc. & Life Happens

\*\* Evolving Social Media, Financial Professionals' Use of Technology, LIMRA 2017

## Understanding LTC

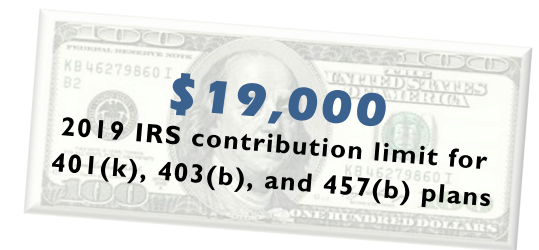
*Do your clients understand that Medicare does not cover most long-term care expenses?*

Medicare and private health insurance typically only cover medical and hospital bills. Most long-term care isn't medical care, but rather **help with basic personal tasks of everyday life** (referred to as **ADL**: activities of daily living). Medicaid generally covers LTC expenses if an individual has little income and few assets.

### #1 Cause of LTC Claims

"Nearly one in four claims was initially attributable to Alzheimer's disease,"

American Association for Long Term Care Insurance



## GUARANTEED ISSUE CARRIERS

- ▶ **Gerber:** ages 50-80, up to \$25,000
- ▶ **AIG:** ages 50-85, up to \$25,000
- ▶ **Great Western:** ages 40-80, up to \$40,000
- ▶ **Columbian:** ages 25-75, up to \$10,000



## Sage Advice Shared

In September we were pleased to host a program presented by NC Department of Insurance (DOI) representative, N.A. "Red" Ligon, who is also a retired insurance agent. He shared valuable insight on the complaints the DOI receives from consumers and offered suggestions on how to avoid negative interactions with the DOI.

He stressed the importance of always recommending products that are in the best interest of the client now and in the future.

### Other points he made:

- Always complete suitability forms when selling annuities.
- Continuously review your book of business, maintain contact with your clients, and conduct annual reviews. *Additionally, this may be a great opportunity for new business if you find the client has experienced any life changes.*
- **Regularly monitor UL policies** as they age to help the client avoid any "surprises" down the road.
- Remind clients of the need to update their beneficiary designations. The DOI receives many complaints about this issue, which is ultimately the policy owner's responsibility, but they need reminding...
- **If you receive a phone call from the DOI, you have 10 days to respond.**
- Complaints are on record permanently and aren't amended with outcomes.
- Stay current with your CE credits.

Red wanted to remind everyone that the DOI is pro-insurance and estimates **three in five citizens are potential customers**.