



NORTH AMERICAN  
**LIFEVIEW®**

# MARKETING GUIDE

## **North American LifeVue® | Simple Term Life Insurance**

A simplified issue term life insurance policy to help clients protect their lifestyle.

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LifeVue Simple Term





## About North American

Every day, people depend on North American to help with their financial protection needs. It's a commitment we've been making since 1886, and we work hard to help our customers handle the realities of today—while planning their dreams for tomorrow. Families and businesses continue to turn to North American for a diverse portfolio of life insurance and annuities.

Unlike many life and annuity companies, North American is not publicly traded, which means we're not subject to short-term earnings pressures often faced by publicly traded companies. Our sound investment choices have helped us earn strong A+ ratings from A.M. Best and Standard & Poor's.<sup>1</sup>

For generations, North American has instilled trust and confidence in those that depend on us. We invite you to join us as you seek to help your clients protect their financial futures.

To learn more about North American, please visit [www.NorthAmericanCompany.com](http://www.NorthAmericanCompany.com) today!

# STRENGTH STABILITY

# North American LifeVue® | Simple Term Life Insurance

An untimely death is hard enough without worrying about finances. Prepare your clients for the unthinkable with a LifeVue Simple Term life insurance policy. The death benefit won't heal the hurt, but it can help ease the financial burden.

North American has taken the hassle out of life insurance with simplified issue LifeVue Simple Term. Simplified issue life insurance is exactly what it sounds like—a simple way to quote, underwrite and issue a life insurance policy in a single phone call without a medical exam.<sup>2</sup>

Your client answers questions on the phone, and as long as he or she doesn't have any serious health impairments or other risk concerns, they can typically qualify for coverage immediately. In fact, clients typically can get LifeVue coverage in under 30 minutes—with no needles, no urine sample, and no doctor's visit.

## Product Details

### Issue Age

Issue ages are 18-60 generally, but they vary based on length of term and tobacco usage.

Age Nearest Birthday

Term	Available Issue Ages
15 and 20-year	18-60
30-year without tobacco usage	18-55
30-year with tobacco usage	18-50

### Death Benefit

Minimum \$50,000  
Maximum \$500,000

Band 1 \$50,000 - \$99,999  
Band 2 \$100,000 - \$249,999  
Band 3 \$250,000 - \$500,000

Issue Age	Maximum Coverage Amount
18-50	\$500,000
51-55	\$300,000
56-60	\$200,000

### Underwriting Classes

#### Non-Tobacco

- Standard
- Standard Flex

#### Tobacco

- Standard
- Standard Flex

### Policy Fee

The policy fee is \$65 annually and is fully commissionable.

### Modal Factors

Monthly	0.088
Quarterly	0.274
Semi-Annual	0.522
Annual	1.000

### Rates

Rates vary by band, underwriting class, gender, and issue age.

## Value-added Features

- Terminal Illness Rider available
- Convertible to Whole Life in policy years 1-5
- 15, 20 and 30 year terms

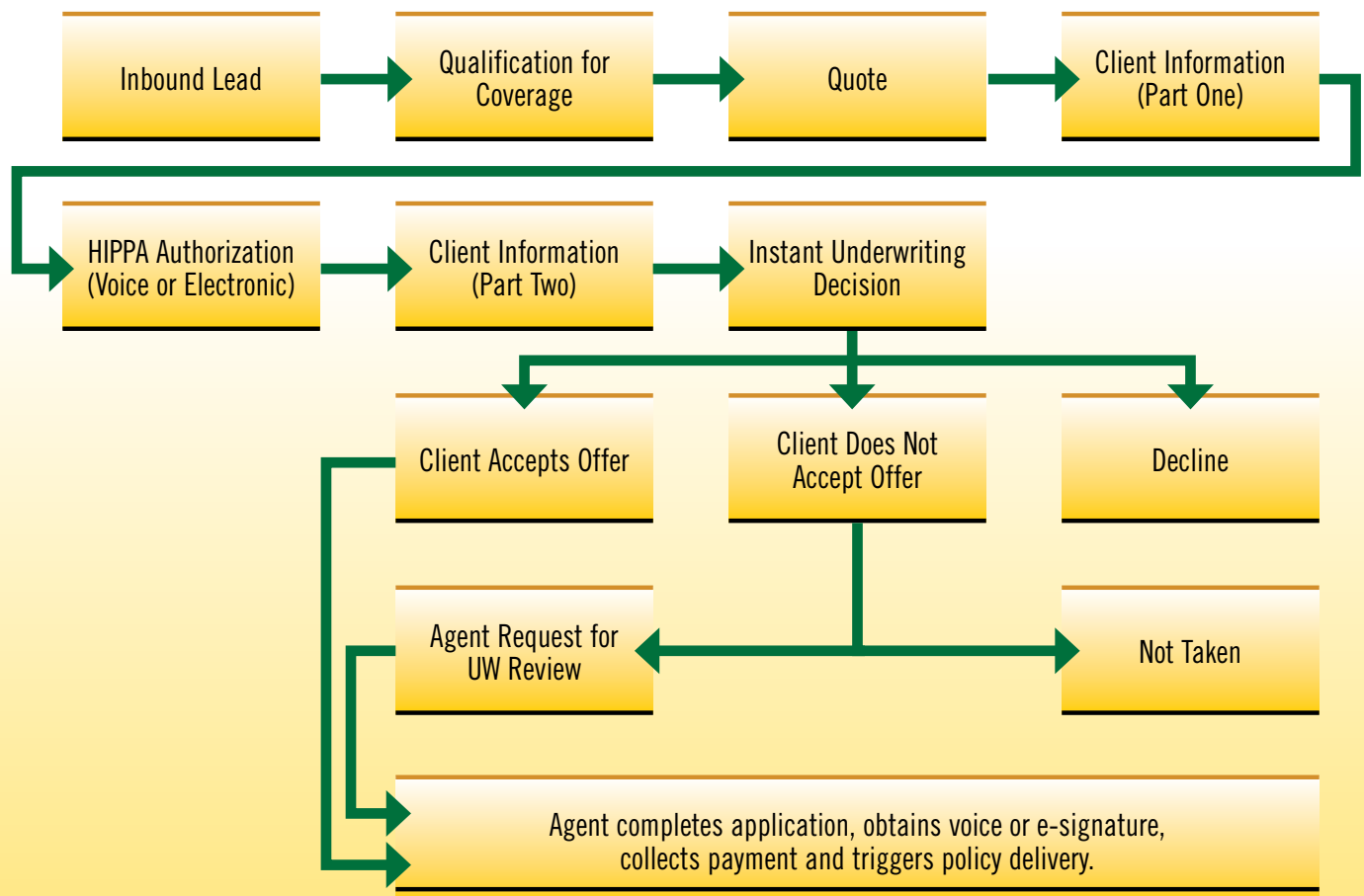
## Instant Issue

- Quote, underwrite<sup>3</sup> and issue policies in as little as 30-40 minutes
- Electronic (DocuSign) and voice signature options
- Fully electronic end-to-end process
- Can integrate with call center CRM via data feeds
- eDelivery available

# Underwriting Requirements

## Underwriting Process

The simplified issue process is streamlined to make qualifying for and purchasing a policy possible over the phone! Here's how it works:



## Underwriting Build Guidelines

### Standard and Standard Flex Classes

WEIGHT LIMITS IN POUNDS		
Height	Male and Female Minimum	Male and Female Maximum
4'10"	84	201
4'11"	87	208
5' 0"	90	215
5' 1"	93	222
5' 2"	97	230
5' 3"	100	237
5' 4"	103	245
5' 5"	107	252
5' 6"	111	260
5' 7"	114	268
5' 8"	118	276
5' 9"	121	284
5'10"	125	293
5'11"	129	301
6' 0"	133	310
6' 1"	137	318
6' 2"	141	327
6' 3"	145	336
6' 4"	149	345
6' 5"	153	354
6' 6"	157	363
6' 7"	161	373
6' 8"	165	382
6' 9"	170	392
6' 10"	174	402

## Policy Changes

Changes in face amount and class (tobacco or non-tobacco) are not allowed.



## Accelerated Death Benefit Endorsement for Terminal Illness

This endorsement allows the policyowner to accelerate a portion of the death benefit should the insured become terminally ill (defined as a life expectancy of 24 months or less). The money can be used for any purpose.

### Eligibility

Terminal illness coverage has no additional underwriting requirements and is automatically included on every life insurance policy issued.

### Qualification

A physician must provide written certification that the insured has a life expectancy of 24 months or less. The diagnosing physician must be a licensed medical doctor or licensed doctor of osteopathy operating within the scope of the license. A physician cannot be the insured, the policyowner, or a member of their immediate family.

### Benefit Amount

The minimum amount the policyowner may accelerate is 10% of the death benefit and the maximum is 75% of the death benefit. North American allows only one election per policy for terminal illness. The payment will be paid in a lump sum.

### Benefit Payment

The accelerated death benefit payment (the payment) the policyowner receives will be less than the amount of the death benefit accelerated. This payment is reduced by a discounting method, any administrative fee, and any applicable policy debt repayment.

### Reduced Policy Death Benefit

The policy death benefit will be reduced by the amount of the death benefit accelerated.

### Discounting Method

The payment the policyowner receives will be less than the amount of death benefit accelerated because the benefit is paid prior to death. Because of the time value of money (present money has a higher value than future money) an actual payment made is discounted from the full death benefit accelerated. An actual payment depends upon the interest rate environment at the time of election because the payment is discounted based on current interest rates using an 18-month time period.

### Administrative Fee

North American charges an administrative fee for each terminal illness election after applying the discount to the accelerated death benefit amount. The maximum administrative fee is \$200 and varies by jurisdiction.





*We're Here for Life®*

**THIS IS NOT LONG TERM CARE INSURANCE NOR IS IT  
INTENDED TO REPLACE LONG TERM CARE INSURANCE.**

1. A.M. Best Company rating—effective July 14, 2016. A+ is the 2nd of 15 categories. 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 ongoing obligations to policyholders. Standard and Poor's awarded its "A+" (Strong) rating for insurer financial strength on February 26, 2009 and affirmed on October 19, 2016 to North American Company for Life and Health Insurance, as a member company of Sammons Financial Group, Inc. The "A+" (Strong) rating is the fifth highest out of 22 available ratings.

2. Coverage is subject to some health and lifestyle questions.

3. Subject to application questions, MIB Report, and pharmaceutical check.

LifeVue Simple Term (form LS179) and the Accelerated Death Benefit Endorsement for Terminal Illness are issued by North American Company for Life and Health Insurance, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features, endorsements, riders or issue ages may not be available in all jurisdictions. Limitations or restrictions may apply.

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