

STEP up!

Now more than ever it's time to complete a life insurance review of your customers who own term insurance. Determine whether they need to *step* up to the next level with a permanent life insurance policy as the next *step* to help solidify their and their family's financial security.

Lincoln Benefit Life's STEP (Simplified Term Exchange Program)¹ may be just the solution to your customer's needs. STEP provides the opportunity for a term policyholder with an eligible carrier to purchase a permanent life insurance policy from LBL, with simplified underwriting.²

- First premium and bank draft or credit card authorization⁴
- Any other required point-of-sale forms

What to Expect:

When LBL receives Part 1 of the application and point-of-sale forms:

- We will check the MIB and a prescription drug database.
- Our tele-interview vendor (ExamOne) will call the proposed insured to complete Part 2.

Benefits and Guidelines

- Underwriting limited to tele-interview, prescription drug check and MIB
- Available up to age 65
- Coverage available up to one million dollars³
- Up to 50% Prime Term Rider blend allowed
- The original term policy must:
 - have been issued by an eligible carrier² within the past 5 years at standard or better rates
 - have been fully underwritten, not issued under a table shave, simplified, or guaranteed issue program
 - still be in force and eligible for conversion with the original carrier

If this process does not reveal any significant change in health or insurability since the original term policy was issued, we will approve and issue the new policy without additional underwriting requirements. After the new policy has been approved, we will write to the original carrier to terminate the term policy. If there has been a significant change, we will stop the purchase process and return the original policy, but will be happy to consider additional non-replacement coverage with full underwriting upon request.

Take advantage of LBL's STEP Underwriting Program to help provide your customers with a simple way to secure permanent life insurance coverage.

What to Submit:

- FAA73 series application - Part 1, Agent Report, and Financial Information page (if applicable)
- Original term policy
- Assignment for Simplified Term Exchange Program (STEP) form FIC306LBL
- Applicable state replacement form
- Compliant illustration for the new LBL policy

This information is provided as a summary of the STEP underwriting program. For complete details, including additional limitations and requirements, contact the home office or your Marketing Organization.

Turn to page 2 for important disclosures ►

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LINCOLN BENEFIT LIFE
AN ALLSTATE COMPANY

Important Information on Replacements

Lincoln Benefit Life does not encourage systematic or unsuitable replacement of existing life insurance. Careful comparison and analysis of all options is necessary to ensure that sales under this program are in the customer's best interest. This program does not provide certain advantages that might apply to a conversion of a term policy or term rider with the original company, including but not limited to term conversion premium credit and contestable and suicide exclusion periods running from the original policy issue date.

Eligible Carriers

AIG Life Insurance Company	John Hancock Life Insurance Company	Phoenix Life Insurance Company
American Fidelity Life Insurance Company	Lincoln National Life Insurance Company	Principal Life Insurance Company
American General Life Insurance Company	Manulife Insurance Company	Protective Life Insurance Company
American National Life Insurance Company	Massachusetts Mutual Life Insurance Company	Provident Mutual Life Insurance Company
AXA Equitable Life Insurance Company	Metropolitan Life Insurance Company	Prudential Insurance Company of America
Banner Life Insurance Company	Minnesota Life Insurance Company	Security-Connecticut Life Insurance Company
First Penn Pacific Life Insurance Company	Nationwide Life Insurance Company	State Farm Life Insurance Company
Genworth Life Insurance Company	New York Life Insurance Company	Transamerica Insurance Group
Guardian Life Insurance Company of America	North American Co. for Life and Health Insurance	Travelers Life and Annuity
Hartford Life Insurance Company	Northwestern Mutual Life Insurance Company	Union Central Life Insurance Company
Indianapolis Life Insurance Company	Ohio National Life Insurance Company	West Coast Life Insurance Company
ING U.S. Financial Services	Pacific Life Insurance Company	Zurich Kemper Life Insurance Company
Jefferson Pilot Financial Insurance Company	Penn Mutual Life Insurance Company	

Guarantees are based on the claims-paying ability of Lincoln Benefit Life.

- 1 The surrender of a term life insurance policy followed by the purchase of a permanent life insurance policy will not be treated as an exchange under Internal Revenue Code section 1035.
- 2 The LBL permanent policy will be issued in the same or most comparable rate class as the original carrier's term. No partial exchanges or exchange of term riders. Supplemental benefits and other insured riders can be considered with full underwriting.

3 The coverage amount under the new policy can be no more than the coverage provided under the original term policy.

4 If the face amount exceeds our \$1,000,000 Temporary Insurance Agreement (TIA) limit, do not submit the first premium and bank draft or credit card authorization with the application.

Not available to residents of New York.

 **NATIONAL
INSURANCE**
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