



# Competitive Spotlight

## Two Reasons to Choose Life Plus!

The availability of an accelerated death benefit rider isn't news in today's marketplace. It is unusual to find a carrier that doesn't offer one.

So with the industry being so saturated with these riders, how do you help your client choose which one will work for them? Here are two reasons why your client may benefit from Columbus Life's Life Plus Accelerated Death Benefit Rider.\*

### 1. Multiple Payout Options:

At Columbus Life, we know that it is important to give your clients choices, and that is why we offer two payout options with our Life Plus Accelerated Death Benefit Rider. With our Lump Sum payment<sup>1</sup> option and our Payout Benefit Option,<sup>2</sup> your clients can choose to advance a portion of the Death Benefit on their Universal Life policy by way of the Life Plus rider, in a manner that best meets their needs.

At the time of claim, your clients can choose to take their advance as a Lump Sum payment or as periodic payments. Selecting that Payout Benefit Option allows them to choose the length of time, from 3–10 years (4–10 years in OH), for which they will receive their advance in periodic payments.

If the time comes that your clients need to take an advance on their death benefit, we at Columbus Life know that there are many things that could be taking place. For example, your client may need a substantial amount of money from their life insurance policy without depleting the death benefit too rapidly. That is where the Payout Benefit Option comes into play. Instead of taking the payments all at once, they can choose to spread the advance out over time and even stop it, should their health improve.

### 2. Straightforward Lien Method:

In today's industry, many carriers offer Accelerated Death Benefits. What many do not offer are Accelerated Death Benefit riders that utilize a lien method for the payment of their advance. With Life Plus, an advance is taken in the form of a lien secured by the death benefit payable under the policy.

Carrier	Payout Methods
Columbus Life	Lien
Protective Life	Dollar for Dollar
Pacific Life	Discounted Death Benefit
Life of the Southwest	Discounted Death Benefit
Penn Mutual	Discounted Death Benefit
Midland National	Discounted Death Benefit

These insurance carriers represent a sampling of Columbus Life's competitors.

The lien method differs from the other advance methods — such as the dollar for dollar method and the discounted death benefit — in a few ways. There is no extra premium for this method, unlike the dollar for dollar method used by some of our competitors.

But perhaps one of the most important ways that the lien method is different is its simplicity and transparency. There are no additional calculations or hidden fees that need to be assessed prior to an advance being paid, which differs from what you may see with a discounted death benefit method from some other carriers.

In an industry flooded with choices, Columbus Life is committed to offering products that can help provide your clients with a sense of financial stability. Should the need arise, our Life Plus Accelerated Death Benefit Rider provides clients with multiple choices to advance their death benefit through a variety of payout options and utilizes a straightforward lien method so that your clients know exactly what they are going to get.

1 The lump-sum advance may be taken as a single payment or as frequently as monthly. For Terminal Illness and Specified Medical Condition (Critical Illness In CA; Specified Medical Condition not available in CA), all advances must be taken within 12 months of the first advance. For Chronic Illness, all advances must be taken within 48 months of the first advance. State variations may apply.

2 The Payout Benefit Option is only available on Chronic Illness advances, as defined by the state of issue. Both payout options may not be available in all states.

Competitor information is obtained from sources believed to be reliable, but its accuracy or completeness is not guaranteed. This data is for informational purposes. Premium rates and underwriting classes may vary by company.

Living benefits are accessed through an advance of the policy's death benefit, provided the insured meets eligibility requirements under the applicable rider. An advance is treated as a lien against the policy and will reduce the Death Benefit payable if not repaid. The advance will accrue interest each year. The lien may be increased if necessary to keep your policy in effect. We may charge a fee of up to \$250.00 for an advance payment. The accelerated death benefit will terminate with the policy.

Life insurance proceeds paid in the form of an accelerated death benefit when the insured has become chronically or terminally ill, and is otherwise eligible for benefits, are intended to receive favorable tax treatment under Section 101(g) of the Internal Revenue Code (26 U.S.C. Sec. 101(g)). There may be tax consequences in some situations in accepting an accelerated benefit payment amount. Consult your tax advisor before taking an advance.

**This is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. This policy does not provide long-term care insurance subject to California long-term care insurance law. This policy is not a California Partnership for Long-Term Care program policy. This policy is not a Medicare Supplement policy.**

Product features differ between long-term care insurance and life insurance accelerated death benefit riders. Accelerated death benefit riders pay an unrestricted advance of a portion of the life insurance death benefit when the insured experiences terminal or chronic illness as defined in the rider. You do not have to show incurred care expenses associated with an accelerated death benefit. The maximum benefit payable is based on the policy's cash value and face amount. Any advance paid will reduce the death benefit of the policy. Long-term care policies or riders, on the other hand, pay benefits based on expenses incurred by the policyholder for long-term care. The total benefits available for long-term care insurance are selected by the policyholder at issue. Long-term care insurance is a stand-alone insurance policy or a rider designed to pay for the cost of long-term care services. Long-term care insurance may include coverage for such qualifying events as institutional care, care in a nursing home or skilled nursing facility, home care coverage, hospice care, respite care, or community care.

Accelerated Death Benefit Rider series: CLR-201 1208 and CLR-202 1409. Product and rider provisions, availability, definitions, and benefits may vary by state.

**Life insurance products are not bank products, are not a deposit, are not insured by the FDIC, nor any other federal entity, have no bank guarantee, and may lose value.**

Payment of benefits under the life insurance policy is the obligation of, and is guaranteed by Columbus Life. Guarantees are based on the claims-paying ability of Columbus Life. Products are backed by the full financial strength of Columbus Life.

Columbus Life Insurance Company, Cincinnati, Ohio, is licensed in the District of Columbia and all states except New York.

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