

Guaranteed Universal Life Express
- GULE -



Mutual of Omaha

GULE Purpose – At a Glance



- Provides protection for a ‘**guaranteed period of time**’
 - Minimum guaranteed period of 20 years
 - Maximum guaranteed period is age 120
 - Anything in between
- Cash Values do exist, but not a focus
 - Cash Values are low
 - Little if any cash value in the later years
 - Loans are not recommended
- Flexible
 - Adjustable guaranteed period
 - Adjustable payment period

Product Data – At a Glance



Simplified Underwriting Guaranteed UL!

- **Risk Classes**
 - Standard NT / T
- **Issue Ages**
 - 18 to 65
- **Face Amount**
 - \$25,00 to \$300,000
- **Flexible**
 - Adjustable Premium (Short pays to any age: 65, 85, 100, 120, etc.)
 - Adjustable Guarantee (20y, 30y, 40y, 50y, lifetime, etc.)

Underwriting – At a Glance



GULE Offers Simplified Underwriting up to:
\$300,000!

\$25,000 - \$300,000

- Build Chart (very liberal)
- M.I.B report (Medical Information Bureau)
- Pharmaceutical Report
- Random phone interview

(Ages 61 - 65 require a mandatory phone interview and APS)

Underwriting – At a Glance



\$25,000 - \$300,000

- Issue Ages: 18-50
- Build Chart
- M.I.B report (Medical Information Bureau)
- Pharmaceutical Report
- Motor vehicle report (18-35)
- Mandatory phone interview \$250,001+
- Random phone interviews

\$25,000 - \$250,000

- Issue Ages 51-65
- Build Chart
- M.I.B report (Medical Information Bureau)
- Pharmaceutical Report
- Motor vehicle report as needed
- Mandatory phone interview for ages 61-65
- Random phone interviews

Selling Scenarios – Wow factors Features & Benefits explained



1. Any length term client desires - minimum 20 years
2. Payment & Coverage flexibility
 - A. End the coverage at an age a client desires
 - B. Pay the premiums to an age client desires “Paid Up”
3. Mortgage protection - not just for 30 years, but more
4. Final expense alternative - control cost, mortality facts
 - A. Less the 5% of Americans live to be age 90
 - B. Less than 3% of term pays a death claim, we outlive
5. Recruiting – Who else has this product? 20, 22, 31, 42, 51, 58, year terms, just as an example-

Customizing end date, Any length term



Male – Standard – Age 40 - \$200,000

TLE	30 Year Guar.	\$45.30
GULE	40 Year Guar.	\$68.58
GULE	45 Year Guar.	\$74.70
GULE	50 Year Guar.	\$81.10

Competitive Comparison – 40 year old male \$25,000 face amount



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TERM Length	GULE	TLE	Company A	Company B	Company C
30 years	\$17.11	\$15.33	\$15.85	\$15.27	\$17.85
40 years	\$17.62	N/A	N/A	N/A	N/A
50 years	\$20.84	N/A	N/A	N/A	N/A
60 years	\$23.81	N/A	N/A	N/A	N/A

Competitive Comparison – 40 year old Female \$25,000 face amount



TERM Length	GULE	TLE	Company A	Company B	Company C
30 years	\$15.46	\$14.62	\$14.63	\$15.27	\$16.35
40 years	\$15.90	N/A	N/A	N/A	N/A
50 years	\$18.52	N/A	N/A	N/A	N/A
60 years	\$21.36	N/A	N/A	N/A	N/A

Guarantee' Flexibility Control Cost, Mortality Facts



Male – Standard – Age 45 - \$200,000

Guarantee Age 120 (75y)	\$236.76	
Guarantee Age 100 (55y)	\$224.58	(5.1% lower)
Guarantee Age 90 (45y)	\$194.77	(17.7% lower)
Guarantee Age 80 (35y)	\$162.25	(31.5% lower)

Alternative To Final Expense



- Clients age 40– 65 Minimum face amount \$25,000
- Can get higher face amounts than traditional Final Expense products
- Better pricing for healthy seniors vs. traditional Final Expense

Male – Standard – Age 58 Examples below

30 Year Guarantee	\$113.69 - \$50K
30 Year Guarantee	\$56.85 - \$25K
35 Year Guarantee	\$125.06 - \$50K
35 Year Guarantee	\$62.53 - \$25K
40 Year Guarantee	\$138.03 - \$50K
40 Year Guarantee	\$69.02 - \$25K

Flexibility – Pay it thru like a term

Make it last like a Perm!

(Pay premiums to 'X', Guarantee goes to 'X')



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Age 65:
Premiums Stop

Age 90:
Coverage Ends

End of Policy Year	At Age	Annualized Premium Outlay	Guaranteed Interest Rate: 3.00%			Non-Guaranteed Illustrated Interest Rate: 4.50%		
			End of Year Accumulation Value	End of Year Surrender Value	End of Year Death Benefit	End of Year Accumulation Value	End of Year Surrender Value	End of Year Death Benefit
21	61	1729	21708	21708	150000	31524	31524	150000
22	62	1729	22284	22284	150000	33218	33218	150000
23	63	1729	22716	22716	150000	34865	34865	150000
24	64	1729	22984	22984	150000	36448	36448	150000
25	65	1729	23072	23072	150000	37969	37969	150000
26	66	0 #	21370	21370	150000	37708	37708	150000
27	67	0 #	19384	19384	150000	37249	37249	150000
28	68	0 #	17082	17082	150000	36568	36568	150000
29	69	0 #	14430	14430	150000	35638	35638	150000
30	70	0 #	11371	11371	150000	34412	34412	150000
31	71	0 #	7823	7823	150000	32823	32823	150000
32	72	0 #	3673	3673	150000	30780	30780	150000
33	73	0 #	0	0	150000	28174	28174	150000
34	74	0 #	0	0	150000	24922	24922	150000
35	75	0 #	0	0	150000	20911	20911	150000
36	76	0 #	0	0	150000	15998	15998	150000
37	77	0 #	0	0	150000	9985	9985	150000
38	78	0 #	0	0	150000	2599	2599	150000
39	79	0 #	0	0	150000	0	0	150000
40	80	0 #	0	0	150000	0	0	150000
41	81	0 #	0	0	150000	0	0	150000
42	82	0 #	0	0	150000	0	0	150000
43	83	0 #	0	0	150000	0	0	150000
44	84	0 #	0	0	150000	0	0	150000
45	85	0 #	0	0	150000	0	0	150000
46	86	0 #	0	0	150000	0	0	150000
47	87	0 #	0	0	150000	0	0	150000
48	88	0 #	0	0	150000	0	0	150000
49	89	0 #	0	0	150000	0	0	150000
50	90	0 #	0	0	150000	0	0	150000

Illustrations



6 - Untitled

View Options Help

View Compare Print

G...	Name
★	Client

Solve For: Premium Solve

Premium Solve Option: No Lapse Guarantee

No Lapse Years/@Age: @90

Face Amount: 150,000

Years to Pay Premium: 25

Company / Product:
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Guaranteed

Insur
Solv
Disb
Polic
Ride
Re-prop
Ager

Accelerated Death Benefit

Terminal

- 12 month life expectancy
- Max is 80% of the face amount

Chronic

- 2 of 6 ADLs for 90 days
- Max is 80% of the face amount
- Statistics state that 70% of Americans over age 65 will need assisted living, and 40% of Americans over age 65 will need Nursing Home care!

Guaranteed Insurability Rider

- Increase specified amount by \$25,000 without underwriting
- Four election triggers:
 - Marriage
 - Birth of a child
 - Adoption
 - 3rd policy year and every 3 years after

Disability Waiver of Policy Charges

This rider will:

- Waive the cost of insurance charges
- Waive the expense charges

If disabled before the age 61

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Disability continues for at six months

Cost is BUILT into premium

GULE Riders



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Initial Death Benefit: \$ 100,000			Premium Outlay: \$ 64.41		
Death Benefit Option: 1 (Level)			Premium Mode: Monthly		
----- Guaranteed Values -----					
Guaranteed Interest Rate: 3.00%					
End of Policy Year	At Age	Annualized Premium Outlay	End of Year Accumulation Value	End of Year Surrender Value	End of Year Death Benefit
1	36	773	416	0	100000
2	37	773	839	0	100000
3	38	773	1269	0	100000
4	39	773	1703	0	100000
5	40	773	2143	0	100000

Initial Death Benefit: \$ 100,000			Premium Outlay: \$ 64.41		
Death Benefit Option: 1 (Level)			Premium Mode: Monthly		
----- Guaranteed Values -----					
Guaranteed Interest Rate: 3.00%					
End of Policy Year	At Age	Annualized Premium Outlay	End of Year Accumulation Value	End of Year Surrender Value	End of Year Death Benefit
1	36	773	395	0	100000
2	37	773	797	0	100000
3	38	773	1204	0	100000
4	39	773	1615	0	100000
5	40	773	2029	0	100000

GULE Summary



- Same application as Term Life Express
- Same underwriting as Term Life Express
 - No blood
 - No urine
 - No paramed
- No lapse guarantee coverage
- Flexibility with Premium Payments & Guarantee

Guaranteed Universal Life – At a Glance GULV1.03



Great Final Expense Alternative

sister product to GULE

Age / Face Amount

- Ages 66 – 85
- Face amount \$50,000 - \$99,999

Underwriting

- Ages 66 - 85 = Pharm & APS

Sister Product GULV1.03 – At a Glance

Hybrid F/U product only requires APS



- Clients age 66 – 85- Minimum Face amount \$50,000
- Can get higher face amounts than Final Expense products
- Better pricing for healthy seniors Vs. traditional Final Expense
- Face amount must be below \$100,000 to avoid blood, urine, exam

Male – Standard – Age 66 - \$50,000

20 Year Guarantee

\$107.67

25 Year Guarantee

\$132.30

30 Year Guarantee

\$142.17

Sales Support



Sales Support: 1 (800) 693-6083

- Product questions
- Proposal software quotes
- Order marketing materials
- Sales Professional Access help
- Gateway to any department in the company

Underwriting Contacts



Underwriting Support Center:

- 1 (800) 775-7896

Case Status:

- Statuslines@mutualofomaha.com
- Website pending reports (Producer website)

Contact Any Individual By Calling 'Sales Support':

- 1 (800) 693-6083

Sales Contacts



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Thank You!