



The Power of Pacific

An overview of Pacific Life and its Life Insurance products and services



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Overview

Thank you for your interest in Pacific Life. This guide is designed to provide an overview of the life insurance products and services that Pacific Life offers. Pacific Life is committed to supporting your business, strengthening your client relationships, and helping your clients reach their financial goals.

- The Strength of Pacific Life
- Expansion into the Broad Market
- Segmented Distribution Strategy
- PL Promise Term¹
- PL Smooth Sailing Underwriting
- Underwriting Sweet Spots
- 2nd Look Program
- PL Promise Conversion UL²
- E Capabilities

The primary purpose of life insurance is to protect against the premature death of the insured.

1 PL Promise Term Level Premium Term Life Insurance. Policy Form #P16LYT or ICC16 P16LYT and S16LYT 10, S16LYT 15, S16LYT 20, S16LYT 25, or S16LYT 30, based on level premium period chosen and state of policy issue.

2 PL Promise Conversion UL (Policy Form #P17LYCUL or ICC17 P17LYCUL, based on state of policy issue) is available upon conversion from PL Promise Term (Policy Form #P16LYT or ICC16 P16LYT and S16LYT 10, S16LYT 15, S16LYT 20, S16LYT 25, or S16LYT 30, based on level premium period chosen and state of policy issue).

The Strength of Pacific Life

Offering insurance since 1868, Pacific Life provides a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans.

Pacific Life's Financial Ratings:

A.M. Best A+(Superior) 2nd of 16 rankings

Standard & Poor's AA- (Very Strong) 4th of 21 rankings

Fitch A+ (Strong) 5th of 21 rankings

Moody's A1 (Good) 5th of 21 rankings

Traditional Pacific Life Strength:

#1 in Indexed UL & UL Sales

#2 in Hybrid Product Sales

#4 in Total Life Insurance Sales

Where We Choose to Play, We Play to Win

Putting customers first has allowed Pacific Life to serve families and businesses successfully for over 150 years. As part of a mutual holding company structure, Pacific Life has no publicly-traded stock, so the company can focus on long-term strategies, financial strength, and the best interest of its policyowners. Policyowners are at the heart of the business decisions Pacific Life make.

For most current company financial information and ratings, visit www.pacificlife.com/ratings.

Pacific Life's Expansion into the Broad Market

In June of 2016, Pacific Life acquired Genworth's life insurance platform, facility, and many familiar staff members in Lynchburg, VA. The Lynchburg operation is rich in experience and expertise in the independent life breakage channel, having leveraged the heritage and brands of Genworth, General Electric, and First Colony.

The acquisition of Genworth's Life Insurance capabilities, relationships, and high-volume term experience allowed Pacific Life to extend their ability to fulfill the financial protection needs of a broader, underinsured market without disruption to their existing distribution in the affluent market.

Term life currently represents about 2.5%¹ of Pacific Life's total life insurance business. The acquisition of Genworth's platform allowed Pacific Life to:

- Accelerate growth into the protection business and more open access to the broad market
- Rapidly launch competitive product offerings
- Process large volumes of Term applications with consistency and speed

Combined capabilities create a comprehensive offering to fulfill the financial needs of a broader base of consumers

¹<http://www.investmentnews.com/article/20160627/FREE/160629924/pacific-life-expands-reach-in-term-life-insurance-market-through>

PL Promise Term

Level Premium Term Life Insurance
Competitive Premiums with a Monthly Advantage



PL Promise Term from Pacific Life offers:

**\$50,000 Death Benefit
Minimum**

Competitive Term Rates

- Extra competitive on monthly premiums

**10, 15, 20, 25 and 30
year level term products**

**Six Underwriting Risk
Classes**

- Preferred Best No Nicotine
- Preferred Non Nicotine
- Select No Nicotine
- Standard No Nicotine
- Preferred Nicotine
- Standard Nicotine

Value-Added Riders

- Accelerated Death Benefit
- Child Term
- Waiver of Premium

**Innovative Conversion
Product**

PL Promise Term

Competitive Advantages

Pacific Life reinvigorated PL Promise Term to help ensure you're in position to compete, and win, across the broader market.

The April 2018 reprice focused on achieving premiums that rank among Top 3 in each of the following areas¹

- Client's age nearest birthday 50-69, any risk class, aligning with the **PL Smooth Sailing Underwriting** program
- 25-year term duration
- Select risk class



Substandard Pricing Advantage

PL Promise Term Life Insurance offers a combination no one else has:

- Competitive substandard pricing including older ages (20% per table)
- Fluidless underwriting up to \$500K for clients ages 50-69 with no rate class restrictions

¹ Competitive Positioning as of 3/12/18 CompuLife: Based on number of times PL Promise term ranked 3rd or better among defined competitors for a given target (all bands, ages 30-70, rate classes PBNN-SNN), and among 17 products: American General Life Insurance Company Select-a-Term (ICC16-16901), Banner Life Insurance Company OPTerm (ICC12OPTN), John Hancock Insurance Company Term 17 (2017TERM), Lincoln National Corporation LifeElements (TRM6063), Lincoln National Corporation TermAccel (TRM5065), Mutual of Omaha Insurance Company Term Answers (6182L-0696), North American Company for Life and Health Insurance ADDvan-tage (LS174), Pacific Life PRIME Term, Pacific Life PL Promise Term, Principal Financial Services, Inc. Term (ICC13 SN/SN 89), Protective Life Corporation Custom Choice UL (ICC12-UL22 1-13), Protective Life Corporation Classic Choice Term (ICC16-TL21), ProPrudential Insurance Company of America Term Elite (PLTI-2008), Prudential Insurance Company of America Term Essential (ICC16 PLTIC-2016), The Savings Bank Life Insurance Company of Massachusetts (SBLI) Level Term (ICC16-P-LT), Transamerica Life Insurance Company Trendsetter Super (ICC16 TL24).

PL Smooth Sailing Underwriting



A Predictable Alternative to Today's Fluidless Underwriting Offerings for PL Promise Products

PL Smooth Sailing is a straightforward underwriting process with **NO** credit scores or “Black Box” scoring.

Pacific Life ***guarantees*** the client will not have the hassle of an additional insurance exam/lab if the client meets the clearly stated qualification requirements.

All rate classes available.

Qualification Requirements

- Client's age nearest birthday **50-69**
- Amount of coverage applied for and in force with Pacific Life must be less than or equal to **\$500,000**
- Comprehensive physical and blood work from the applicant's personal physician in the last 18 months
- Must use electronic ticket for initial phase

PL Smooth Sailing Underwriting

Available in Three Easy Steps for PL Promise Products

1. Complete and submit the PL Express App ticket through Berson-Sokol's **Drop Ticket** Platform. The ticket will request the relevant information needed to prescreen your applicant for PL Smooth Sailing qualification.
2. Within 24 hours, the client will receive a call from a tele-interview vendor to complete the telephone interview.
 - During the interview, your client will be asked to confirm the information needed to qualify for PL Smooth Sailing Underwriting. They will need to be prepared to provide contact information for the physician who conducted the comprehensive physical and blood work within the last 18 months.
 - At the end of the interview, the client will have the option to **voice sign** the application, making this a one-touch process.
 - Once completed, the client will receive an email with a copy of the completed application.
3. Pacific Life Underwriting will review the application and applicant records. If the application is approved, the policy will be issued and mailed for delivery.



PL Promise Underwriting Sweet Spots

With PL Promise products from Pacific Life, your applicant may qualify for preferred premium classes for conditions that other carriers may designate as a standard premium class. Discover Pacific Life's sweet spots in the following underwriting conditions.

1. Build
2. Total Cholesterol
3. Blood Pressure
4. Depression or Anxiety
5. Sleep Apnea
6. Asthma
7. Rheumatoid Arthritis
8. Gastrointestinal Disorders
9. Recreational Scuba Diving
10. Foreign Travel
11. Military Individuals
12. Aviation



Opportunity to Rescue Stalled Cases

with Gen Re's Unique 2nd Look Program

Work through your in-house underwriters when you have an application with another carrier that was Postponed, Withdrawn, or Incomplete – NOT DECLINED, due to:

- A new business requirement is not completed, such as an electrocardiogram (EKG)
- Final Attending Physician Statement (APS) is not received
- No evidence of a recommended medical follow up
- Pathology report for a surgical procedure done in the distant past is missing
- Imaging scan or results of a medical test, such as a tumor marker, colonoscopy or stress test is lacking
- Inspection or financial documentation is not available

What cases can be considered?

- Face amounts of \$100,000 to \$20,000,000
- Formal applications are required

Process

- For any Pacific Life case that fits this criteria, this process will automatically be employed
- For cases originated with another carrier, submit a cover memo with your Pacific Life application, indicating the reason for the 2nd Look request, along with all available underwriting information

Gen Re is not an affiliated company of Pacific Life. For more information, visit www.GenRe.com

PL Promise Conversion UL

Universal Life Insurance with No-Lapse Guarantee Available Upon Conversion from PL Promise Term Life Insurance



Competitive Guaranteed Universal Life (UL) Product that competes with new fully underwritten products

Upon request, your client may convert all or part of the PL Promise Term policy's death benefit to a new cash value life insurance policy that Pacific Life makes available at the time of conversion

This conversion right is available for the duration of the guaranteed level premium period, or up to the insured's age 70, whichever comes first

Partial conversions allowed for an affordable upgrade option

Enhanced Surrender Value

- Year 15 – 50% of total premiums paid
- Year 20 – 75% of total premiums paid
- Year 25 – 100% of total premiums paid

Competitive premiums against fully underwritten no-lapse guarantee ULs

Return of premium feature in policy years 15, 20, and 25.

Up to 150% of normal compensation upon early conversion (see next page for details)

Evidence of insurability is not required

Seriously competitive pricing that makes conversion an easy decision at any policy duration.

PL Promise Conversion UL

Conversion Periods

Innovative pricing and compensation designed to drive conversions throughout the level term period.

Early

- Most Competitive Premium
- High Compensation

Mid

- Most Competitive Premium
- Full Compensation

Late

- Competitive Premium
- Adjusted Compensation

100% of enhanced compensation is also bonusable.

Bonus is paid only on first year commissions, and would exclude commissions paid on target premiums in year 2 or greater.

	Compensation Incentive		
	150% of Normal Comp	100% of Normal Comp	50% of Normal Comp
	Premium Incentive		
	Lowest Premiums	Lowest Premiums (same as early)	Highest Premiums
	EARLY Conversion	MID Conversion	LATE Conversion
PL Promise Term 10	1-4	5-8	9-10
PL Promise Term 15	1-7	8-12	13-15
PL Promise Term 20	1-9	10-15	16-20
PL Promise Term 25	1-12	13-20	21-25
PL Promise Term 30	1-14	15-25	26-30
Any Duration of PL Promise Term	Conversion prior to age 70 for issue ages 65-69		Conversion at insured's attained age 68 or 69 (nearest birthday)

Term duration at time of conversion

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This material may not be used in New York.

Many life insurance products have some flexibility in how they are structured. For example, death benefit coverage under certain products may be provided through a combination of the base policy and any available term or other riders. Each policy selected, illustrated, and sold should be structured based upon your client's particular insurance needs and financial objectives. It is your responsibility to know that the particular policy selected, illustrated, and sold will meet your client's needs and objectives.

Various aspects of products, including but not limited to features, benefits, expenses, loads and charges, will vary from company to company and will impact the values shown. Products are not identical, and the products' specific features and the client's use of those features will impact long term policy performance.

Competitive positioning shown is based on data from all companies as of 03/12/18. Competitor information presented based on data received directly from the company/etc.. While we believe it is accurate, we cannot assure you that this is the most current information. Please contact the company for a current illustration and prospectus of its product.

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This presentation is distributed through Pacific Life, Lynchburg, VA (844) 276-5759.

Investment and Insurance Products: Not a Deposit		Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value	

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“OUR BUSINESS IS HELPING YOURS”

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