



## North American LifeVue<sup>SM</sup> | *Whole Life Insurance*

A simplified issue whole life insurance policy to help clients cover final expenses.





# North American LifeVue<sup>SM</sup> | *Whole Life Insurance*

North American LifeVue | Whole Life is a simplified issue whole life insurance policy to help clients cover the cost of final expenses, like funeral costs, remaining medical bills or credit card debt, probate fees or other costs associated with end-of-life. Because it's a whole life product, the client will pay a level premium amount throughout the life of the policy.

Simplified issue life insurance is exactly what it sounds like—a simple way for clients to go through the underwriting process without a medical exam. 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.

There are two types of death benefit life insurance policies available—level and graded.

## LEVEL DEATH BENEFIT POLICY

For clients who qualify, a Level Death Benefit policy will be issued. A Level Death Benefit means the full face amount of the policy is paid at the time of death in all years.

### Product Details

- Issue ages: 50 – 80 years (last birthday)
- Face amount: \$5,000 - \$35,000
- Underwriting classes: Non-tobacco and Tobacco
- Underwriting requirements: All application questions, MIB report, and pharmaceutical check.

## GRADED DEATH BENEFIT POLICY

Clients who do not qualify for the Level Death Benefit policy may qualify for an alternative Graded Death Benefit policy. The Graded Death Benefit policy means that if your client dies of natural causes (any cause other than an accident) during the first three years, the beneficiary will receive all premiums paid, plus five percent interest. This amount will be less than the face amount of the policy. After three years, the full death benefit is paid regardless of the cause of death.

### Product Details

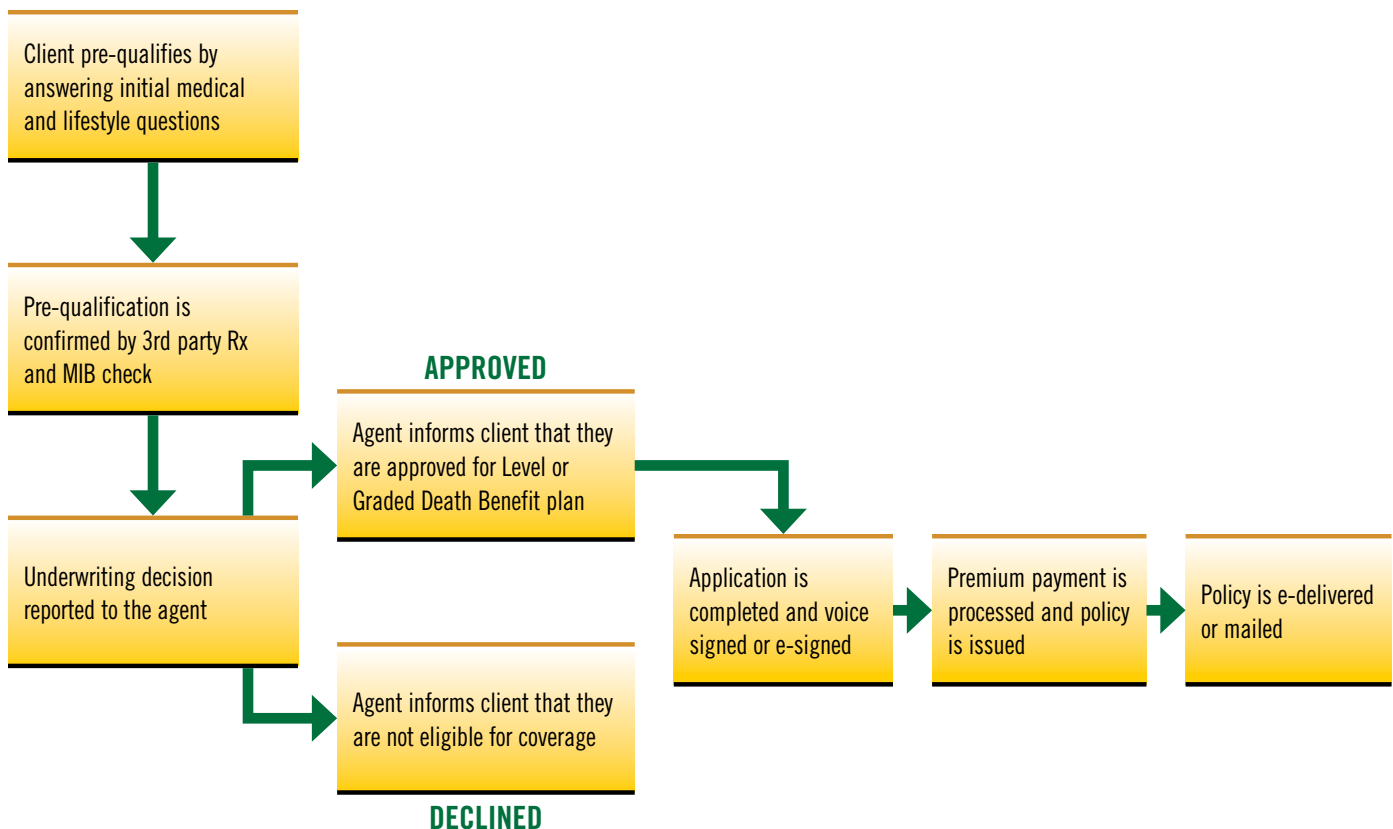
- Issue ages: 50 – 75 years (last birthday)
- Face amount: \$5,000 - \$20,000
- Underwriting classes: Non-tobacco and Tobacco
- Underwriting requirements: Initial application questions and MIB report

## ADDITIONAL FEATURES

- Common Carrier Accidental Death Benefit<sup>1</sup> (included on level and graded policies): in the event of death when riding in a common carrier vehicle as a fare-paying passenger, like a commercial airline, this feature provides the face amount, plus an additional amount equal to double the face amount to be paid to the beneficiary.
- For example, if the face amount is \$10,000, the amount paid would be \$10,000 + (\$10,000 x 2), for a total of \$30,000.
- Accidental Death Benefit (included on the Graded Death Benefit plan only): the full face amount will be paid to the beneficiary if the insured dies during the first three policy years as the result of an accident.
- Limitations and exclusions apply. See the policy form for complete details.

## UNDERWRITING PROCESS

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



Most of the time, clients will qualify for either the level or Graded Death Benefit plan. However, this is not guaranteed issue life insurance. Certain circumstances, like a terminal or serious illness, residence in a nursing facility, or incarceration in a correctional facility, can prevent a client from qualifying for coverage. The MIB check will also determine whether the individual has applied for life insurance three or more times in the past six months, which automatically means they don't qualify for this product.

## ANNUAL PREMIUMS PER \$1,000 OF COVERAGE

**Definition of a Non-tobacco user:** Non-tobacco would be anyone that has not used tobacco or nicotine in any form within the past 2 years.

LEVEL DEATH BENEFIT				
Age (last birthday)	Male		Female	
	Non-tobacco	Tobacco	Non-tobacco	Tobacco
50	\$38.87	\$52.81	\$30.90	\$39.87
55	\$44.53	\$62.29	\$34.31	\$47.13
60	\$53.35	\$72.40	\$40.88	\$57.73
65	\$64.42	\$83.94	\$49.35	\$70.19
70	\$91.85	\$122.39	\$69.68	\$98.84
75	\$122.61	\$163.36	\$93.81	\$127.52
80	\$162.31	\$225.25	\$123.18	\$170.03

Add \$60 annual policy fee (non-commissionable)

GRADED DEATH BENEFIT				
Age (last birthday)	Male		Female	
	Non-tobacco	Tobacco	Non-tobacco	Tobacco
50	\$75.62	\$114.72	\$63.35	\$95.65
55	\$85.20	\$125.94	\$70.80	\$100.69
60	\$94.92	\$142.95	\$80.10	\$115.30
65	\$106.91	\$163.62	\$89.97	\$127.96
70	\$153.22	\$227.64	\$121.46	\$173.22
75	\$219.61	\$264.00	\$161.21	\$224.93

Add \$60 annual policy fee (non-commissionable)

Sample monthly premium calculation for \$10,000 Level Death Benefit plan for a Male, age 55, Non-Tobacco:

$$\$44.53 \times 10 = \$445.30$$

$$\$445.30 + \$60 \text{ policy fee} = \$505.30$$

$$\$505.30 \times .087 \text{ monthly modal factor} = \$43.96 \text{ monthly premium}$$

It's important to remember that consumers have many options when it comes to purchasing a life insurance policy for their needs. Different types of life insurance products have different benefits, and there are costs associated with the various features. A North American LifeVue policy does not require a medical exam and has a simplified underwriting process, which is reflected in the cost of the premium.

In any sale, you should review the actual required premiums for your client's policy. Depending on the length of coverage provided under your client's policy, the premiums paid over time may exceed the death benefit.

## MODAL FACTORS

Monthly: .087

Quarterly: .274

Semi-annual: .522

## UNDERWRITING BUILD GUIDELINES

*(Applies to Level Death Benefit Plan only)*

WEIGHT LIMITS IN POUNDS					
Height	Minimum	Maximum	Height	Minimum	Maximum
4' 8"	74	198	5' 9"	112	301
4' 9"	77	205	5' 10"	115	310
4' 10"	79	212	5' 11"	119	319
4' 11"	82	220	6' 0"	122	328
5' 0"	85	227	6' 1"	126	337
5' 1"	88	235	6' 2"	129	346
5' 2"	91	243	6' 3"	133	356
5' 3"	94	251	6' 4"	136	365
5' 4"	97	259	6' 5"	140	375
5' 5"	100	267	6' 6"	143	386
5' 6"	103	275	6' 7"	147	395
5' 7"	106	284	6' 8"	151	405
5' 8"	109	292	6' 9"	154	415

## POLICY CHANGES

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

## SURRENDERS

The owner of the policy may surrender it at any time for the cash surrender value.

## REPLACEMENTS

This policy cannot replace existing insurance coverage.

## 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>2</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 clients protect their financial futures.

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



*We're Here for Life®*

1 Common Carrier means a motorized vehicle if, at the time of the accidental bodily injury for which the benefit is claimed, that vehicle meets each of the following:

- (a) Is being operated by a business organized and licensed to transport Fare-Paying passengers.
- (b) Is being piloted, driven or captained by a person who is then licensed to pilot, drive or captain that vehicle, to transport fare-paying passengers.
- (c) Is transporting fare-paying passengers on regularly scheduled routes, from one location to arrive and exit at a different location.

See policy for exclusions.

2 A.M. Best Company rating—effective June 3, 2015. 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 July 2, 2015 to North American Company, as part of Sammons Financial Group. The "A+" (Strong) rating is the fifth highest out of 22 available ratings.

North American LifeVue | Whole Life is issued on policy form series LS177 for Level Death Benefit and LS178 for Graded Death Benefit or state version by North American Company for Life and Health Insurance, Administrative Office, Sioux Falls, SD. Products, features, riders, endorsements or issue ages may not be available in all jurisdictions. Limitations or restrictions may apply.

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