



Executive Summary 2019 | JAN-APR

Marketing | Products | Service | Underwriting



Product Updates

Value+ Protector Reprice

7 More Reasons to Sell Value+ Protector

- Extended Death Benefit Guarantee
- Increased Target Premiums
- Higher Cap and Max Illustrated Rates
- For all the reasons...read our [bulletin](#)

Select-a-Term Reprice

Celebrating our 100th Birthday with new term rates

- Find out how strong we are with [Rapid Rater](#), new rates effective February 19, 2019
- Then, for competitive information, sales ideas and more go to www.aig.com/TermLife

Secure Lifetime GUL 3

Increased Targets + Incredible Value

- Need we say more? Read our bulletins for the details;
 - [All States](#)
 - [New York](#)

Get reacquainted with all the great resources:

- [10/10/10](#) – Pay for 10 years, Wait for 10 years, Get money back for 10 years...and still have money left over.
 - [Supplement](#) estimates multiple scenarios
 - Use the [PPT with notes](#)
- Asset Protector® – Our bundle of chronic illness and longevity riders protect against life's financial challenges; [Video](#), [Napkin Tool](#), [Training PPT w/notes](#)



Marketing & Training Updates

Virtual Marketing Assistant and Conversation Starters

[Campaign In A Box](#) - your virtual marketing assistant

- Reach out to your AIG L&R Sales Representative for a demo

A new route to IUL for GUL clients

- Learn to tell our 4.5% Story with our [Video](#), [PPT](#) with notes, and [Flyer](#)

Great for non-traditional agents or recruiting

- How big is the Life Insurance Market opportunity? Share the [infographic flyer](#) with Producers.
- Think of client need with the [Client Profile Sheet](#)
- Ready-to-go [HTML Email](#) for Producers

Unique video conversation starters

- [Rule of 25 Video](#) – How much might clients want to save? Tell the story based on the 4% rule.
- [Pyramid of Philanthropy](#) – Can insurance help preserve cash for philanthropic goals?



Competition Corner

Cost vs Performance, GUL and AAS

- [IUL Cost vs Performance](#) was updated in March. Don't forget to compare all the real costs when considering IUL.
- [Secure Lifetime GUL 3 Competitive Overview](#) – We raised the targets! Now compare us across the marketplace.
- [Accelerated Access Solution® vs The Market](#) – Update in March. See how we stack up!

Marketing Resources

[RetireStronger.com](#) Tools and resources to protect and supplement retirement assets

[aig.com/MaxIUL](#) for accumulation IUL materials

[RetireStronger.com/GUL](#) for GUL materials

[aig.com/ValueIUL](#) for protection IUL materials

[Financial Institution-approved Marketing Materials](#)

[aig.com/MasterPlaybook](#) Links products and marketing resources

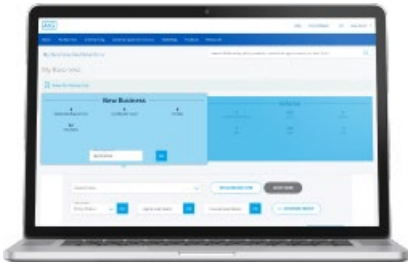
[aig.com/TermConversion](#) Convert clients to a permanent policy

[aig.com/GenerationMatters](#) Connect with clients and generate sales

[aig.com/NewYorkProducts](#) New York-specific materials

[RetireStronger.com/Campaign](#) Campaign In A Box

[aig.com/IUL](#) Power Up with IUL website



No need to register!

Your eStation login information will access Connexxt.

For more questions see this helpful [flyer](#).

eStation will be saying goodbye April 30, 2019

Meet **Connexxt**SM

And enter to win prizes while you see what it's all about at www.aig.com/Connexxt.

Join our 30 minute Webinar Wednesdays to learn more:

April 3–Connexxt My Business Dashboard (10 a.m. or 1p.m.)

April 10–Connexxt User Roles and Delegating Access (10 a.m. or 1p.m.)

April 17–Connexxt Agent Lookup and Commissions Dashboard (10 a.m. or 1p.m.)

Add to your Calendar

Find the sessions that best suit your schedule at [Webinar Wednesdays](#). If you can't make it live, check back in late April for webinar recordings.



We're on a quest to offer you the BEST overall experience and be your carrier of choice.

We're improving our processes to provide greater efficiencies, and working more closely with your key office staff to provide information and resources that will help get your cases decided, placed and paid faster.

Fast Access to Fast Start Tips

We've compiled our tips and resources into a [New Business Playbook](#) that provides helpful information in a single, convenient location.



Underwriting and Service Updates

Lab Requirements, CRM Teams, Term Conversion Contacts...

Underwriting Strengths – Experienced teams are accessible with attractive sweet spots including the below highlights:

- Competitive obstructive/non-obstructive coronary artery disease guidelines
- Treated hypertension under good control may qualify for Preferred Plus
- Expanded Standard program on permanent products encompasses Table 1 and 2 under the Standard class (ages 18-70)

Self-Service Inforce Illustrations – Run illustrations on your schedule.

Get instant results and the ability to customize in real time!

Read our new [Self-Service Inforce Illustrations Flyer](#).

New or Improved Resources

- Replacement Coverage and Forms: [Producer Guide](#)
- 1035 Exchanges: [Producer Guide](#)



Policies issued by: American General Life Insurance Company (AGL), Policy Form Numbers 07007, ICC10-07007, ICC14-14779, 14779, 14904, ICC14-14904, 15646, ICC15-15646, 16760, ICC16-16760, 15442, ICC15-15442, 15442N, 15442NU, except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life), Policy Form Numbers 09007N, 14779N. Issuing companies AGL and US Life are responsible for financial obligations of insurance products and are members of American International Group, Inc. (AIG). Products may not be available in all states and product features may vary by state. Guarantees are backed by the claims-paying ability of the issuing insurance company. ©2019 AIG. All rights reserved. FOR FINANCIAL PROFESSIONAL USE ONLY- NOT FOR PUBLIC DISTRIBUTION.

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