

Continuing to Do Business with Lincoln in a Post-DOL Environment

Who is the Fiduciary?

- The fiduciary is the individual or financial institution that makes recommendations and provides advice to the retirement investor.
- Lincoln National Life (LNL)/ Lincoln National Life NY (LLNY) is a manufacturer and will not provide any investment advice, recommendations or otherwise engage in any "investment advice fiduciary" activities.
- LNL, LLNY and Lincoln Financial Distributors (LFD) will **not** act as a financial institution.
- Lincoln is not responsible for ensuring your compliance with the DOL Fiduciary Rule or any applicable Prohibited Transaction Exemption (PTE).
- Lincoln will rely on our distribution partners and producers to adhere to any requirements of the DOL rule.
- The revised Producer Agreements, Marketing/ Selling Agreements and Market Conduct Manual reflect these principles.

Lincoln Financial values our partnership and we'd like to share with you some additional information to help you navigate the DOL rule.

DOL Transition Period:

On June 9, 2017, the following components of the DOL Rule become applicable:

- the expanded fiduciary definition
- the Impartial Conduct Standards

A number of BIC Exemption requirements will not take effect until January 1, 2018, including fiduciary acknowledgements, best interest contract, website and disclosures.

The April 2016 amendments to PTE 84-24 prohibited variable annuities and indexed annuities from being sold under this exemption. However, this prohibition was delayed until January 1, 2018. As such, during the Transition Period, indexed and variable annuities can be sold under PTE 84-24 as long as the fiduciary complies with the impartial conduct standards, the appropriate disclosures are made and the retirement investor consents to the transaction.

Important Reminders:

- If you use PTE 84-24, you will need to provide an important disclosure of conflicts, compensation and product information and obtain the client's consent to the transaction.
 - Lincoln developed a sample 84-24 template
 - **This is not a Lincoln form** – it is simply a sample template that should not be submitted with Lincoln paperwork
 - Copies of disclosures should be maintained by the agent
 - To request a copy of the template, please email LincolnDOLpartnercommunications@LFD.com
- Commissions, fees and expenses
 - Annuities: Lincoln's fees and expenses are accessible through Depository Trust & Clearing Corporation (DTCC). If you are not a subscriber to DTCC, you have access to this information via the Annuity Internal Sales Desk at 877-533-0265 option 3.
 - Life insurance (excluding term insurance): accessible through the Policy Expense Analysis Report (illustration report) in Lincoln's DesignIt software and Winflex
 - Commissions: outlined in the commission schedules attached to your marketing and selling agreements.

Lincoln Life Insurance

Lincoln will continue to offer life insurance within a qualified plan as well as life insurance funded by distributions from a qualified retirement plan. The financial institution and/or distributor will be responsible for complying with a PTE, if needed, and the producer will be attesting to this via the delivery notice.

Process Changes:

Annuities	Life Insurance
<ul style="list-style-type: none">Lincoln will no longer require an updated CompBuilder for qualified annuities during the Transition Period – the same form can continue to be used.Additional language and disclosures have been added to business forms and marketing materials reflecting that Lincoln is a manufacturer and not the fiduciary.	<ul style="list-style-type: none">New language is included in the Policy Delivery package to reflect the producer’s compliance with the Fiduciary Rule, if fiduciary advice was provided.New disclosures are included in Lincoln’s sales illustration (for new sales) to reflect Lincoln’s role as a manufacturer and not as an investment advice provider.Client-facing marketing materials have also been updated to reflect that the materials are general communications and educational in nature.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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Contact Us:

Lincoln appreciates your partnership and if we can be of assistance, please contact us using the guide below.

Marketing/Selling Agreements:

Customer Solutions Care Center for questions related to mailings:
800-238-6252 Opt 1, Opt 2.

Producer Agreements:

800-238-6252 Opt 1,2,2 or contact licensingstatus@lfg.com

Additional sales assistance:

Annuities Internal Sales Desk 877-533-0265
Life Internal Sales Desk 877-533-0104

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