

MANAGING INFORCE POLICIES

Best Practices

Indexed Universal Life Insurance (IUL) offers valuable death benefit protection and attractive cash value growth potential. To help life insurance producers and their clients proactively manage policy performance and potential, Pacific Life offers a variety of no-cost services.

6 Tips For Healthy IUL Policy Performance

- 1 PAY PLANNED PREMIUMS**
Encourage clients to sign up for Electronic Funds Transfer (EFT) for monthly premium payments or schedule at least four years of planned premiums at a current declared discount rate with the Premium Deposit Fund.¹
- 2 CREATE MULTIPLE SEGMENTS**
Help mitigate timing risk by automating the creation of multiple segments over time with the Scheduled Indexed Transfer Program.
- 3 ALLOCATE BROADLY**
Create a mix of indexed accounts to help clients allocate their net premiums among a wider range of policy options.
- 4 REPORT ON PERFORMANCE**
Use policyowner statements and segment maturity notices to report on policy performance. For ease of reporting, the average interest rate earned since policy inception is listed prominently on page one of every statement.
- 5 KEEP DISTRIBUTIONS ON TRACK**
The Automated Income Option helps you structure a client's planned policy distributions so that they remain tax-free.² Automatic annual illustrations can help you keep the policy on target to remain in force to maturity.
- 6 SET AUTOMATIC REMINDERS**
Use our Planned Performance Tracking system to set up automated eReminders to conduct annual policy reviews and enjoy instant access to policy documents and policyowner statements.

! *A Major Risk To Policy Performance*

- One reason life insurance policies don't perform as originally illustrated?*
- Clients fail to pay premiums as planned. Help them stay on track with our no-cost services.*

¹The difference between the premium amount due and the discounted premium paid through the Premium Deposit Fund is taxable as income and reported to the policyowner on an IRS form 1099.

²For federal income tax purposes, tax-free income assumes, among other things: (1) withdrawals do not exceed tax basis (generally, premiums paid less prior withdrawals); (2) policy remains in force until death (any outstanding policy debt at time of lapse or surrender that exceeds the tax basis will be subject to tax); (3) withdrawals taken during the first 15 policy years do not cause, occur at the time of, or during the two years prior to, any reduction in benefits; and (4) the policy does not become a modified endowment contract. See IRC Sec. 72, 7702(f)(7)(B), 7702A. Any policy withdrawals, loans, and loan interest will reduce policy values and may reduce benefits.

**No bank guarantee • Not a deposit • May lose value
Not FDIC/NCUA insured • Not insured by any federal government agency**



The Power of Pacific

Your life insurance policy is only as solid as the company behind it. When you purchase a life insurance policy from Pacific Life, you are buying a promise that we will be there for you today—and tomorrow.

For nearly 160 years, we've remained committed to providing quality products, service, and stability to meet your needs throughout your lifetime.

2025 WORLD'S MOST
ETHICAL
COMPANIES[®]
ETHISPHERE

Pacific Life has been named one of the 2025 World's Most Ethical Companies^{®3} by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices.

**Contact your Pacific Life representative
or go to LifeInsurance.PacificLife.com
to learn more about these no-cost services.**

³Based on the Ethisphere Institute's Ethics Quotient[®]. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

While ratings can be objective indicators of an insurance company's financial strength and can provide a relative measure to help select among insurance companies, they are not guarantees of the future financial strength and/or claims-paying ability of a company. The independent third party from which this annuity is purchased, including the broker/dealer, the insurance agency from which this annuity is purchased, and any affiliates of those entities, make no representations regarding the quality of the analysis conducted by the rating agencies. The rating agencies are not affiliated with the above-mentioned entities nor were they involved in any rating agency's analysis of the insurance companies.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Client count as of April 2025 is compiled by Pacific Life using the 2025 FORTUNE 500[®] list.

Pacific Life, its affiliates, their distributors and respective representatives do not provide tax, accounting or legal advice. Any taxpayer should seek advice based on the taxpayer's particular circumstances from an independent tax advisor or attorney.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

Pacific Life Insurance Company reserves the right to change or modify any non-guaranteed or current elements. The right to modify these elements is not limited to a specific time or reason.

Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

Indexed Universal Life (IUL) Insurance does not directly participate in any stock or equity investments.

Indexed Universal (IUL) insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

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