



Protective Series Estate MaximizerSM Single Payment Whole Life

One of the most efficient asset transfer life insurance products available today

The Protective Series Estate MaximizerSM is a single payment, whole life insurance policy. With it, your customer's one-time premium payment purchases a guaranteed death benefit that is higher than the original payment. And, because it's life insurance, that death benefit is transferred income tax-free to named beneficiaries — without the costs and delays of probate.¹

Protective Series Estate Maximizer product highlights:

- A single premium for higher death benefit
- 100% return of premium guarantee (if no loans/withdrawals have been made)
- Partial withdrawals of up to 25% of the cash value each year with all policy values decreased proportionally²
- Terminal and chronic illness accelerated death benefit

Who is a good prospect?

The Protective Series Estate Maximizer may be a good fit for customers who are:

- Between the ages of 50 and 85 and looking for stable ways to grow their assets
- Holding large amounts of money in low interest dormant accounts or CDs
- Downsizing for retirement and looking for a stable, guaranteed way to grow their assets

Asking the right questions can better identify the right prospects.

What are your plans for this money?

Is this money needed for monthly income?

Yes No

Would you prefer not to pay income taxes on this money?

Yes No

I see you don't have a beneficiary on this account. If you don't use this money in your lifetime, would you like to pass it on income tax-free?

Yes No

Do you mind if I ask you a few questions about your health?
(Ask instant approval questions from back of your Quick Facts)

Yes No

Chronic illness accelerated death benefit³

If the insured becomes chronically ill (not able to perform two of the six activities of daily living), the owner may accelerate up to 75% of the death benefit (maximum of \$250,000). Availability and features may vary by state.

Terminal illness accelerated death benefit⁴

If the insured has a terminal illness (less than 24 months to live) the owner may accelerate up to 85% of the death benefit (maximum of \$250,000). Availability and features may vary by state.

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A simple, 10-minute instant approval

If your customer meets age and premium requirements and can answer “no” to a short series of medical questions, they may qualify to increase their legacy in just 10 minutes. Eligibility is subject to meeting Protective Life’s qualification requirements. Additional underwriting is required if the application does not qualify for a 10-minute approval decision.

Submit the application in three easy steps

- Submit application via EZ-AppSM (an electronic application submission system).
- Receive a call from a Protective specialist within 10 minutes with an approval decision.
- Forward original application, premium, and other supporting documentation per normal financial institution procedures.



To learn more about how Protective Series Estate Maximizer can help your customers, contact your External Wholesaler or the Internal Wholesaler Desk at 800-500-2995 or find us online at protective.com.

¹ Provided estate is not the beneficiary of the contract.

² Withdrawals and loans are subject to tax on any gain in the contract and, if taken before age 59½, may be subject to a 10% federal tax penalty. Loans, if not repaid, and withdrawals will reduce the death benefit and account value. Clients should consult a tax advisor.

³ This benefit will be added to the contract at no additional charge unless the contract owner declines it at time of application. The owner can elect to receive an accelerated payment, which is the lesser of: 1) up to 75% of the benefit base for chronic illness; or 2) \$250,000. The amount of accelerated death benefits cannot exceed the annual limits for payments that would be free of current federal income tax. The benefit base is equal to the contract death benefit at the time of the first acceleration. A minimum of 10% of the benefit base must remain in force after the accelerated payment is made.

An acceleration charge is added to the accelerated payment to determine the total accelerated amount, which will reduce the death benefit by an amount greater than the accelerated payment. The acceleration charge is calculated by multiplying the accelerated payment by 1/5 for chronic illness. When there is outstanding indebtedness, a portion of the accelerated payment will be withheld to reduce the outstanding indebtedness. Chronic illness means the insured is (1) unable to perform at least 2 of the 6 activities of daily living or (2) requires substantial supervision to protect the insured from threats to health and safety due to permanent severe cognitive impairment. Receipt of the accelerated death benefit may affect eligibility for public assistance programs. Contract owners should consult their tax advisor regarding any tax implications. Availability and features may vary by state.

⁴ This benefit will be added to the contract at no additional charge unless the contract owner declines it at time of application. The owner can elect to receive an accelerated payment, which is the lesser of: 1) up to 85% (87% in FL & NY) of the benefit base for terminal illness; or 2) \$250,000. The benefit base is equal to the contract death benefit at the time of the first acceleration. A minimum of 10% of the benefit base must remain in force after the accelerated payment is made. **An acceleration charge is added to the accelerated payment to determine the total accelerated amount, which will reduce the death benefit by an amount greater than the accelerated payment.** The acceleration charge is calculated by multiplying the accelerated payment by 1/17 (1/29 in FL & NY) for terminal illness. When there is outstanding indebtedness, a portion of the accelerated payment will be withheld to reduce the outstanding total indebtedness. A terminal illness is a medical condition expected to result in the insured’s death within 24 months (12 months in FL & NY). Receipt of the accelerated death benefit may affect eligibility for public assistance programs. Contract owners should consult their tax advisor regarding any tax implications. Availability and features may vary by state.

⁵ This benefit will be added to the contract at no additional charge unless the contract owner declines it at time of application. The owner can elect to receive an accelerated payment, which is the lesser of: 1) up to 85% (87% in FL & NY) of the benefit base for terminal illness; or 2) \$250,000. The benefit base is equal to the contract death benefit at the time of the first acceleration. A minimum of 10% of the benefit base must remain in force after the accelerated payment is made. **An acceleration charge is added to the accelerated payment to determine the total accelerated amount, which will reduce the death benefit by an amount greater than the accelerated payment.** The acceleration charge is calculated by multiplying the accelerated payment by 1/17 (1/29 in FL & NY) for terminal illness. When there is outstanding indebtedness, a portion of the accelerated payment will be withheld to reduce the outstanding total indebtedness. A terminal illness is a medical condition expected to result in the insured’s death within 24 months (12 months in FL & NY). Receipt of the accelerated death benefit may affect eligibility for public assistance programs. Contract owners should consult their tax advisor regarding any tax implications. Availability and features may vary by state.

Protective and Protective Life refer to Protective Life Insurance Company (PLICO) and its affiliates, including Protective Life and Annuity Insurance Company (PLAIC).

Protective Series Estate Maximizer (ICC18-SPWL7), is a single premium whole life insurance policy issued by Protective Life Insurance Company (PLICO) in all states except New York where it is issued under (SPWL-7 NY 5-18) by Protective Life and Annuity Insurance Company (PLAIC). PLICO is located in Nashville, TN. PLAIC is located in Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult the policy for benefits, riders, limitations and exclusions. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments and guarantees are subject to the claims-paying ability of the issuing company.

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| Not Insured By Any Federal Government Agency | | May Lose Value |

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