



EQUITABLE

# Helping clients protect their business and bottom line

BrightLife® Grow

## Protect your clients' businesses and provide an immediate accounting benefit

Many small business owners are concerned about what would happen to their business if a key employee could no longer perform their duties at work. By adding the Long-Term Care Services<sup>SM</sup> Rider<sup>1</sup> (LTCSR) to a single permanent life policy, such as BrightLife® Grow, they can protect against those risks. Now, in addition to being tax-free, those benefits can be used in conjunction with the Cash Value Plus (CVPlus) Rider, which allows the business to see enhanced book value at issue.

### LTCSR Key Benefits

- **Receive income tax-free accelerated benefits** — Designated as a Section 7702B Rider<sup>2</sup>
- **No receipts required** — Rider follows an indemnity model
- **Know up front how much they'll pay and what benefits they're entitled to** — Clients choose a monthly benefit percentage of 1% 2% or 3%, right on the application

## See how a BrightLife® Grow policy with a combination of riders benefits this business and key employee

### Meet Sam

- **Owns a family real estate company**
- **A key employee, Karl, is 45 years old, and generates roughly \$1 million per year for the business**
- **If Karl were to die or experience a qualifying long-term care event, the company would lose most of that revenue**



Sam meets with his financial professional and explains the issues. They decide that Sam should purchase a BrightLife® Grow policy on Karl's life and include the LTCSR and CVPlus Rider. The policy and accelerated death benefit available with the LTCSR will protect Sam's business in case something happens to Karl, and will provide the company with flexible cash value to use for deferred compensation or other benefits, which can be used to discourage Karl from leaving and taking a job elsewhere. The CVPlus Rider will increase the policy's cash surrender value immediately, helping offset the impact of the premium payments on the company's bottom line.

<sup>1</sup> In California, this rider is the Comprehensive Long-Term Care Rider. In Florida, this rider is the Long-Term Care Insurance Rider.

<sup>2</sup> The LTC Rider in NY is 101(g).

## Let's see how it works out:

Policy year	Premium	Policy loan	Cash surrender value	Impact on balance sheet	Cash surrender value	Impact on balance sheet	LTCSR max benefit (2%)	Gain of death benefit
			With CVPlus	Without CVPlus	Without CVPlus	Without CVPlus		
1	\$39,657	\$0	<b>\$37,408</b>	<b>-\$2,249</b>	\$12,860	-\$26,797	<b>\$1,000,000</b>	\$960,343
2	\$39,657	\$0	\$75,430	-\$3,884	\$49,710	-\$29,604	\$1,000,000	\$920,686
3	\$39,657	\$0	\$112,047	-\$6,924	\$90,025	-\$28,946	\$1,000,000	\$881,029
4	\$39,657	\$0	\$150,118	-\$8,510	\$132,927	-\$25,701	\$1,000,000	\$841,372
5	\$39,657	\$0	\$189,683	-\$8,602	\$178,111	-\$20,174	\$1,000,000	\$801,715
6	\$39,657	\$0	\$232,949	-\$4,993	\$225,683	-\$12,259	\$1,000,000	\$762,058
7	\$39,657	\$0	\$277,599	\$0	\$275,788	-\$1,811	\$1,000,000	\$722,401
15	\$0	\$0	\$419,337	\$141,738	\$426,546	\$284,808	\$1,000,000	\$858,262
20	\$0	<b>\$250,000</b>	\$289,805	\$12,206	\$299,440	\$287,234	\$737,500	\$725,294
25	\$0	\$0	\$367,834	\$90,235	\$380,590	\$290,355	\$664,976	\$574,741

If Karl stays healthy, Sam can use some of the policy's cash value to provide deferred compensation to reward and retain Karl.

By providing more cash surrender value up front, the CVPlus Rider helps offset the cost of the premiums on Sam's balance sheet.

If Karl experiences a qualifying long-term care need, Sam can use the accelerated death benefit to protect the business and replace lost revenue.

This is a supplemental illustration and must be read in conjunction with the basic illustration. The values represented here are for a BrightLife® Grow with level death benefit on a 45-year-old male preferred non-smoker at a 5.41% crediting rate and non-guaranteed charges. The values reflect the payment of \$39,367 of annual premiums payable until age 52. If guaranteed rates and charges are used, the policy would fail in year 14. The values here are intended to offer a hypothetical representation based on illustrated rates when this marketing item went to print in August 2022. Actual results will vary based on the underwriting classification and crediting rate offered when an illustration is on a different date.

## Why BrightLife® Grow?

Not every indexed universal life product is the same. Look to BrightLife® Grow for:



### Better cash accumulation

Providing growth potential and a better way to grow your clients' cash value over time.



### Competitive performance at guaranteed rates

Providing the protection of guarantees with the upside of current assumption.



### The flexibility to diversify

By choosing a combination of index-linked options for cash value growth potential, clients will realize 100% of any positive returns, up to a performance cap, and are protected against any negative returns with a 0% floor.

**Want to learn more?  
Call the Life Sales Desk or visit  
[equitable.com/grow](https://equitable.com/grow).**

Actual terms and conditions of the Long-Term Care Services<sup>SM</sup> Rider are contained in rider forms ICC12-R12-10, R12-10 and state variations and R06-90 and state variations. This rider has exclusions and limitations, and may not be available in all jurisdictions or may vary.

The Long-Term Care Services<sup>SM</sup> Rider and the Cash Value Plus Rider both come at an additional cost, and do have restrictions and limitations. The LTCSR is paid as an acceleration of the death benefit. Please review the product specifications for details.

BrightLife<sup>®</sup> Grow issued by Equitable Financial Life Insurance Company (NY, NY) or Equitable Financial Life Insurance Company of America and co-distributed by affiliates Equitable Network, LLC (Equitable Network Insurance Agency of California in CA; Equitable Network Insurance Agency of Utah in UT; Equitable

Network of Puerto Rico, Inc. in PR) and Equitable Distributors. For New York state-based (i.e., domiciled) Equitable Advisors Financial Professionals, BrightLife<sup>®</sup> Grow is issued by Equitable Financial Life Insurance Company (NY, NY). All companies are affiliated and directly or indirectly owned by Equitable Holdings, Inc., and do not provide tax or legal advice.

Equitable is the brand name of the retirement and protection subsidiaries of Equitable Holdings, Inc., including Equitable Financial Life Insurance Company (NY, NY); Equitable Financial Life Insurance Company of America, an AZ stock company; and Equitable Distributors, LLC. Equitable Advisors is the brand name of Equitable Advisors, LLC (member FINRA, SIPC) (Equitable Financial Advisors in MI & TN).

For financial professional use only. Not for use with, or distribution to, the general public.

© 2022 Equitable Holdings, Inc. All rights reserved. IU-4861227.1 (8/22) (Exp. 8/24) | G1821168 | Cat. #159859 (8/22)



**EQUITABLE**