

# WealthMax Bonus Life<sup>®</sup>

## PRODUCER GUIDE



<b>Product Description</b>	Single premium indexed life insurance policy with four index-linked crediting options, two of which feature custom, risk-controlled indices. Also features 5% premium bonus and return-of-premium feature.
<b>Premium</b>	Min: \$10,000 premium / Max: \$750,000 face amount. Maximum may be lower for clients with other EquiTrust life policies.
<b>Premium Bonus</b>	5% Premium Bonus added to Accumulation Value on Policy Date.
<b>Issue Ages</b>	Ages 45-80. The age of the insured on the date EquiTrust receives the full single premium determines the initial face amount; no backdating.
<b>Premium Allocation</b>	Minimum Allocation of \$2,000 in each account. Can select any combination of accounts subject to the minimum requirements. Indicate initial allocation above the Owner's signature section of the Disclosure Statement. The initial premium allocation form must be completed to issue the policy. Must be whole percentages.
<b>Barclays Focus50 Index</b>	<b>1-Year Point-to-Point Participation Index Account</b> - Percentage change in the Index from previous anniversary, multiplied by a Participation Rate. The Participation Rate may change each year. For more information on this index, visit <a href="https://www.barclays.com/indices/focus50">Indices.Barclays/Focus50</a> , ticker: BXIIF50E, or call the Barclays Agent Hotline at 212-526-3773.
<b>S&amp;P MARC 5% Excess Return Index</b>	<b>1-Year Point-to-Point Participation Index Account</b> - Percentage change in the Index from previous anniversary, multiplied by a Participation Rate. The Participation Rate may change each year. For more information on this index, visit <a href="https://www.spglobal.com/indices">SPIndices.com</a> , ticker: SPMARC5.
<b>S&amp;P 500<sup>®</sup> Index Accounts</b>	<b>1-Year Point-to-Point Cap Index Account</b> - Percentage change in the S&P 500 <sup>®</sup> from the previous policy anniversary, subject to an Index Cap. The Index Cap may change each year.  <b>1-Year Monthly Average Participation Index Account</b> - Percentage change based on the monthly average of the S&P 500 Index over a one-year period, multiplied by the Participation Rate. The Participation Rate may change each year.
<b>Fixed Rate Account</b>	<b>1-Year Interest Account</b> - A one-year fixed interest rate is set when your policy is issued. The rate is reset annually, and provides a fixed rate that you may prefer for a portion of your assets.
<b>Index Credits</b>	Index Credits are added at the end of each policy year, and will never be less than zero.

**FOR PRODUCER USE ONLY. NOT FOR USE WITH THE PUBLIC.**

<b>Policy Values</b>	Accumulation Value is based on current interest, index crediting, current cost of insurance (COI) rates, policy expense charge, and the policy fee, but will never be less than the minimum guaranteed cash value provided with the policy.																						
<b>Min. Guar. Interest Rate</b>	2%																						
<b>Transfers</b>	The owner may transfer Accumulation Value between accounts on each policy anniversary. Minimum transfer amount is \$2,000. Minimum balance in an account after a transfer is \$2,000 if any balance remains.																						
<b>Expense Charges</b>	Policy Expense Charge: Monthly Per-\$1,000 charge based on age, gender and rate class, years 1-15; Policy fee \$10 per month; COI.																						
<b>Surrenders</b>	The policy can be surrendered (fully or partially) at any time. Surrender in excess of a penalty-free withdrawal may be subject to a surrender charge as a percent of the Accumulation Value. <table border="1"> <tr> <td><b>Year</b></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td><b>Charge</b></td> <td>12%</td> <td>12%</td> <td>12%</td> <td>12%</td> <td>11%</td> <td>10%</td> <td>8%</td> <td>6%</td> <td>4%</td> <td>2%</td> </tr> </table>	<b>Year</b>	1	2	3	4	5	6	7	8	9	10	<b>Charge</b>	12%	12%	12%	12%	11%	10%	8%	6%	4%	2%
<b>Year</b>	1	2	3	4	5	6	7	8	9	10													
<b>Charge</b>	12%	12%	12%	12%	11%	10%	8%	6%	4%	2%													
<b>Return of Premium Guarantee</b>	In the event of a full surrender, the owner will receive an amount no less than the entire single-premium payment, less any partial withdrawals taken. Feature terminates in the event of a policy loan or upon election of any Accelerated Death Benefits.																						
<b>Waiver of Surrender Charge Rider (Florida Only)</b>	The owner may take a partial withdrawal or surrender the policy's accumulation value without incurring a surrender charge if the insured is confined to a qualified nursing facility. Nursing care stay must be at least 90 consecutive days, and confinement expected to be permanent. Benefits are available after the policy has been in force for a year.																						
<b>Penalty-Free Withdrawals</b>	After the first policy year, owner may take a partial withdrawal up to 5% of the Accumulation Value without surrender charges each year. Withdrawals will reduce the face amount proportionally. One withdrawal per year; \$25 fee per withdrawal.																						
<b>Loans</b>	Loans are available from the policy. Loan interest rate is a declared rate. The maximum loan amount is the cash value less loan interest accrued to the next anniversary. A policy may become over-loaned and lapse if the loan is not repaid. Any loan terminates the Return of Premium Guarantee.																						
<b>Accelerated Death Benefit Rider</b>	In the event of certain health conditions of the insured, a portion of the Death Benefit may be accelerated. The rider is available at no charge and is included with the policy automatically. Rider provisions may vary by state. Benefits may be accelerated for the following conditions: <p><b>Terminal Illness Benefit</b> – The owner may accelerate up to 100% of the death benefit if the insured is diagnosed as terminally ill, with a life expectancy less than 12 months. The accelerated amount will be multiplied by 95%.</p> <p><b>Nursing Care Confinement Benefit</b> – The owner may accelerate up to 100% of the death benefit if the insured is diagnosed as chronically ill, is confined to a qualified nursing facility for at least 90 consecutive days, and confinement is expected to be permanent. Monthly payments over three years are available. For a one-time payment, the accelerated amount will be multiplied by 85%. Not available in FL.</p> <p><b>Chronic Care Benefit</b> – The owner may accelerate up to 100% of the death benefit if the insured is diagnosed as chronically ill. Monthly payments over five years are available. For a one-time payment, the accelerated amount will be multiplied by 75%. Chronically ill is defined as unable to perform at least two of six Activities of Daily Living for at least 90 consecutive days, or requiring substantial supervision due to severe cognitive impairment. Not available in FL.</p>																						
<b>Death Benefit</b>	The Death Benefit is the greater of the face amount and the Accumulation Value multiplied by the Minimum Death Benefit Factor, less any loan balance.																						

**FOR PRODUCER USE ONLY. NOT FOR USE WITH THE PUBLIC.**

<b>Ownership</b>			
		<b>Ownership Requirements</b>	<b>Beneficiary Requirements</b>
	<b>Single Owner</b>	Owner can be different than insured if Owner has insurable interest	Beneficiary must match Owner if different than Insured
	<b>Joint Owners</b>	Allowed only if 1035 Exchange (if previous policy was jointly owned)	None
	<b>Non-Natural Owner</b>	Trusts only	Beneficiary must match Owner
<b>Taxation/Modified Endowment Contract</b>	Most WealthMax Bonus Life policies are issued as a Modified Endowment Contract (MEC). The only instance of a policy being issued as a non-MEC is when it originates as a 1035 exchange from an existing non-MEC policy. For MEC policies, loans and surrenders are distributed and taxed as income first, and may be subject to an additional 10% federal tax penalty if made prior to age 59½. A policy lapse may be a taxable event. Combining money from a MEC with money from a Non-MEC will make the new policy a MEC.		
<b>Taxation of Terminal Illness, Nursing Care Confinement or Chronic Care Benefits</b>	Generally, any amount received under a life insurance policy for terminal illness or received on a monthly basis for a chronic illness will be treated as an amount paid by reason of death of the insured and will generally be received free of income tax. However, amounts paid to a chronically ill individual are subject to the same limitations that apply to long-term care benefits. Please seek advice from a qualified tax advisor.		
<b>Illustrations</b>	To produce an illustration, go to Agents.EquiTrust.com. Click "Life Insurance." Use your agent code and password to login. Then, click "Illustrations." Return a signed copy of the illustration and the Illustration Acknowledgement with the application. An Illustration will be included with the policy at delivery. The client-signed "Numeric Summary" page and Delivery Receipt must be mailed or faxed to EquiTrust.		
<b>Delivery Receipt Requirement</b>	A Delivery Receipt is required on all policies. Mail or fax with signed illustration "Numeric Summary" page to EquiTrust.		
<b>Free-Look Period</b>	After the policy is issued, your client has a specified number of days to review the policy. If they are not completely satisfied with the terms, they may return the policy during this period and receive 100 percent of premium paid, minus amounts taken from the policy.		
<b>1035 Exchange/Transfer</b>	Pending cases which involve a 1035 exchange or transfer from another entity will be held open for 60 days from the date transfer documents are sent. If the funds are not received within 60 days, the case will be closed and the transfer request cancelled. We will not accept any 1035 Exchanges where there is an outstanding loan on the policy. An annuity to life transfer does not qualify as a 1035 Exchange and will be subject to taxation to the extent that there is gain in the annuity.		
<b>Prospects</b>	<p>Any individual who seeks</p> <ul style="list-style-type: none"> <li>• Index-linked accumulation and guarantees</li> <li>• Income-tax deferred growth during insured's lifetime</li> <li>• Access to policy loans and penalty-free partial withdrawals during the insured's lifetime</li> <li>• Death benefits paid to beneficiaries – generally income-tax free and bypass probate</li> <li>• Access to accelerated death benefits in the event of the insured's terminal or chronic illness</li> <li>• Fast underwriting with UnderWRITE-NOW Processing and E-Applications</li> </ul>		

<p><b>Sales Process</b></p>	<ul style="list-style-type: none"> <li>• Complete the EquiTrust Life-Insurance Application – ICC17-ETL-APP(11-17), available either as a printed form on AppBuilder, or E-App.</li> <li>• Both printable forms and E-Applications are available at Agents.EquiTrust.com. Look under QuickLinks for either AppBuilder (printable) or E-Applications. Agent login is required with your EquiTrust Agent Code and password.</li> <li>• Prequalify your client with “Health” questions in Section D of the Application – see the Pre-Qualification section. Any “yes” responses or pending surgeries result in automatic decline.</li> <li>• If the client is successful in prequalification, you are now ready for the point-of-sale telephone interview to seek conditional underwriting approval.</li> </ul>
<p><b>UnderWRITE-NOW Processing Interview</b></p>	<p>A completed application is required to participate in a telephone interview. The interview takes 15-20 minutes and is conducted on behalf of EquiTrust by Elite Sales Processing (ESP). ESP gathers health and medical information, as well as non-medical information to comply with insurable-interest and ownership rules. Conditional approval or decline is provided to the agent at the conclusion of the interview for cases under \$250,000. Underwriting for cases \$250,000 and above (including new and existing life premium combined) require APSs, which are ordered upon EquiTrust receipt of applications.</p> <ul style="list-style-type: none"> <li>• Before the telephone interview, give your client a copy of the MIB and FCRA notice (pages 7 and 8 of the application).</li> <li>• To begin the interview, you (agent) call ESP at (855) 699-3045. ESP hours (CST): Mon-Thur 8:00AM-9:30PM, Fri 8:00AM-5:00PM.</li> <li>• If your call goes to voicemail, leave a message for a quicker response.</li> <li>• The interviewer will ask you to provide insured, owner and beneficiary information.</li> <li>• Then the interviewer will ask to speak to your client, and will review the same health and medical pre-qualification questions found in the application.</li> <li>• During the interview, an MIB search and prescription-drug search will be conducted by ESP.</li> <li>• The interviewer will then ask to speak with you (agent) again, and – for cases under \$250,000 – will communicate to you the conditional underwriting approval/decline decision.</li> <li>• Declines based only on MIB or prescription history may be referred for additional underwriting consideration; this option is offered to the agent at the end of the interview. If referred, the interviewer will ask the client additional questions for underwriting consideration.</li> <li>• Applications – whether approved or declined – must be received by EquiTrust within 5 business days of completed interviews.</li> <li>• Conditional underwriting approval is subject to EquiTrust validation of information provided in the interview and included on the application, and verification of the combined-premium threshold.</li> <li>• Good-order applications with premium included for approved underwriting interviews will be issued within 48 hours generally.</li> </ul>
<p><b>Pre-Qualification “Health” Questions in Section D of the Application</b></p>	<ol style="list-style-type: none"> <li>1. What is the proposed insured’s height and weight?</li> <li>2. Are you currently hospitalized, bedridden, receiving hospice or home health care, confined to a nursing home, assisted living facility, convalescent care or mental facility or have been hospitalized more than twice in the last 24 months?</li> <li>3. Within the last 12 months, have you used supplemental oxygen, walker, wheelchair, urinary catheter, had a blood transfusion or had a pacemaker or defibrillator installed?</li> <li>4. Have you ever been medically diagnosed by a member of the medical profession, treated or hospitalized for: <ol style="list-style-type: none"> <li>a. Acquired immune deficiency syndrome (AIDS), AIDS related complex (ARC) or tested positive for the HIV virus?</li> <li>b. Chronic kidney disease or kidney (renal) insufficiency or kidney or liver failure or required dialysis, paralysis of 2 or more extremities or have you been diagnosed with a terminal illness (life expectancy less than 12 months)?</li> <li>c. Alzheimer’s disease, dementia, memory loss or impairment, mental incapacity, schizophrenia, bipolar disorder or organic brain syndrome?</li> <li>d. Muscular dystrophy, vasculitis, or hemophilia?</li> <li>e. Pulmonary fibrosis, pulmonary hypertension, cardiomyopathy, or congestive heart failure?</li> <li>f. Lou Gehrig’s disease (ALS), Huntington’s disease, scleroderma, or organ transplant?</li> </ol> </li> </ol>

**Pre-Qualification  
"Health" Questions  
in Section D of  
the Application**

5. Have you been diagnosed by a member of the medical profession with diabetes prior to age 30 or have you ever been treated by a member of the medical profession for diabetic retinopathy, neuropathy, or nephropathy, or had insulin shock or diabetic coma?
6. Within the past 3 years, have you been:
  - a. Diagnosed by a member of the medical profession with internal cancer or melanoma, leukemia, lymphoma or have you ever had more than one occurrence of cancer or metastasis (excluding basal or squamous cell skin cancer) or are you currently being treated by a member of the medical profession for cancer or reoccurrence of cancer?
  - b. Diagnosed by a member of the medical profession, treated, or taken medication for cirrhosis, liver failure, chronic pancreatitis, or chronic hepatitis?
  - c. Convicted of reckless driving, operating a vehicle while impaired or under the influence of drugs or alcohol (DWI/DUI)?
7. In the past 24 months, consulted a physician, or been diagnosed or treated by a member of the medical profession for:
  - a. Uncontrolled high blood pressure, chest pain or angina, heart attack or failure, irregular heart rhythm, heart surgery, stroke, transient ischemic attack (TIA), abdominal aortic aneurysm, valve repair or replacement or had any procedure to improve the circulation of the heart, brain or extremities?
  - b. Any respiratory disease including chronic obstructive pulmonary disease (COPD), emphysema, chronic bronchitis, respiratory failure or required oxygen equipment to assist in breathing?
  - c. Any neuromuscular disease including Multiple Sclerosis, grand mal seizures, or Parkinson's disease?
  - d. Rheumatoid arthritis, system lupus erythematosus (SLE) or other connective tissue disease requiring joint replacement, or have you had any amputation caused by disease?
8. Within the past 5 years, have you:
  - a. Used illegal drugs, been treated or advised to have treatment by a physician, or excessively used alcohol or drugs of abuse (including prescription drugs, except as prescribed by a physician)?
  - b. Attempted suicide?
  - c. Been diagnosed by a member of the medical profession, treated or hospitalized for chronic pain with daily narcotic use?
  - d. Been convicted of a felony, awaiting trial for a felony or are you currently on probation or parole?
9. In the past 10 years has the proposed insured been diagnosed, treated, tested positive for, or given medical advice by a member of the medical profession for 2 or more of the following impairments: Insulin dependent diabetes, heart attack or heart valve replacement, Stroke or Transient Ischemic Attack (TIA), carotid artery disease, Peripheral Vascular Disease (PVD), Peripheral Artery Disease (PAD) or had multiple strokes or Transient Ischemic Attacks (TIA)?
10. Are you currently receiving assistance or supervision with eating, bathing, dressing, walking, toileting, or getting out of a chair?
11. In the past 2 years, have you been declined or postponed for life insurance?
12. Within the past 5 years have you been advised by a member of the medical profession that you have any disease, injury or impairment that would require hospitalization, surgery or other medical procedures or have you had any diagnostic tests that have not been completed or for which results are not yet available (other than HIV/AIDS)?

**Extreme  
Impairment List**

To see a list of extreme impairments for pre-qualification, go to [Agents.EquiTrust.com](http://Agents.EquiTrust.com) >> Underwriting.

Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively "Barclays") is the issuer or producer of WealthMax Bonus Life – an index life insurance policy – ("the policy") and Barclays has no responsibilities, obligations or duties to investors in the policy. The Barclays Focus50 Index ("the Index") including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company ("EquiTrust") as the Issuer of the policy. While EquiTrust as the issuer of the policy may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the policy investors acquire the policy from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the policy. The policy is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the policy or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein.

Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays. Bloomberg Index Services Limited does not guarantee the timeliness, accurateness, or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the "protected parties") shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

The "S&P Multi-Asset Risk Control 5% Excess Return Index" and "S&P 500<sup>®</sup>" Indices ("Indices") are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by EquiTrust Life Insurance Company ("the Company"). Standard & Poor's<sup>®</sup> and S&P<sup>®</sup> are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones<sup>®</sup> is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices.

WealthMax Bonus Life is a single premium index life insurance policy issued by EquiTrust Life Insurance Company, West Des Moines, Iowa. Policy may vary by state. Policy issued on Policy Form Series ICC19-ETL-IUL-2000(01-19) or ETL-IUL-2000(01-19), with riders ICC17-ETL-PBR(01-17), ICC19-ETL-MCSV(01-19), ICC17-ETL-FPW(01-17) and ICC11-ETL-ADBR(03-11), and interest/index accounts ICC17-ETL-1YRINT(01-17), ICC17-ETL-1YP2PCAP(01-17), ICC17-ETL-1YAVGPART(01-17) and ICC17-ETL-1YP2PPART(01-17). May not be available in all states. EquiTrust does not offer investment advice to any individual or agent and this material should not be construed as investment advice.

**SALES SUPPORT**  
**800-811-9733**

Standard Mail:  
EquiTrust Life Insurance Company  
P.O. Box 14500  
Des Moines, IA 50306-3500

Overnight:  
EquiTrust Life Insurance Company  
7100 Westtown Pkwy Suite 200  
West Des Moines, IA 50266-2521

