



**Sharing Our  
Success:  
A Case Study**

# Retirement Reimagined: Combining Apex VUL<sup>®</sup> and Whole Life Insurance



## CLIENT PROFILE

- 45-year-old male, married with two children
- In great health, a successful career with a high-paying job
- Confident that his current retirement savings plan will address his and his wife's fixed expenses



## CASE DETAILS

- Client's main goal is protecting his family with a death benefit
- Concerned about navigating volatile markets, fluctuating interest rates, and taxes
- Desires a plan for future discretionary expenses, such as paying for college and leaving a legacy

## SOLUTION

Pairing the potential account value accumulation of Apex VUL<sup>®</sup> with the guarantees of a Whole Life 65 can immediately provide this client with considerable death benefit protection. This combination also gives him the ability to access his account value from the Apex VUL<sup>®</sup> policy when the market is performing well and access the cash value from the Whole Life policy when the market is down.<sup>1</sup>

To learn more about these products, visit the [MMSD Digital Hub](#).

## THE POLICIES

### WHOLE LIFE 65

- Ultra Preferred Non-Tobacco
- Premium — \$12,500 Annual
- Dividend Option: Paid Up Additions
- Waiver of Premium Rider<sup>2</sup>
- Initial Death Benefit: \$373,314

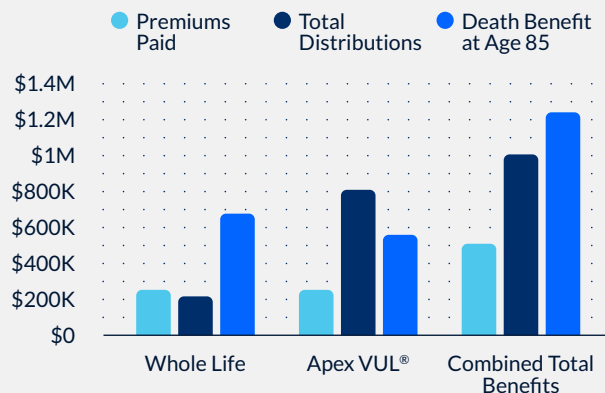
### APEX VUL<sup>®</sup>

- Ultra Preferred Non-Tobacco
- Premium — \$12,500 Annual
- Death Benefit Option 2 to Age 65; Level thereafter
- Disability Benefit Rider<sup>2</sup>
- 8% Assumed Rate of Return
- Initial Death Benefit: \$300,000

## The Best of Both Worlds: Upside Potential & Downside Protection<sup>3</sup>

## CONCLUSION

By combining Apex VUL<sup>®</sup> and Whole Life Insurance, certain clients can be given the ability to use their policies in unexpected ways.



## We're here to help.

You can count on MassMutual Strategic Distributors to provide the support you need, including training, sales ideas, and illustrations. Reach out to your [life insurance Managing Directors](#) and Internal Wholesalers today or visit our [MassMutual Strategic Distributors Digital Hub](#). Thank you for letting us help you grow your business.

<sup>1</sup> Distributions under a whole life (WL) policy, including cash dividends and partial/full surrenders, and withdrawals from a variable universal life insurance (VUL) policy, are not subject to taxation up to the amount paid into the policy (cost basis). If the policy is a Modified Endowment Contract, policy loans and/or withdrawals/distributions are taxable to the extent of gain and are subject to a 10% tax penalty if the policyowner is under age 59½. Access to WL cash values or VUL account values through borrowing, WL partial surrenders or VUL withdrawals, will reduce the policy's cash/account value and death benefit, increase the chance the policy will lapse, and may result in a tax liability if the policy terminates before the death of the insured. RMDs are not applicable to life Insurance.

<sup>2</sup> Some riders have an additional cost.

<sup>3</sup> **This The hypothetical example is for training purposes only:** The whole life policy values include dividends based on the 2025 dividend schedule and are not guaranteed. Dividends in future years may be lower or higher, depending on the company's actual experience. This supplemental illustration assumes that there is a loan with an adjustable loan rate of 5.29% for WL65 pay.

The Apex VUL policy values assume a gross investment return of 8.00% (7.83% net) and current, non-guaranteed premium expense and policy charges and the hypothetical rates of return. These non-guaranteed assumptions are subject to change. This example assumes there is a fixed loan rate of 3.00%.

These supplemental illustrations assume that the currently illustrated non-guaranteed values will continue unchanged for all years shown by the insurer. This is not likely to occur, and actual results may be more or less favorable than those shown. **When working with clients, a MassMutual Whole Life Basic illustration must be presented using current assumptions and the current dividend schedule. Clients should be referred to the Basic Illustration for guaranteed elements and other important information. An Apex VUL illustration must also be presented using current assumptions. Refer to the Apex VUL illustration for guaranteed and current elements and premium expense and policy charges, explanations, and other important information.**

**Note:** Surrender charges apply to Apex VUL for the first 10 years of the policy (may be less in New York), which may substantially decrease the policy surrender value. While the policy allows for access to account value, there may be little to no account value available for loans and withdrawals in the early policy years. Taking withdrawals will decrease the no-lapse guarantee period. Borrowing from the policy may cause it to lapse.

While the whole life policy allows for loans, there may be little to no cash value available for loans in the policy's early years.

### **FOR REGISTERED REPRESENTATIVES. NOT FOR USE WITH OTHER AUDIENCES.**

The products and/or certain features may not be available in all states. State variations will apply. **The information provided is not written or intended as specific tax or legal advice. MassMutual, its subsidiaries, employees, and representatives are not authorized to give tax or legal advice. Individuals are encouraged to seek advice from their own tax or legal counsel.** Whole Life series policies ((Policy Forms: MMWL-2018 and ICC18-MMWL in certain states, including North Carolina)/(MMWLA-2018 and ICC18-MMWLA in certain states, including North Carolina)) are level-premium, participating, permanent life insurance policies issued by Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001. Guarantees are based on the claims-paying ability of the issuing company and do not apply to the investment performance or the safety of amounts held in the variable investments.

**Variable life insurance is sold by prospectus. Before purchasing a variable life insurance policy, investors should carefully consider the investment objectives, risks, charges and expenses of the policy and its underlying investment choices. For this and other information, they must obtain the prospectuses to read carefully before investing or sending money. You should also read the prospectus carefully before making a recommendation. The Apex VUL prospectus and prospectuses (or summary prospectuses, if available) for the underlying investment choices can be found on [massmutual.com](#).**

Apex VUL (Policy Forms: CMVUL-2023 and ICC23-CMVUL in certain states, including North Carolina) is individual, non-participating, flexible premium, adjustable variable life insurance issued by C.M. Life Insurance Company (C.M. Life), a wholly owned subsidiary of Massachusetts Mutual Life Insurance Company (MassMutual). C.M. Life is non-admitted in New York. Apex VUL (Policy forms: MMVUL-CA-2020 in California, and MMVUL-NY-2020 in New York) is issued by MassMutual. Both C.M. Life and MassMutual are located in Springfield, MA 01111-0001. To offer or sell MassMutual and subsidiary company variable products, producers must be a registered representative of MML Investors Services, LLC (MMLIS), Member SIPC® ([www.SIPC.org](#)), or a broker-dealer that has a selling agreement with MML Strategic Distributors, LLC (MSD). MMLIS and MSD are subsidiaries of Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001, Members FINRA ([www.FINRA.org](#)).

**Principal Underwriters:** MML Investors Services | MML Strategic Distributors, LLC



© 2024 Massachusetts Mutual Life Insurance Company (MassMutual®), Springfield, MA 01111-0001.

All rights reserved. [www.MassMutual.com](#).

SDP7201 1124

MM202511-310410