

## **AXA – 9/19/16**

### **BrightLife Term Series 157**

The Living Benefits Rider (LBR) is now available in NJ and WA

BrightLife® Term Series 157 (BL S157) will be available for sale in all jurisdictions starting Monday, September 19, 2016. BrightLife Term Series 157 will replace BrightLife Term Series 151X and includes:

BrightLife Term 10

BrightLife Term 15

BrightLife Term 20

BrightLife Annual Renewable Term (ART).

### **Transition Rules / Application Processing**

- BrightLife Term Series 151X Term 10, 15, 20 & ART cases received on or after September 19 will be processed as BrightLife Term Series 157.
- BrightLife Term Series 151X Term 20 cases that are pending underwriter approval on September 19 and where the new product offers an improved rate, will be issued as BrightLife Term Series 157 upon case approval.
- All BrightLife Term Series 151X Term 20 cases that have already been underwriter approved or recently issued on September 19 and within the delivery or free-look period (whichever is applicable) will need the following requirements submitted to request transition to BrightLife Term Series 157:
  - AMICA form
  - Return of policy (or statement that policy was destroyed/lost)
  - New premium quote/illustration (where applicable)

**[Click here for details](#)**

## **John Hancock – 8/15/16**

Term 16R- Reprice effective 8/15/16

Applications must be submitted prior to 9/9/16

**[Click here for details](#)**

## **Lincoln - 9/12/16**

LifeGuarantee UL – effective 9/12/16

· Premium increases of approximately 8-12% across all ages, underwriting classes, and funding patterns

### ***Transition Guidelines***

For approved states, there will be a transition period that begins **September 12, 2016 and ends October 14, 2016**. Any states not available at rollout will have a 30-day transition period from the date they become available.

- Formal applications signed, dated and received in good order in Lincoln's home office on or before **October 14, 2016** will receive the *Lincoln LifeGuarantee*® UL (2013) - 02/08/16 pricing
- Pending and issued business will also receive the *Lincoln LifeGuarantee*® UL (2013) - 02/08/16 pricing.
- For placed business, normal internal replacement guidelines apply. **Rewrites will not be allowed.**

State Availability Charts will be updated on 9/12/16 to reflect the withdrawal date of the old rates

**[Click here for details](#)**

**Minnesota Life** they are discontinuing the availability of their LTC rider for any apps received after 10/17/2016. They are transitioning to a chronic rider, without “permanency” requirement. However, it WILL have a permanency requirement in the state of CT and NY

## **North American – 10/7/16**

Custom Guarantee UL and Guarantee Builder IUL

### ***Transition Guidelines:***

Applications signed on or before **October 7, 2016** AND received by the Administrative Office on or before **October 21, 2016** will receive the current product. If the application is signed on or after **October 8, 2016**, the new Custom Guarantee UL and Guarantee Builder IUL must be used, regardless of the date received.

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IUL Cap and Participation Rates

The following index Cap and Participation Rates as well as Maximum Illustrated Rates go into effect **October 8, 2016** for the products listed below.

**Builder IUL® 7, Rapid Builder IUL® 3, Guarantee Builder IUL® 3, Survivorship GIUL and Non-Marketed Products: Builder IUL® 1-6, Rapid Builder IUL® 1-2, and Guarantee Builder IUL® 1-2.**

[Click here](#) and [here for details](#)

## **Protective – 8/29/16**

### **Custom Choice UL – Rate Decrease – effective 8/29/16**

· *Initial level benefit periods of 15, 20, 25 and 30 years will see a 1.5% premium decrease for Select Preferred, Preferred and Non-Tobacco rate classes. This change allows you to offer even greater value to clients at many face amounts and level death benefit periods*

### **Transition Guidelines:**

The following transition rules will apply for paper applications and electronic submissions:

- The new Protective Custom Choice UL (10-30) rates will be available on August 29, 2016, for quoting, submitting applications and issuing policies in all states that are currently approved for the product.
- All applicable Protective Custom Choice UL applications already in underwriting will receive the new, lower rate, when applicable, if the policy is issued on or after August 29, 2016.
- All applicable Protective Custom Choice UL applications received on or after August 29, 2016 will be processed with the new rates

[Click here for details](#)

## **Prudential (see below for effective dates for each product)**

### **UL Protector – Effective 9/26/16**

- *Level pays will increase between approximately 1% and 2%.*
  - *Short pays will generally increase between 1% and 5%.*
  - *Single pays through 5-pays will increase approximately 5%.*

### **Transition Guidelines**

**September 26, 2016** (Ready to Sell Date): New Rates for the repriced product are in effect. All applications signed and dated on or after September 26, 2016 will receive New Rates (unless Old Rates are requested and permitted)

**October 23, 2016** (Transition Period End Date): Last day that an application can be signed with a request for Old Rates

- If Old Rates are desired for an application dated during the 28-day Transition Period, a written request, along with the appropriate presentation version, must be submitted on or after the state introduction date
  - Applications dated October 24th and later will receive the New Rates only
- November 4, 2016** (Home Office Receipt Deadline): Applications based on Old Rates must be received in the Home Office by November 4, 2016
- States that approve the New Rates after September 26, 2016 will have their “Ready to Sell Date”, “Transition Period End Date”, and “Home Office Receipt Deadline” adjusted

An enhanced version of the BenefitAccess Rider for use with UL Protector is also being introduced on September 26, 2016. Any UL Protector with BenefitAccess Rider pending case, issued policy that is not yet delivered, or policy within its 90-day New Business Change Period with an application date prior to the state introduction date can be changed to the New version of Benefit Access Rider by requesting New Rates for the UL Protector base plan. The enhanced version of the BenefitAccess Rider is only available with the New Rates for UL Protector.

## **BACKDATING**

Normal backdating rules apply, meaning that the new policy date can be backdated up to six months prior to the application date (three months in Ohio). A policy with New Rates can be dated prior to the state introduction date as long as the application meets the requirements in the TRANSITION RULES above. Please note: If the date of birth is more than 6 months prior to the state introduction date, you cannot backdate the policy to save age with a request for New Rates.

**[Click here for details](#)**

## **SUL PROTECTOR - Survivorship Protector – Effective 10/10/16**

- *Premiums will increase approximately 3% across the board.*

### ***Transition Guidelines***

**October 10, 2016** (Ready to Sell Date): New Rates for the repriced SUL Protector product are in effect. All SUL Protector applications signed and dated on or after October 10, 2016 will receive New Rates (unless Old Rates are requested and permitted)

**November 6, 2016** (Transition Period End Date): Last day that an application can be signed with a request for Old Rates

- If Old Rates are desired for an application dated during the 28-day Transition Period, a written request, along with the appropriate presentation version, must be submitted on or after the state introduction date
- Applications dated November 7th and later will receive the New Rates only

**November 18, 2016** (Home Office Receipt Deadline): Applications based on Old Rates must be received in the Home Office by November 18, 2016

States that approve the New Rates after October 10th will have their “Ready to Sell Date”, “Transition Period End Date”, and “Home Office Receipt Deadline” adjusted.

## **BACKDATING**

Normal backdating rules apply, meaning that the new policy date can be backdated up to six months prior to the application date (three months in Ohio). A policy with New Rates can be dated prior to the state introduction date as long as the application meets the requirements in the TRANSITION RULES above. Please note: If the date of birth is more than 6 months prior to the state introduction date, you cannot backdate the policy to save age with New Rates

**[Click here for details](#)**

## **[Founders Plus – August 29, 2016 with an update of 10/1/16 to the Product Caps and Illustrated rates \(see below\)](#)**

***Designated Transfer Amount Feature***—may help clients smooth out index interest volatility on a month-to-month basis.

***Benefit Payout Option***—to help clients have greater control over how beneficiaries receive the death benefit and to help save on premiums.

***Higher Plus 100 Index Growth Cap***—providing clients greater cash value growth potential.

### ***Transition Guidelines***

**August 29, 2016** (Ready to Sell Date): New Rates for the revised product are in effect. All applications signed and dated on or after August 29, 2016 will receive New Rates (unless Old Rates are requested and permitted)

**September 25, 2016** (Transition Period End Date): Last day that an application can be signed with a request for Old Rates

- If Old Rates are desired for an application dated during the 28-day Transition Period, a written request, along with the appropriate illustration version, must be submitted on or after the state introduction date
- Applications dated September 26th and later will receive the New Rates only States that approve the New Rates after August 29, 2016 will have their “Ready to Sell Date” and “Transition Period End Date” adjusted.

## **BACKDATING**

Normal backdating rules apply, meaning that the new policy date can be backdated up to six months prior to the application date (three months in Ohio). A policy with New Rates can be dated prior to the state introduction date as long as the application meets the requirements in the TRANSITION RULES above.

[Click here for details](#)

## **Change in Product Caps and illustrated rates effective for segments starting after October 1, 2016.**

### PruLife Founders Plus UL (2015):

- Plus 100 Account cap will change to 8.00%.
- The maximum illustrated index interest rate will change to 5.04%.\*
- The new illustrated rates will be updated in the illustration system on September 26, 2016.

### PruLife Index Advantage UL (2015):

- Indexed Account cap will change to 10.50%.
- The maximum illustrated index interest rate remains unchanged at 6.03% due to illustration regulation limits.

### **PruLife® Index Advantage UL and the BenefitAccess Rider on the PruLife® UL Protector**

**Coming in early fall**, there will be changes for PruLife® Index Advantage UL and the BenefitAccess Rider on the PruLife® UL Protector. Here's a sneak peek:

**Index Advantage UL** is enhancing its features, including new indexed accounts and more for those clients seeking a way to supplement retirement income with some downside protection.

**BenefitAccess Rider (BAR) on UL Protector** will offer more flexibility with a new BAR 4% monthly payout option. This will allow clients access to double the monthly benefit amount. Your clients concerned about a potential chronic or terminal illness may be attracted to this option.

[Click here for details](#)

## **United of Omaha- GUL and GUL Plus – 10/1/16**

- For GUL premiums, you will see increases of 8-10 percent on average
  - For GUL Plus single premiums, you will see increases of approximately 5 percent

### **Transition Rules**

GUL and GUL Plus applications signed on or after October 1, 2016:

- Will receive the new pricing
- Will be issued with the enhanced Guaranteed Refund Option rider on qualifying policies

To receive the old pricing, GUL and GUL Plus applications need to be signed prior to October 1, 2016 and must be received in the Home Office no later than October 31, 2016. These policies will be issued with the GRO Rider max benefit of 35 percent of the specified face amount.

Beginning October 1, the maximum refund cap for our Guaranteed Refund Option (GRO) Rider will be raised from 35 percent to 50 percent of the specified face amount. This

enhancement will affect the following products: GUL, GUL Plus, GUL Survivor, and Income Advantage IUL.

**Transition Rules for Guaranteed Refund Option Rider – Maximum Refund Cap Increase from 35% to 50%**

- GUL, GUL Plus, GUL Survivor and Income Advantage IUL applications signed on or after October 1, 2016 will be issued with the enhanced GRO Rider on qualifying policies
- Keep in mind that if a GUL or GUL Plus application is signed after October 1, 2016, the client will also receive the [new pricing](#) that will go into effect on October 1, 2016
- Please contact the Underwriting Department on pending GUL, GUL Plus, GUL Survivor and Income Advantage IUL applications with a signed date prior to October 1, 2016 if the client wants their policy issued with the new GRO Rider (along with the new pricing on GUL and GUL Plus)

**[Click here for details on GRO Enhancement](#)**

**[Click here for details on rate change](#)**