

Product Bulletin

LIFE INSURANCE

24020

JULY 29, 2024



Improved Term Rates

Effective July 29, 2024, Select-a-Term (SAT) is repriced in all states, excluding New York. New rates improve competitive rankings with roughly 17% of rates decreased, 50% increased, and the remaining having no change.

Face amounts \$500,000+ are top ranked

- **Top 2 ranking in 73%** of the annual premium cases

Access instant decision via SimpliNow ChoiceSM platform

iPipeline iGO and LifePipe users have access to instant decision! **Choose Select-a-Term (New Submission Platform)**, and easily access ALL underwriting submission paths in the same session*:

1. NEW client completion Part B (**instant decision**)
2. NEW agent completion Part B
3. tele-interview
4. paramed

Stand out features and benefits

- **18 term durations:** More duration options than any term competitor. Allows clients the flexibility to buy only what they need.
- **Low AGL monthly model factor:** Remains 8.45% and continues to put SAT among the most competitively priced term products in the market
- **Conversion:** Full convertibility to a permanent life insurance policy up to the end of the level-premium period or attainment of age 70 without evidence of insurability or additional underwriting
- **Rated case advantage:** SAT continues to offer some of the very lowest premiums for rated cases leveraging Special Class

* Some paths may not be available based on data you enter on the first several screens.

Take action with...

- **SimpliNow Choice platform**
 - [Agent guide](#)
 - [Client completion guide](#)
 - [Frequently asked questions](#)
 - [Submission process flow](#)
- **Marketing materials**

Full range of marketing materials available on [Retire Stronger](#)
- **Rapid Rater**

Instant quotes for all classes and durations are available on [Rapid Rater](#). New rates available July 27, 2024.
- **Transition Rules**

See page 2.

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Transition Rules

Paper, Ticket, and iGO Full e-App

- New product rates will be available effective July 27, 2024.
- Applications received in the Home Office prior to July 27, 2024, will receive the old product rates.
- Applications received in the Home Office July 27, 2024, and later will automatically be given the new product rates.
- Inforce reissue requests to new plan will NOT be honored.
- New applications submitted to replace existing inforce coverage with the new rates will not be honored within 90 days of the existing coverage going inforce.

SimpliNow Choice platform

Available to iPipeline and LifePipe users via product selection, Select-a-Term (New Submission Platform)

- New premium rates will be available effective July 27, 2024.
- Applications received in the Home Office prior to July 27, 2024, will receive the old premium rates.
- For applications received in the Home Office July 27, 2024, or later:
 - If premium rates were last calculated prior to July 27, 2024, will receive the old premium rates.
 - If premium rates were last calculated July 27, 2024, or later, will receive the new premium rates.
- Inforce reissue requests to new rates will NOT be honored.
- New applications submitted to replace existing inforce coverage with the new rates will not be honored within 90 days of the existing coverage going inforce.