

# Product Bulletin

LIFE INSURANCE

24008

MARCH 11, 2024



## Improved Term Rates

Effective March 11, 2024, Select-a-Term (SAT) is repriced in all states, excluding New York. New rates improve competitive rankings with roughly 20% of rates decreased, 23% increased, and the remaining having no change.

## Face amounts \$500,000+ are top ranked

- **Top 2 ranking in 70%** of the annual premium cases

## Access instant decision via SimpliNow Choice<sup>SM</sup> 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 March 9, 2024.
- **Transition Rules**

See page 2.

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## Transition Rules

### AG Quick Ticket & Paper applications

- New product rates will be available effective March 9, 2024
- Applications received in the Home Office March 9, 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

### iGO full eApp

- New product rates will be available effective March 9, 2024
- Applications received in the Home Office March 9, 2024, and later will automatically be given the new product rates
- Cases locked prior to March 9, 2024, that are submitted after the new rates are effective will retain the original quoted 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)

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- 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