

# Product Bulletin

LIFE INSURANCE

24021

JULY 29, 2024



## Improved Term Rates

Effective July 29, 2024, QoL Flex Term is repriced in all states where sold. New rates improve competitive rankings with roughly 18% of rates decreased, 50% increased, and the remaining having no change.

## Face amount \$250,000+ are top ranked

- **Top 2 ranking in 96%** of the monthly premium cases

## Access instant decision via SimpliNow Choice<sup>SM</sup> platform

In the same eApp session, you can choose which underwriting path best meets your client's need\*:

1. NEW client completion Part B (**instant decision**)
2. 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 monthly model factor:** Remains 8.45% and continues to put QoL Flex Term among the top term products with living benefits that offer clients value
- **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:** QoL Flex Term continues to offer some of the very lowest premiums among products with living benefits 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 [Stand Out with QoL](#)
- **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

### iGO Full e-App and Paper applications

- 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.

### SimpliNow Choice platform

Available to iPipeline and LifePipe users via product selection, QoL Flex Term (New Submission Platform)

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