Broker Administrative Guidelines

May 13, 2019 OPTerm Rate Change

Here’s what you need to know

New Business Submission and Pending New Business

**Traditional Paper Applications**
- New applications received in the home office by June 12, 2019 and applications currently pending will be issued with the most favorable premium for the insured.
- Applications received June 13, 2019 and later will be issued with the new rates.

**AppAssist**
- Formal applications received by June 12, 2019 will be issued with the most favorable premium for the insured.
- In order for the policy to be eligible for prior rates, the drop ticket should be submitted with enough time for the interview to be completed and the application submitted by June 12, 2019.
- New rates will apply to all completed interviews and subsequent formal applications received June 13, 2019 and later.

**Reissue Requests**
- Recently issued policies can be considered for reissue, with the new rates, provided the free look period has not expired.
- Please send reissue requests to your general agent.

**Illustrations**
- Web Quoting Version 3.5 has been updated with the new rates and is available on the Partner Dashboard.
- MobileSuite has been updated with the new rates.
- Third party vendors such as AgentQuote, Compulife, iPipeline, and VitalQuote (Ebix) have been provided with the new rates.

No change to issue ages.
No change to policy fee.
No change to compensation.

HIGHLIGHTS

**What’s Changed?**
New OPTerm pricing includes decreases and some increases. Both annual and monthly rates are highly competitive!

**OVERVIEW**

**Effective date:** 05.13.19

**Underwriting Companies:**
Banner and William Penn

**Plans:**
- New rates for OPTerm 10, 15, 20, 25, and 30
- Rates for OPTerm 35 and 40 have not changed

**Classes:**
- All non-tobacco and tobacco underwriting classes

**Bands:**
- All bands

**Policy fee:**
- No change

**Compensation:**
- No change
Marketing Materials
Please download and replace marketing materials. Materials that refer to premiums or a rate effective date, have been updated. Please take advantage of the option to post materials that link to our servers; doing so assures that you’ll have access to the most current version available.

Marketing materials that can be used to communicate the rate change have been posted to our term microsite and to the Partner Dashboard. You’ll find OPTerm under Marketing & Resources > Marketing Materials. New materials have been created to promote Legal & General America’s strengths in the term marketplace. If in doubt about whether the piece you’re reviewing has already been updated, please look at the numbers at the end of the disclosure paragraph. Updated materials will include 05.13.19 in the form or compliance number revision date. Materials created by Legal & General America can be used without further compliance approval.

Advertising Guidelines
Agencies with Banner BGA or BMGA-1 contracts and agencies with William Penn GA contracts are allowed to advertise Banner/William Penn products to agents/brokers. Sub-agencies are also allowed to advertise to agents/brokers; general agency affiliation must be disclosed. You are required to identify your agency’s name as it appears on your contract. DBAs are allowed as long as the contract name is also included. Agency address is required; phone numbers or website addresses are optional. Marketing materials are intended for broker distribution only, not for consumers, unless specified. Marketing materials (in any media form) independently developed by your agency must be approved by our legal department for regulatory compliance prior to their use. There are two versions of the approval request form, advertising or social media and website. Find links to request forms and compliance guidelines below:

Request for Approval of Advertising Materials (Fillable)
Request for Website Approval (Fillable)
Guidelines for Advertising Compliance Review
Guidelines for Website Compliance Review
Guidelines for Social Media Compliance Review

State Availability
Here’s where to find out if a product is available for sale in your state. See the Product Availability by State List.