

SERFF Tracking Number: PRMD-126396270 State: Arkansas
Filing Company: Primerica Life Insurance Company State Tracking Number: 44252
Company Tracking Number: PLA-740 AR
TOI: L04I Individual Life - Term Sub-TOI: L04I.500 Other
Product Name: Important Notice: Replacement of Life Insurance or Annuities
Project Name/Number: Important Notice: Replacement of Life Insurance or Annuities/PLA-740 AR, PLA-741 AR

Filing at a Glance

Company: Primerica Life Insurance Company

Product Name: Important Notice: Replacement of Life Insurance or Annuities SERFF Tr Num: PRMD-126396270 State: Arkansas

TOI: L04I Individual Life - Term

SERFF Status: Closed-Approved- Closed State Tr Num: 44252

Sub-TOI: L04I.500 Other

Co Tr Num: PLA-740 AR

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Freda Beale, Leny Combs Disposition Date: 12/07/2009

Date Submitted: 12/04/2009

Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Important Notice: Replacement of Life Insurance or Annuities

Status of Filing in Domicile:

Project Number: PLA-740 AR, PLA-741 AR

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Not applicable

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 12/07/2009

Explanation for Other Group Market Type:

State Status Changed: 12/07/2009

Deemer Date:

Created By: Freda Beale

Submitted By: Freda Beale

Corresponding Filing Tracking Number: PLA-740 AR

Filing Description:

RE: Forms PLA-740 AR - Important Notice: Replacement of Life Insurance Or Annuities
PLA-741 AR – Replacement Memorandum

The above-referenced forms are being submitted for your review and approval. These forms are new and do not replace

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any existing forms.

These forms are being filed in accordance with Arkansas Rule 97, Life Insurance And Annuities Replacement, effective January 1, 2010. Form PLA-740 AR is similar to form PLA-740, which was approved by your Department on September 2, 2009. A copy of form PLA-740 AR is attached and highlights the differences between the filed form and the previously approved form. Form PLA-740 AR will be provided at the time of sale to applicants who have an existing policy or contract.

Also included in this filing is Form PLA-741 AR, Replacement Memorandum, to be used in connection with a replacement of life insurance or annuities. Form PLA-741 AR must be completed and signed by both the proposed owner and producer.

The filed forms will be used with all approved life insurance plans currently being marketed. These forms may also be used with any life insurance policy forms that we may develop in the future.

These forms are in final print. The Company reserves the right to change the appearance and pagination, but not the text of these forms, to comply with future changes in print systems. The Company also reserves the right to change the color and/or weight of the paper on which these forms are printed, and to correct typographical errors without refiling.

Your approval and/or acknowledgement of this filing will be greatly appreciated. If you have any questions or if additional information is required, please do not hesitate to contact me.

Company and Contact

Filing Contact Information

freda beale, freda.beale@primerica.com
3100 breckinridge blvd 770-564-6122 [Phone]
duluth, GA 30099-0001 770-564-7948 [FAX]

Filing Company Information

Primerica Life Insurance Company CoCode: 65919 State of Domicile: Massachusetts
3100 Breckinridge Blvd Group Code: Company Type: term life insurance
Duluth, GA 30099-0001 Group Name: State ID Number:
(770) 546-6158 ext. [Phone] FEIN Number: 04-1590590

Filing Fees

SERFF Tracking Number: PRMD-126396270 State: Arkansas
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Fee Required? Yes
Fee Amount: \$40.00
Retaliatory? No
Fee Explanation: \$20 x 2 = \$40.00

Massachusetts our domiciliary state has not adopted the replacement regulation; consequently, a filing similar to the filed form has not been submitted.

Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Primerica Life Insurance Company	\$40.00	12/04/2009	32488851

SERFF Tracking Number: PRMD-126396270 State: Arkansas
Filing Company: Primerica Life Insurance Company State Tracking Number: 44252
Company Tracking Number: PLA-740 AR
TOI: L041 Individual Life - Term Sub-TOI: L041.500 Other
Product Name: Important Notice: Replacement of Life Insurance or Annuities
Project Name/Number: Important Notice: Replacement of Life Insurance or Annuities/PLA-740 AR, PLA-741 AR

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	12/07/2009	12/07/2009

SERFF Tracking Number: PRMD-126396270 State: Arkansas
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TOI: L041 Individual Life - Term Sub-TOI: L041.500 Other
Product Name: Important Notice: Replacement of Life Insurance or Annuities
Project Name/Number: Important Notice: Replacement of Life Insurance or Annuities/PLA-740 AR, PLA-741 AR

Disposition

Disposition Date: 12/07/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Form PLA-740 AR with changes highlighted		Yes
Form	Important Notice: Replacement of Life Insurance or Annuities		Yes
Form	Replacement Memorandum		Yes

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Form Schedule

Lead Form Number: PLA-740 AR

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PLA-740 AR 11.09	Other	Important Notice: Replacement of Life Insurance or Annuities	Revised	Replaced Form #: PLA-740 Previous Filing #:		PLA-740 AR FINAL DRAFT.pdf
	PLA-741 AR 11.09	Other	Replacement Memorandum	Initial			PLA-741 AR 11.09.pdf

PRIMERICA LIFE INSURANCE COMPANY

Executive Offices: 3120 Breckinridge Boulevard · Duluth, Georgia 30099-0001 · (800) 257-4725 · Hearing Impaired (800) 824-1715

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IMPORTANT NOTICE: REPLACEMENT OF LIFE INSURANCE OR ANNUITIES

To Applicant: If you do not want this document read aloud to you, please indicate on **Question 1** on the reverse side.

PART ONE

You are contemplating the purchase of a life insurance policy and/or rider or annuity contract. In some cases this purchase may involve discontinuing or changing an existing policy or contract. If so, a replacement is occurring. Financed purchases are also considered replacements.

A replacement occurs when a new policy and/or rider or contract is purchased and, in connection with the sale, you discontinue making premium payments on the existing policy or contract, or an existing policy or contract is surrendered, forfeited, assigned to the replacing insurer, or otherwise terminated or used in a financed purchase.

A financed purchase occurs when the purchase of a new life insurance policy and/or rider or annuity contract involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy to pay all or part of any premium or payment due on the new policy and/or rider. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

We want you to understand the effects of replacements before you make your purchase decision and ask that you answer the questions on the reverse side of this Notice and consider the questions below.

PART TWO

A replacement may not be in your best interest, or your decision could be a good one. You should make a careful comparison of the costs and benefits of your existing policy or contract and the proposed policy and/or rider or contract. One way to do this is to ask the company or agent that sold you your existing policy or contract to provide you with information concerning your existing policy or contract. This may include an illustration of how your existing policy or contract is working now and how it would perform in the future based on certain assumptions. Illustrations should not, however, be used as a sole basis to compare policies or contracts. You may return your policy and/or rider to Primerica Life for any reason within 30 days after you receive it. If returned, it will be considered void from the beginning. Any premium paid will be refunded. You should discuss the following with your agent to determine whether replacement or financing your purchase makes sense.

Make sure you know the facts. Contact your existing company or its agent for information about the old policy or contract. If you request an in force illustration, the policy summary or available disclosure documents, one must be sent to you by the existing insurer. Ask for and retain all sales material used by the agent in the sales presentation. Be sure that you are making an informed decision.

<p style="text-align: center;">PREMIUMS</p> <p>Are they affordable? Could they change? You're older—are premiums higher for the proposed new policy and/or rider? How long will you have to pay premiums on the new policy and/or rider? On the old policy?</p>	<p style="text-align: center;">POLICY VALUES</p> <p>New policies and/or riders usually take longer to build cash values and to pay dividends. Acquisition costs for the old policy may have been paid, you will incur costs for the new one. What surrender charges do the policies have? What expense and sales charges will you pay on the new policy and/or rider? Does the new policy and/or rider provide more insurance coverage?</p>
<p style="text-align: center;">INSURABILITY</p> <p>If your health has changed since you bought your old policy, the new one could cost you more or you could be turned down. You may need a medical exam for a new policy and/or rider. Claims on most new policies and/or riders for up to the first two years can be denied based on inaccurate statements. Suicide limitations may begin anew on the new coverage.</p>	<p style="text-align: center;">IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY AND/OR RIDER</p> <p>How are premiums for both policies being paid? How will the premiums on your existing policy and/or rider be affected? Will a loan be deducted from death benefits? What values from the old policy are being used to pay premiums?</p>
<p style="text-align: center;">IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT</p> <p>Will you pay surrender charges on your old contract? What is the interest rate guarantee for the new contract? Have you compared the contract charges or other policy expenses?</p>	<p style="text-align: center;">OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS</p> <p>What are the tax consequences of buying a new policy and/or rider? Is this a tax-free exchange? (See your tax advisor.) Is there a benefit from favorable "grandfathered" treatment of the old policy under the federal tax code? Will the existing insurer be willing to modify the old policy and/or rider? How does the quality and financial stability of the new company compare with your existing company?</p>

APPLICANT QUESTIONS

Question One: Do you want this Notice read aloud to you? If no, please initial. _____ I/we do not want this Notice read aloud.

Question Two: Are you considering discontinuing making premium payments, surrendering, forfeiting, assigning to insurer, or otherwise terminating your existing policy or contract? YES NO

Question Three: Are you considering using funds from your existing policies or contracts to pay premiums due on the new policy and/or rider or contract? YES NO

If you answered "Yes" to either Questions 2 or 3, list each existing policy or contract you are contemplating replacing (include the name of the insurer, the insured or annuitant, and the policy or contract number if available) and whether each policy or contract will be replaced or used as a source of financing. If you answered "No" to both Questions 2 and 3, complete only the signature sections below.

INSURER'S NAME AND ADDRESS	CONTRACT OR POLICY #	INSURED OR ANNUITANT NAME	(R) REPLACING OR (F) FINANCING
1.			
2.			
3.			

CONTRACT OR POLICY PROVISION	EXISTING POLICY (for more policies use an additional PLA-740 AR)			REPLACEMENT POLICY
	Policy 1	Policy 2	Policy 3	
Current Proposed Premium/Annual Consideration				
Current Contract Value				N/A
Current Surrender Value				N/A
Death Benefit Amount				
Current Interest Rate & Guarantee Period				N/A
Guaranteed Minimum Accumulation/ Interest Rate				N/A
Surrender Charge Period in Years/Charge Percentage Per Year/Years Remaining				N/A
Are free withdrawals available? If yes, what percentage? List options.				N/A
Other Significant Policy or Contract Provision				

Question Four: After considering the information in Part 2, the existing policy or contract is being replaced because I/We:

- Need more protection
- Desire Terminal Illness Benefit
- Want lower initial cost per thousand
- Other: _____

I have received a copy of this completed form.

Proposed Owner

Date

Spouse's Signature

Date

I certify that the above provision, and any other significant provision, of the existing policy or contract and the proposed policy or contract were discussed with the applicant(s) and that: (a) only company approved sales materials were used; (b) copies of all sales materials were left with the applicant; and (c) this sale was in accordance with Primerica Life's Statement on Acceptability of Replacements.

Producer's Signature

Date

Solution #

PRIMERICA LIFE INSURANCE COMPANY

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A financed purchase occurs when the purchase of a new life insurance policy and/or rider or annuity contract involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy to pay all or part of any premium or payment due on the new policy and/or rider. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

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<p style="text-align: center;">PREMIUMS</p> <p>Are they affordable? Could they change? You're older—are premiums higher for the proposed new policy and/or rider? How long will you have to pay premiums on the new policy and/or rider? On the old policy?</p>	<p style="text-align: center;">POLICY VALUES</p> <p>New policies and/or riders usually take longer to build cash values and to pay dividends. Acquisition costs for the old policy may have been paid, you will incur costs for the new one. What surrender charges do the policies have? What expense and sales charges will you pay on the new policy and/or rider? Does the new policy and/or rider provide more insurance coverage?</p>
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APPLICANT QUESTIONS

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INSURER'S NAME AND ADDRESS	CONTRACT OR POLICY #	INSURED OR ANNUITANT NAME	(R) REPLACING OR (F) FINANCING
1.			
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CONTRACT OR POLICY PROVISION	EXISTING POLICY (for more policies use an additional PLA-740 AR)			REPLACEMENT POLICY
	Policy 1	Policy 2	Policy 3	
Current Proposed Premium/Annual Consideration				
Current Contract Value				N/A
Current Surrender Value				N/A
Death Benefit Amount				
Current Interest Rate & Guarantee Period				N/A
Guaranteed Minimum Accumulation/ Interest Rate				N/A
Surrender Charge Period in Years/Charge Percentage Per Year/Years Remaining				N/A
Are free withdrawals available? If yes, what percentage? List options.				N/A
Other Significant Policy or Contract Provision				

Question Four: After considering the information in Part 2, the existing policy or contract is being replaced because I/We:

- Need more protection
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I have received a copy of this completed form.

Proposed Owner

Date

Spouse's Signature

Date

I certify that the above provision, and any other significant provision, of the existing policy or contract and the proposed policy or contract were discussed with the applicant(s) and that: (a) only company approved sales materials were used; (b) copies of all sales materials were left with the applicant; and (c) this sale was in accordance with Primerica Life's Statement on Acceptability of Replacements.

Producer's Signature

Date

Solution #

PRIMERICA LIFE INSURANCE COMPANY

REPLACEMENT MEMORANDUM

EXISTING CONTRACT/POLICY	PROPOSED POLICY
Owner _____	Owner _____
Insurer _____	Product Type _____ Term _____
Contract# _____	
Product Type * _____	
Product Name _____	

(Complete All That Are Applicable)

CONTRACT OR POLICY PROVISION	EXISTING POLICY			REPLACEMENT POLICY
	Policy 1	Policy 2	Policy 3	
Current Proposed Premium / Annual Consideration				
Current Contract Value				N/A
Current Surrender Value				N/A
Death Benefit Amount				
Current Interest Rate & Guarantee Period				N/A
Guaranteed Minimum Accumulation / Interest Rate				N/A
Surrender Charge Period in Years / Charge Percentage Per Year / Years Remaining				N/A
Are free withdrawals available? If yes, what percentage? List options.				N/A
Other Significant Policy or Contract Provisions				

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Date

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Producer Signature _____ _____
Date Solution #

PRIMERICA LIFE INSURANCE COMPANY

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification		
Bypass Reason: Not applicable		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Application		
Comments:		
These forms will be used with application form SFA-41 AR that was approved by your Department on 6/27/06 and amended on 12/8/06.		

	Item Status:	Status Date:
Satisfied - Item: Form PLA-740 AR with changes highlighted		
Comments:		
See document attached.		
Attachment:		
PLA-740 AR with changes hilited.pdf		

PRIMERICA LIFE INSURANCE COMPANY

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<p style="text-align: center;">PREMIUMS</p> <p>Are they affordable? Could they change? You're older—are premiums higher for the proposed new policy and/or rider? How long will you have to pay premiums on the new policy and/or rider? On the old policy?</p>	<p style="text-align: center;">POLICY VALUES</p> <p>New policies and/or riders usually take longer to build cash values and to pay dividends. Acquisition costs for the old policy may have been paid, you will incur costs for the new one. What surrender charges do the policies have? What expense and sales charges will you pay on the new policy and/or rider? Does the new policy and/or rider provide more insurance coverage?</p>
<p style="text-align: center;">INSURABILITY</p> <p>If your health has changed since you bought your old policy, the new one could cost you more or you could be turned down. You may need a medical exam for a new policy and/or rider. Claims on most new policies and/or riders for up to the first two years can be denied based on inaccurate statements. Suicide limitations may begin anew on the new coverage.</p>	<p style="text-align: center;">IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY AND/OR RIDER</p> <p>How are premiums for both policies being paid? How will the premiums on your existing policy and/or rider be affected? Will a loan be deducted from death benefits? What values from the old policy are being used to pay premiums?</p>
<p style="text-align: center;">IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT</p> <p>Will you pay surrender charges on your old contract? What is the interest rate guarantee for the new contract? Have you compared the contract charges or other policy expenses?</p>	<p style="text-align: center;">OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS</p> <p>What are the tax consequences of buying a new policy and/or rider? Is this a tax-free exchange? (See your tax advisor.) Is there a benefit from favorable "grandfathered" treatment of the old policy under the federal tax code? Will the existing insurer be willing to modify the old policy and/or rider? How does the quality and financial stability of the new company compare with your existing company?</p>

APPLICANT QUESTIONS

Question One: Do you want this Notice read aloud to you? If no, please initial. _____ I/we do not want this Notice read aloud.

Question Two: Are you considering discontinuing making premium payments, surrendering, forfeiting, assigning to insurer, or otherwise terminating your existing policy or contract? YES NO

Question Three: Are you considering using funds from your existing policies or contracts to pay premiums due on the new policy and/or rider or contract? YES NO

If you answered "Yes" to either Questions 2 or 3, list each existing policy or contract you are contemplating replacing (include the name of the insurer, the insured or annuitant, and the policy or contract number if available) and whether each policy or contract will be replaced or used as a source of financing. If you answered "No" to both Questions 2 and 3, complete only the signature sections below.

INSURER'S NAME AND ADDRESS	CONTRACT OR POLICY #	INSURED OR ANNUITANT NAME	(R) REPLACING OR (F) FINANCING
1.			
2.			
3.			

CONTRACT OR POLICY PROVISION	EXISTING POLICY (for more policies use an additional PLA-740 AR)			REPLACEMENT POLICY
	Policy 1	Policy 2	Policy 3	
Current Proposed Premium/Annual Consideration				
Current Contract Value				N/A
Current Surrender Value				N/A
Death Benefit Amount				
Current Interest Rate & Guarantee Period				N/A
Guaranteed Minimum Accumulation/ Interest Rate				N/A
Surrender Charge Period in Years/Charge Percentage Per Year/Years Remaining				N/A
Are free withdrawals available? If yes, what percentage? List options.				N/A
Other Significant Policy or Contract Provision				

Question Four: After considering the information in Part 2, the existing policy or contract is being replaced because I/We:

- Need more protection
- Desire Terminal Illness Benefit
- Want lower initial cost per thousand
- Other: _____

I have received a copy of this completed form.

Proposed Owner

Date

Spouse's Signature

Date

I certify that the above provision, and any other significant provision, of the existing policy or contract and the proposed policy or contract were discussed with the applicant(s) and that: (a) only company approved sales materials were used; (b) copies of all sales materials were left with the applicant; and (c) this sale was in accordance with Primerica Life's Statement on Acceptability of Replacements.

Producer's Signature

Date

Solution #

PRIMERICA LIFE INSURANCE COMPANY

Executive Offices: 3120 Breckinridge Boulevard · Duluth, Georgia 30099-0001 · (800) 257-4725 · Hearing Impaired (800) 824-1715

This form must be completed whenever clients have any existing insurance. It must be signed by the applicant(s) and the producer, if there is one, and a copy left with the applicant.

IMPORTANT NOTICE: REPLACEMENT OF LIFE INSURANCE OR ANNUITIES

To Applicant: If you do not want this document read aloud to you, please indicate on **Question 1** on the reverse side.

PART ONE

You are contemplating the purchase of a life insurance policy and/or rider or annuity contract. In some cases this purchase may involve discontinuing or changing an existing policy or contract. If so, a replacement is occurring. Financed purchases are also considered replacements.

A replacement occurs when a new policy and/or rider or contract is purchased and, in connection with the sale, you discontinue making premium payments on the existing policy or contract, or an existing policy or contract is surrendered, forfeited, assigned to the replacing insurer, or otherwise terminated or used in a financed purchase.

A financed purchase occurs when the purchase of a new life insurance policy and/or rider or annuity contract involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy to pay all or part of any premium or payment due on the new policy and/or rider. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

We want you to understand the effects of replacements before you make your purchase decision and ask that you answer the questions on the reverse side of this Notice and consider the questions below.

PART TWO

A replacement may not be in your best interest, or your decision could be a good one. You should make a careful comparison of the costs and benefits of your existing policy or contract and the proposed policy and/or rider or contract. One way to do this is to ask the company or agent that sold you your existing policy or contract to provide you with information concerning your existing policy or contract. This may include an illustration of how your existing policy or contract is working now and how it would perform in the future based on certain assumptions. Illustrations should not, however, be used as a sole basis to compare policies or contracts. You may return your policy and/or rider to Primerica Life for any reason within 30 days after you receive it. If returned, it will be considered void from the beginning. Any premium paid will be refunded. You should discuss the following with your agent to determine whether replacement or financing your purchase makes sense.

Make sure you know the facts. Contact your existing company or its agent for information about the old policy or contract. If you request an in force illustration, the policy summary or available disclosure documents, one must be sent to you by the existing insurer. Ask for and retain all sales material used by the agent in the sales presentation. Be sure that you are making an informed decision.

<p style="text-align: center;">PREMIUMS</p> <p>Are they affordable? Could they change? You're older—are premiums higher for the proposed new policy and/or rider? How long will you have to pay premiums on the new policy and/or rider? On the old policy?</p>	<p style="text-align: center;">POLICY VALUES</p> <p>New policies and/or riders usually take longer to build cash values and to pay dividends. Acquisition costs for the old policy may have been paid, you will incur costs for the new one. What surrender charges do the policies have? What expense and sales charges will you pay on the new policy and/or rider? Does the new policy and/or rider provide more insurance coverage?</p>
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Current Interest Rate & Guarantee Period				N/A
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Surrender Charge Period in Years/Charge Percentage Per Year/Years Remaining				N/A
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Proposed Owner

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Spouse's Signature

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Producer's Signature

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