

<i>SERFF Tracking Number:</i>	<i>HMST-126316326</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Homesteaders Life Company</i>	<i>State Tracking Number:</i>	<i>43579</i>
<i>Company Tracking Number:</i>	<i>NCA</i>		
<i>TOI:</i>	<i>L07G Group Life - Whole</i>	<i>Sub-TOI:</i>	<i>L07G.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>National Consumer Alliance</i>		
<i>Project Name/Number:</i>	<i>/</i>		

## Filing at a Glance

Company: Homesteaders Life Company  
 Product Name: National Consumer Alliance  
 TOI: L07G Group Life - Whole

SERFF Tr Num: HMST-126316326 State: Arkansas  
 SERFF Status: Closed-Accepted State Tr Num: 43579  
 For Informational Purposes

Sub-TOI: L07G.101 Fixed/Indeterminate  
 Premium - Single Life  
 Filing Type: Form

Co Tr Num: NCA State Status: Filed-Closed

Reviewer(s): Linda Bird  
 Disposition Date: 09/25/2009  
 Disposition Status: Accepted For Informational Purposes  
 Implementation Date:  
 Author: Melanie Brown  
 Date Submitted: 09/23/2009

Implementation Date Requested: 11/01/2009  
 State Filing Description:

## General Information

Project Name:  
 Project Number:  
 Requested Filing Mode: Informational  
 Explanation for Combination/Other:  
 Submission Type: New Submission  
 Overall Rate Impact:  
 Filing Status Changed: 09/25/2009

Status of Filing in Domicile: Authorized  
 Date Approved in Domicile: 08/10/2009  
 Domicile Status Comments:  
 Market Type: Group  
 Group Market Size: Large  
 Group Market Type: Association  
 Explanation for Other Group Market Type:  
 State Status Changed: 09/25/2009  
 Created By: Melanie Brown  
 Corresponding Filing Tracking Number:

Deemer Date:  
 Submitted By: Melanie Brown  
 Filing Description:

Homesteaders would like to begin offering its current group products through an additional, new association, the National Consumer Alliance. Traditionally, we have offered them through the National Association of Senior Americans.

The policy forms we intend to use for issues to National Consumer Alliance members are our group master policy GP01 and the already approved plans related to that group master policy.

We would also like to increase the maximum issue limits for all of our previously approved policy forms, group and

SERFF Tracking Number: HMST-126316326 State: Arkansas  
 Filing Company: Homesteaders Life Company State Tracking Number: 43579  
 Company Tracking Number: NCA  
 TOI: L07G Group Life - Whole Sub-TOI: L07G.101 Fixed/Indeterminate Premium - Single Life  
 Product Name: National Consumer Alliance  
 Project Name/Number: /

individuals plans, to \$50,000. Many of the plans have previously been approved with limits of \$25,000 or less and we feel we can safely expand these offering to meet increasing consumer demands.

## Company and Contact

### Filing Contact Information

Melanie Brown, Administrative Asst. mbrown@homesteaderslife.com  
 P. O. Box 1756 515-440-7730 [Phone]  
 Des Moines, IA 50306-1756 515-440-7690 [FAX]

### Filing Company Information

Homesteaders Life Company CoCode: 64505 State of Domicile: Iowa  
 5700 Westown Parkway Group Code: -99 Company Type:  
 West Des Moines, IA 50266 Group Name: State ID Number:  
 (515) 440-7730 ext. [Phone] FEIN Number: 42-0316600  
 -----

## Filing Fees

Fee Required? No  
 Retaliatory? No  
 Fee Explanation:  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Homesteaders Life Company	\$0.00	09/23/2009	

SERFF Tracking Number: HMST-126316326

State: Arkansas

Filing Company: Homesteaders Life Company

State Tracking Number: 43579

Company Tracking Number: NCA

TOI: L07G Group Life - Whole

Sub-TOI: L07G.101 Fixed/Indeterminate Premium - Single Life

Product Name: National Consumer Alliance

Project Name/Number: /

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	09/25/2009	09/25/2009

*SERFF Tracking Number:* HMST-126316326

*State:* Arkansas

*Filing Company:* Homesteaders Life Company

*State Tracking Number:* 43579

*Company Tracking Number:* NCA

*TOI:* L07G Group Life - Whole

*Sub-TOI:* L07G.101 Fixed/Indeterminate Premium - Single  
Life

*Product Name:* National Consumer Alliance

*Project Name/Number:* /

## **Disposition**

Disposition Date: 09/25/2009

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

*SERFF Tracking Number:* HMST-126316326      *State:* Arkansas  
*Filing Company:* Homesteaders Life Company      *State Tracking Number:* 43579  
*Company Tracking Number:* NCA  
*TOI:* L07G Group Life - Whole      *Sub-TOI:* L07G.101 Fixed/Indeterminate Premium - Single Life  
  
*Product Name:* National Consumer Alliance  
*Project Name/Number:* /

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		No
<b>Supporting Document</b>	Application		No

SERFF Tracking Number: HMST-126316326 State: Arkansas  
Filing Company: Homesteaders Life Company State Tracking Number: 43579  
Company Tracking Number: NCA  
TOI: L07G Group Life - Whole Sub-TOI: L07G.101 Fixed/Indeterminate Premium - Single Life  
Product Name: National Consumer Alliance  
Project Name/Number: /

## Supporting Document Schedules

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Flesch Certification		
<b>Bypass Reason:</b> Not applicable; informational filing only.		
<b>Comments:</b>		

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> Not applicable; informational filing only.		
<b>Comments:</b>		