

SERFF Tracking Number: IHLI-126280283 State: Arkansas  
Filing Company: Investors Heritage Life Insurance Company State Tracking Number: 43381  
Company Tracking Number:  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: Replacement Form  
Project Name/Number: Replacement/R2501

## Filing at a Glance

Company: Investors Heritage Life Insurance Company

Product Name: Replacement Form

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: IHLI-126280283

SERFF Status: Closed-Approved-  
Closed

Co Tr Num:

Authors: Julie Hunsinger, Karen  
Jones, Brad Shepherd

Date Submitted: 09/01/2009

State: Arkansas

State Tr Num: 43381

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 09/03/2009

Disposition Status: Approved-  
Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Replacement

Project Number: R2501

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 09/13/2005

Domicile Status Comments: From R2501 (8-  
2005) was approved in the state of Kentucky on  
September 13, 2005.

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/03/2009

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 09/03/2009

Created By: Karen Jones

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Karen Jones

Filing Description:

We are submitting the above numbered form for your consideration for approval. This form has not been previously filed in the state of Arkansas; this form does not replace any existing form and is submitted in final print format.

Form R2501 (8-2005) addresses the changes recently adopted by your state based on the new NAIC Replacement of Life Insurance and Annuities Model Regulation. The above numbered form will be used when a possible replacement is involved in the sale of life insurance.

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 Project Name/Number: Replacement/R2501

## Company and Contact

### Filing Contact Information

Karen Jones, Filing Administrator kjonas@ihlic.com  
 P.O. Box 717 800-422-2011 [Phone] 1007 [Ext]  
 Frankfort, KY 40602-0717 502-875-7084 [FAX]

### Filing Company Information

Investors Heritage Life Insurance Company CoCode: 64904 State of Domicile: Kentucky  
 P.O. Box 717 Group Code: Company Type: LAH  
 200 Capital Avenue Group Name: State ID Number:  
 Frankfort, KY 40602-0717 FEIN Number: 61-0574893  
 (502) 209-1007 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$20.00  
 Retaliatory? Yes  
 Fee Explanation: One form @ \$20.00  
 KY fee is lower.  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Investors Heritage Life Insurance Company	\$20.00	09/01/2009	30248519

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	09/03/2009	09/03/2009

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## Disposition

Disposition Date: 09/03/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *IHLI-126280283* State: *Arkansas*  
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 Project Name/Number: *Replacement/R2501*

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		Yes
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Cover Letter		Yes
<b>Form</b>	Replacement of Life Insurance Or Annuities Important Notice		Yes

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 Project Name/Number: Replacement/R2501

## Form Schedule

### Lead Form Number: R2501 (8-2005)

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	R2501 (8-2005)	Other	Replacement of Life Insurance Or Annuities Important Notice	Initial		57.000	R2501 8-2005.pdf



**IMPORTANT NOTICE**  
**REPLACEMENT OF LIFE INSURANCE OR ANNUITIES**  
(Continued)

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 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 should discuss the following with your agent to determine whether replacement or financing your purchase makes sense:

**PREMIUMS:**

- Are they affordable?
- Could they change?
- You're older—are premiums higher for the proposed new policy?
- How long will you have to pay premiums on the new policy? On the old policy?

**POLICY VALUES:**

- New policies 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?
- Does the new policy provide more insurance coverage?

**INSURABILITY:**

- 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.
- Claims on most new policies for up to the first two years can be denied based on inaccurate statements.
- Suicide limitations may begin anew on the new coverage.

**IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY:**

- How are premiums for both policies being paid?
- How will the premiums on your existing policy be affected?
- Will a loan be deducted from death benefits?
- What values from the old policy are being used to pay premiums?

**IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT:**

- Will you pay surrender charges on your old contract?
- What are the interest rate guarantees for the new contract?
- Have you compared the contract charges or other policy expenses?

**OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS:**

- What are the tax consequences of buying the new policy?
- 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?
- How does the quality and financial stability of the new company compare with your existing company?

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## Supporting Document Schedules

**Item Status:** **Status**  
**Date:**

**Satisfied - Item:** Flesch Certification

**Comments:**

Readability Certification and Rule & Regulation 19 and 49 Certification are attached.

**Attachments:**

AR Compliance Certification.pdf  
 Readability Certification.pdf

**Item Status:** **Status**  
**Date:**

**Bypassed - Item:** Application

**Bypass Reason:** This is not a policy form filing.

**Comments:**

**Item Status:** **Status**  
**Date:**

**Satisfied - Item:** Cover Letter

**Comments:**

Please see attached cover letter.

**Attachment:**

Cover Letter.pdf



# INVESTORS HERITAGE *Life Insurance Company*

PO Box 717 Frankfort KY 40602-0717

1-800-422-2011

investorsheritage@ihlic.com

## **Certificates of Compliance**

Re: Form R2501 (8-2005) – Important Notice Replacement of Life Insurance or Annuities

I hereby certify that the submitted form listed above meet all applicable Arkansas requirements including the requirements of Rule and Regulation 19 and the requirements of Rule and Regulation 49.

I also hereby certify that the submitted form listed above meets with the applicable readability requirements of the Arkansas Code.

I also certify that the Consumer Information Notice as required by ACA 23-79-138 is attached to every policy at policy issue.

Julie A. Hunsinger, FSA, MAAA  
Vice President & Chief Actuary  
September 1, 2009

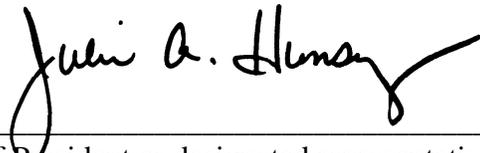
**POLICY FORMS FILING  
READABILITY CERTIFICATION**

**INVESTORS HERITAGE LIFE INSURANCE COMPANY  
NAIC No. 64904**

I have reviewed or supervised the preparation of the form listed below and certify that the form complies with the applicable readability requirements of the Arkansas Code.

Form Number	Description	Flesch Score
R2501 (8-2005)	Notice – Replacement of Life Insurance or Annuities	57

September 1, 2009  
Date



\_\_\_\_\_  
Signature of President or designated representative

Julie Hunsinger, FSA, MAAA  
Name of Person signing above

Vice President & Chief Actuary  
Title of person signing above

September 1, 2009

Arkansas Insurance Department  
1200 West 3<sup>rd</sup> Street  
Little Rock, AR 72201-1904

Re: Form R2501 (8-2005) – Notice of Replacement of Life Insurance or Annuity

NAIC # 64904  
Federal Employer ID 61-0574893  
SERFF Tracking No. IHLI-126280283

Dear Sir or Madam:

We are submitting the above numbered form for your consideration for approval. This form has not been previously filed in the state of Arkansas; this form does not replace any existing form and is submitted in final print format.

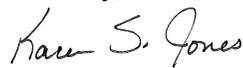
Form R2501 (8-2005) addresses the changes recently adopted by your state based on the new NAIC Replacement of Life Insurance and Annuities Model Regulation. The above numbered form will be used when a possible replacement is involved in the sale of life insurance.

Please find enclosed via SERFF:

1. This letter;
2. Form R2501 (8-2005);
3. Readability Certification; and
4. Certification of Compliance.

If you have any questions, please feel free to give me a call at (502) 209-1007.

Sincerely,



Karen Jones  
Filing Administrator  
Email: [kjones@ihlic.com](mailto:kjones@ihlic.com)  
Fax: (502) 875-7084