

SERFF Tracking Number: FNWW-126704737 State: Arkansas
Filing Company: Farmers New World Life Insurance Company State Tracking Number: 46113
Company Tracking Number: 2010 PRM
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: Term & Whole Life Premiums
Project Name/Number: Term & Whole Life Premium Changes/2010 PRM

Filing at a Glance

Company: Farmers New World Life Insurance Company

Product Name: Term & Whole Life Premiums SERFF Tr Num: FNWW-126704737 State: Arkansas

TOI: L08 Life - Other SERFF Status: Closed-Accepted State Tr Num: 46113
For Informational Purposes

Sub-TOI: L08.000 Life - Other Co Tr Num: 2010 PRM State Status: Filed-Closed

Filing Type: Form Reviewer(s): Linda Bird

Authors: Christine Andreason, Disposition Date: 07/06/2010

Peter Lindstrom, Patrice Norgate

Date Submitted: 07/01/2010 Disposition Status: Accepted For Informational Purposes

Implementation Date Requested: 07/02/2010

Implementation Date:

State Filing Description:

General Information

Project Name: Term & Whole Life Premium Changes

Project Number: 2010 PRM

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/06/2010

Deemer Date:

Submitted By: Patrice Norgate

Filing Description:

NAIC No: 0212-63177

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 07/06/2010

Created By: Patrice Norgate

Corresponding Filing Tracking Number: 2010 PRM

Re: Premium changes for the following forms:

1995-255-258 (30 Year Term)

2000-228 (10 Year Term)

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2000-230 (20 Year Term)
2002-226 (30 Year Term)
2005-261/2005-271 (10, 20, or 30 Year Term)
112 2001 CSO Revision (Nonparticipating Whole Life)
2008-352 (Nonparticipating Whole Life)

Dear Sir/Madam:

This is an informational filing. We are submitting this information for the forms referenced above and detailed on the attached list.

Policy forms 1995-255-258, 2000-228, 2000-230, 2002-226, 2005-261, and 2005-271 are term insurance policies with guaranteed maximum premiums and a separate scale of current/projected premiums. The premiums are level and guaranteed not to change during the initial period of years (10, 20 or 30 years, depending on the form number). After this initial period, the premiums will increase annually.

Policy forms 112 2001 CSO Revision and 2008-352 are nonparticipating whole life policies.

We intend to change the policy fee portion of the premium for new issues of the policy forms listed above beginning on July 2, 2010. In addition, the premium rate per thousand for policy form 2000-230 will change for new issues effective on or about September 17, 2010. Premiums for policies issued prior to the effective dates of these changes will not be changed at this time.

These changes will not trigger cash value requirements on the term insurance policies, under the Standard Nonforfeiture Law.

If you have any questions, please contact me as follows:

E-mail: patrice.norgate@farmersinsurance.com

Phone: 206-275-8112

Fax: 206-236-6526

Sincerely,

Patrice Norgate, ACS
Contract Specialist - Product Management
Farmers New World Life Insurance Co.

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Company and Contact

Filing Contact Information

Patrice Norgate, Contract Specialist Patrice.Norgate@farmersinsurance.com
 3003 77th Ave Se 206-275-8112 [Phone]
 Mercer Island, WA 98040

Filing Company Information

Farmers New World Life Insurance Company CoCode: 63177 State of Domicile: Washington
 3003 77th Avenue S.E. Group Code: 212 Company Type: Life
 Mercer Island, WA 98040 Group Name: State ID Number:
 (206) 275-8131 ext. [Phone] FEIN Number: 91-0335750

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Farmers New World Life Insurance Company	\$0.00	07/01/2010	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		07/06/2010	07/06/2010

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Disposition

Disposition Date: 07/06/2010

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: FNWW-126704737 *State:* Arkansas
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Summary List of Affected Forms		Yes

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Summary List of Affected Forms

Comments:

Attached is a list of affected form numbers and their approval dates.

Attachment:

AR Forms List.pdf

Summary of Affected Forms

State	Form Number	Product Type	Approval Date
<i>Policy Fee Portion of Premium Changes Effective 7/2/2010:</i>			
AR	1995-255-258	30 Year Term	3/24/1995
AR	2000-228	10 Year Term	12/3/1999
AR	2000-230	20 Year Term	12/3/1999
AR	2002-226	30 Year Term	1/25/2002
AR	2005-261/2005-271	10, 20, or 30 Year Term	10/4/2005
AR	112 2001 CSO Revision	Nonparticipating Whole Life	4/22/2008
AR	2008-352	Nonparticipating Whole Life	11/17/2008
<i>Rate per Thousand Changes on or around 9/17/2010:</i>			
AR	2000-230	20 Year Term	12/3/1999