

State: Arkansas **Filing Company:** Life Insurance Company of the Southwest
TOI/Sub-TOI: A10 Annuities - Other/A10.000 Annuities - Other
Product Name: Policy Change Endorsement
Project Name/Number: Policy Change Endorsement/20134(0812)

Filing at a Glance

Company: Life Insurance Company of the Southwest
Product Name: Policy Change Endorsement
State: Arkansas
TOI: A10 Annuities - Other
Sub-TOI: A10.000 Annuities - Other
Filing Type: Form
Date Submitted: 09/27/2012
SERFF Tr Num: NALF-128673265
SERFF Status: Closed-Approved-Closed
State Tr Num:
State Status: Approved-Closed
Co Tr Num: 20134(0812)
Implementation: On Approval
Date Requested:
Author(s): Junan Boldrey, Dionne Wills
Reviewer(s): Linda Bird (primary)
Disposition Date: 10/04/2012
Disposition Status: Approved-Closed
Implementation Date:
State Filing Description:

State: Arkansas
TOI/Sub-TOI: A10 Annuities - Other/A10.000 Annuities - Other
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Filing Company: Life Insurance Company of the Southwest

General Information

Project Name: Policy Change Endorsement
 Project Number: 20134(0812)
 Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Authorized
 Date Approved in Domicile: 09/26/2012
 Domicile Status Comments: This endorsement is approved in domicile.

Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:

Market Type: Individual
 Individual Market Type:
 Filing Status Changed: 10/04/2012
 State Status Changed: 10/04/2012

Deemer Date:
 Submitted By: Dionne Wills

Created By: Dionne Wills
 Corresponding Filing Tracking Number:

Filing Description:
 Policy Change Endorsement Form No. 20134(0812)

Submission: Submitted for your review is a copy of the above referenced form. This is a new form and has not been previously submitted to your department.

Readability Statistics: The form has a Flesch Readability Score of 58.3.

Description: The form is an endorsement that will effect policy changes that have been requested by the owner. This endorsement may be used with any annuity policy form issued by Life Insurance Company of the Southwest.

Statement of Variability. A Statement of Variability disclosing the form's elements that are bracketed is enclosed.

Company and Contact

Filing Contact Information

Junan Boldrey, Manager, Policy Filings, jboldrey@nationallife.com
 Retirement Division
 15455 North Dallas Parkway 800-543-3794 [Phone] 9316 [Ext]
 Suite 800 214-638-9196 [FAX]
 Addison, TX 75001

Filing Company Information

Life Insurance Company of the Southwest	CoCode: 65528	State of Domicile: Texas
15455 Dallas Parkway	Group Code: 634	Company Type:
Suite 800	Group Name: National Life Group	State ID Number: 1117
Addison, TX 75001	FEIN Number: 75-0953004	
(214) 638-9316 ext. [Phone]		

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00

State: Arkansas **Filing Company:** Life Insurance Company of the Southwest
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Retaliatory? Yes
Fee Explanation: Domicile filing fee is 100.00.
Per Company: No

Company	Amount	Date Processed	Transaction #
Life Insurance Company of the Southwest	\$100.00	09/27/2012	63163475

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	10/04/2012	10/04/2012

SERFF Tracking #:

NALF-128673265

State Tracking #:**Company Tracking #:**

20134(0812)

State:

Arkansas

Filing Company:

Life Insurance Company of the Southwest

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Product Name:

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Disposition

Disposition Date: 10/04/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability		Yes
Supporting Document	Compliance Certificate		Yes
Form	Policy Change Endorsement		Yes

SERFF Tracking #:

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Form Schedule

Lead Form Number: 20134(0812)

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1		20134(0812)	POLA	Policy Change Endorsement	Initial:	58.300	20134(0812).pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

Policy Change Endorsement

Life Insurance Company of the Southwest • [Addison, Texas 75001]
[www.NationalLifeGroup.com] • [Customer Relations 800-732-8939]

Policy Number: [123456X]
Annuitant: [John Doe]
Owner: [John Doe]
Effective Date of Change: [August 08, 2012]

This Endorsement is attached to and made a part of the Policy.

[This Policy was changed from a 403(b) Tax Sheltered Annuity to a Traditional IRA.]

Signed for Life Insurance Company of the Southwest by

A handwritten signature in black ink, reading "Keay A. Jung", enclosed within a red rectangular box.

Secretary

SERFF Tracking #:

NALF-128673265

State Tracking #:

Company Tracking #:

20134(0812)

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Flesch Certification		
Comments:			
Attachment(s):			
20134(0812) AR- Read Cert - 092012.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Statement of Variability		
Comments:			
Attachment(s):			
20134(0812) SOV.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Compliance Certificate		
Comments:			
Attachment(s):			
20134(0812)- AR- Certification of Compliance- 092012.pdf			

STATE OF ARKANSAS
DEPARTMENT OF INSURANCE
READABILITY CERTIFICATION

Arkansas Rule ACA 23-80-206

Company Name Life Insurance Company of the Southwest **NAIC #** 65528,

hereby certifies that the following form(s) achieve a Flesch reading ease test score of:

FORM NUMBER

FLESCH SCORE

20134(0812)

58.3

Michelle Beilharz

Digitally signed by Michelle Beilharz
DN: cn=Michelle Beilharz, c=US, o=National Life
Group, ou=Actuarial, email=mbeilharz@nationallife.
com
Reason: I am approving this document
Date: 2012.09.21 09:30:55 -05'00'

Signature

Michelle Beilharz, 2nd Vice President/Assistant Actuary

September 20, 2012

Date

20134(0812) - Statement of Variability

Variables for the website address, phone number, and company city and zip code – these items are subject to change.

Variables for the officer title and signature – signature of the officer currently holding that title. In the event the title of an officer signing the policy form changes, any new title utilized will be the title of an officer of the company.

Variable for the Policy Number is assigned by Life Insurance Company of the Southwest when the policy is issued.

Variable for the Annuitant is the Annuitant as of the Effective Date of Change.

Variable for the Owner is the Owner as of the Effective Date of Change

Variable for the Effective Date of Change is the date when the change is effective.

Variable for the policy change language would be for any changes allowed by the policy including but not limited to:

- Beneficiary changes
- Ownership changes
- Payment frequency changes
- Address change
- Legal name change
- Stop making planned periodic premium payments
- Resume making planned periodic premium payments
- Tax qualification type changes

