

SERFF Tracking Number: AMFA-128256382 State: Arkansas  
Filing Company: Ameritas Life Insurance Corp. State Tracking Number:  
Company Tracking Number: VLEIUL 5-12  
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.101 External Indexed - Single Life  
Adjustable Life  
Product Name: Variable Loan Endorsement  
Project Name/Number: Variable Loan Endorsement/VLEIUL 5-12

## Filing at a Glance

Company: Ameritas Life Insurance Corp.

Product Name: Variable Loan Endorsement

TOI: L09I Individual Life - Flexible Premium  
Adjustable Life

Sub-TOI: L09I.101 External Indexed - Single  
Life

Filing Type: Form

SERFF Tr Num: AMFA-128256382 State: Arkansas

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

Co Tr Num: VLEIUL 5-12

State Status: Approved-Closed

Authors: Cindy Meyer, Joanne  
Friend, Bobbie Cramer, Jenny  
Boggs

Reviewer(s): Linda Bird

Disposition Date: 05/08/2012

Date Submitted: 05/01/2012

Disposition Status: Approved-  
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Variable Loan Endorsement

Project Number: VLEIUL 5-12

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/08/2012

State Status Changed: 05/08/2012

Created By: Jenny Boggs

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Bobbie Cramer

Filing Description:

Re: Ameritas Life Insurance Corp. NAIC No. 0943-61301 FEIN No. 47-0098400

Submission Form Identification: VLEIUL 5-12 – Variable Loan Endorsement

Designation of Form as Individual or Group Market: Individual

Enclosed for your review and approval is the above-referenced variable loan endorsement. This endorsement is new

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and will not replace any other endorsement. This endorsement will be used with Flexible Premium Indexed Universal Life policy number 3016, approved by your Department 08/22/2011, under State Tracking #49275 (AMFA-127195196).

This is an endorsement that provides an alternate policy loan type. The standard policy loan type continues to be available with no changes. There is no charge for this endorsement. The endorsement will only be used with new issues of the 3016.

No part of this filing contains any unusual or controversial items from normal company or industry standards. Since our printers use various fonts and layouts, we reserve the right to format the pages to conform to the printer's requirements. No change in language will occur, only a possible page break or renumbering of a page.

The enclosed submission was filed concurrently with our domiciliary state of Nebraska. If you have any questions or comments regarding this filing, please refer them to me at 1-800-825-1551, extension 52329 or email address [bcramer@ameritas.com](mailto:bcramer@ameritas.com). Thank you for your consideration of this submission. Be assured it is appreciated.

Sincerely,

Bobbie J. Cramer  
Senior Contract Analyst  
State Narrative:

## Company and Contact

### Filing Contact Information

Bobbie Cramer, Senior Contract Analyst      [bcramer@ameritas.com](mailto:bcramer@ameritas.com)  
1876 Waycross Road      800-825-1551 [Phone] 52329 [Ext]  
P O Box 40888      513-595-2918 [FAX]  
Cincinnati, OH 45240

### Filing Company Information

Ameritas Life Insurance Corp.      CoCode: 61301      State of Domicile: Nebraska  
5900 O Street      Group Code: 943      Company Type:  
P O Box 81889      Group Name:      State ID Number:  
Lincoln, NE 68501-1889      FEIN Number: 47-0098400  
(800) 756-1112 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Ameritas Life Insurance Corp.	\$50.00	05/01/2012	58829384

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	05/08/2012	05/08/2012

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## **Disposition**

Disposition Date: 05/08/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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<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>	Health - Actuarial Justification		No
<b>Supporting Document</b>	Outline of Coverage		No
<b>Form</b>	Loan Endorsement		Yes

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## Form Schedule

Lead Form Number: VLEIUL 5-12

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	VLEIUL 5-12	Policy/Cont Loan Endorsement ract/Fratern al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		59.000	VLEIUL 5-12.pdf

# Ameritas Life Insurance Corp.

## VARIABLE LOAN ENDORSEMENT

This endorsement becomes a part of the policy to which it is attached. *Your* policy has been endorsed as follows:

The benefit provided by this endorsement allows for an alternate loan type (the "Variable Loan") in addition to the existing loan type as described in the policy (the "Fixed Loan"). Any time after the second policy year, *you* may obtain a Variable Loan. If there is an outstanding loan, additional loans must use the same loan type. Unless otherwise described in this endorsement, the policy's provisions continue to apply.

**VARIABLE LOAN.** With a Variable Loan, unlike with a Fixed Loan, there is no transfer from the *fixed account value* and *index account values* to establish a *loan account*. The *account value* equal to the loan and loan interest in advance remains in the *fixed account* and *index options*. Since a *loan account* will not be established with a Variable Loan, unpaid loan interest or loan repayments will not cause transfers between any accounts as would occur with a Fixed Loan.

**VARIABLE LOAN INTEREST.** Loan interest for a Variable Loan will be computed using a variable loan interest rate. Each year, on the *annual date*, *we* will set the variable loan interest rate. The rate will not be changed more often than once a year. The rate will never be more than the maximum permitted by law. The rate for a policy year may not exceed a maximum limit which is the greater of:

- (1) the Published Monthly Average for the calendar month ending two months before the policy anniversary at the beginning of the policy year; or
- (2) the rate used in this policy to compute the guaranteed *account value* for the policy year, plus 1%.

Published Monthly Average means:

- (1) Moody's Corporate Bond Yield Average - Monthly Average Corporates, as published by Moody's Investors Service, Inc., or any successor to that service; or
- (2) if the average is no longer published, a substantially similar average, established by regulation issued by the Insurance Supervisory Official of the state in which the policy is delivered.

If the maximum limit for a policy year is at least .5% higher than the rate set for the previous year, *we* may increase the rate to no more than that limit. If the maximum limit for a policy year is at least .5% lower than the rate set for the previous year, *we* will reduce the rate to at least that limit. The maximum loan interest rate shown on the policy schedule does not apply to Variable Loans.

*We* will notify *you* of the initial rate of interest when the loan is made. *We* will notify *you* at least 30 days in advance of any increase in the rate for an existing loan.

Loan interest is payable in advance through the next *annual date*. Interest accrues daily and becomes a part of the *policy debt*. Interest payments are due at the time of the new loan and on each *annual date*. If interest is not paid when due, it will be added to the *policy debt* and will bear interest at the rate charged on the loan.

**CHANGING LOAN TYPES.** Subject to the terms of this endorsement, *you* may change from a Fixed Loan to a Variable Loan or from a Variable Loan to a Fixed Loan by *written notice* to *us*. The loan type may not be changed during the 12 month period following the date a loan is taken or the date the loan type is changed. The entire *policy debt* must be exchanged and will be treated as a repayment of the existing *policy debt* followed by a new loan of the other loan type. The amount of the new loan will be equal to the amount required to repay the existing *policy debt*. Prior to the exchange, a partial loan repayment may be required to reduce the existing *policy debt* to an amount equal to or lesser than the maximum available loan amount described in the Loans provision of the policy.



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## Supporting Document Schedules

	Item Status:	Status Date:
<p><b>Satisfied - Item:</b> Flesch Certification  <b>Comments:</b>  <b>Attachments:</b>            AR Reg 19 Certification.pdf            AR Reg 6 &amp; 49 Certification.pdf            Readability Cert.pdf            Complaint Notice - 1684 AR.pdf</p>		
<p><b>Bypassed - Item:</b> Application  <b>Bypass Reason:</b> Not applicable to this filing.  <b>Comments:</b></p>		
<p><b>Bypassed - Item:</b> Health - Actuarial Justification  <b>Bypass Reason:</b> Not applicable to this filing.  <b>Comments:</b></p>		
<p><b>Bypassed - Item:</b> Outline of Coverage  <b>Bypass Reason:</b> Not applicable to this filing.  <b>Comments:</b></p>		

**CERTIFICATION**  
**Arkansas**

We hereby certify that we have reviewed Rule and Regulation 19 and that Ameritas Life Insurance Corp. meets the provisions of said Rule and Regulation, as well as all applicable requirements of your Department regarding Unfair Sex Discrimination in the Sale of Insurance.

A handwritten signature in black ink that reads "Robert G. Lange". The signature is written in a cursive, flowing style.

Robert G. Lange  
Vice President, General Counsel & Asst. Secretary

April 25, 2012  
Date

**CERTIFICATION**  
**Arkansas**

We hereby certify that we have reviewed Arkansas Regulation 6 and 49 and that Ameritas Life Insurance Corp. is in compliance regarding Life and Health Insurance Guaranty Association Notices.

We also certify that we have reviewed ACA 23-79-138 regarding the use of Complaint Notices and assure that Ameritas Life Insurance Corp. is in compliance.



Robert G. Lange  
Vice President, General Counsel & Asst. Secretary

April 25, 2012

\_\_\_\_\_  
Date

**Reg. Section 6 DI: Method of Disclosure of Required Information**

All information required to be disclosed by this rule shall be set out conspicuously and in close conjunction with the statements to which such information relates or under appropriate captions of such prominence that it shall not be minimized, rendered obscure or presented in an ambiguous fashion or intermingled with the context of the advertisements so as to be confusing or misleading.

**Reg. Section 6 Life: Valuation**

The minimum valuation standard for universal life insurance policies shall be the Commissioners Reserve Valuation Method

## READABILITY CERTIFICATION

I, Robert G. Lange, an officer of Ameritas Life Insurance Corp., hereby certify that the following form has the following readability score as calculated by the Flesch Reading Ease Test and that this form meets the reading ease requirements of the laws and regulations of your state.

<b><u>Form</u></b>	<b><u>Form Title</u></b>	<b><u>Readability Score</u></b>
VLEIUL 5-12	Variable Loan Endorsement	59



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Robert G. Lange  
Vice President, General Counsel and Assistant Secretary

## **IMPORTANT INFORMATION TO POLICYHOLDERS**

For information concerning your policy, contact your agent or the company as follows:

Agent Name: Mr Lance B Kolbet Lutcf

Agent Address: Ste 255  
275 S 5th Ave  
Pocatello ID 83201

Agent Phone: (208) 234-1800

Ameritas Life Insurance Corp.  
P.O. Box 81889  
Lincoln, Nebraska 68501-1889  
1-800-745-1112

If you have been unable to contact or obtain satisfaction from the company or the agent, you may contact the Arkansas Insurance Department at:

Consumer Services Division  
Arkansas Insurance Department  
1200 West Third Street  
Little Rock, Arkansas 72201-1904  
1-800-852-5494  
501-371-2640

**Written correspondence is preferable so that a record of your inquiry is maintained. When contacting your agent, company or the Department of Insurance, have your policy number available.**