
State: Arkansas **Filing Company:** Life Insurance Company of the Southwest
TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other
Product Name: LSW Application 8122 - Informational
Project Name/Number: LSW Application 8122 - Informational/

Filing at a Glance

Company: Life Insurance Company of the Southwest
Product Name: LSW Application 8122 - Informational
State: Arkansas
TOI: L08 Life - Other
Sub-TOI: L08.000 Life - Other
Filing Type: Form
Date Submitted: 08/27/2012
SERFF Tr Num: NALF-128659919
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num:

Implementation: On Approval
Date Requested:
Author(s): Susan Carey, Michelle Goodwin, Susan Sawyer
Reviewer(s): Linda Bird (primary)
Disposition Date: 08/30/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

State: Arkansas
TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other
Product Name: LSW Application 8122 - Informational
Project Name/Number: LSW Application 8122 - Informational/

Filing Company: Life Insurance Company of the Southwest

General Information

Project Name: LSW Application 8122 - Informational

Project Number:

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Michelle Goodwin

Filing Description:

Life Insurance Company of the Southwest

NAIC No. 0634-65528

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 08/30/2012

State Status Changed: 08/30/2012

Created By: Michelle Goodwin

Corresponding Filing Tracking Number:

8122AR(0612), Second Proposed Insured/Other Insured Life Insurance Application

8123(0612), Supplemental Information to the Application for Life Insurance

This informational filing is to notify the Department that the above mentioned forms will be used both in paper format and electronically. We neglected to indicate this in our original submission which was approved on July 27, 2012, under SERFF Tracking No. NALF-128413843.

We also certify that no changes have been made to either of these applications.

Company and Contact

Filing Contact Information

Michelle Goodwin, Policy Forms Analyst MGoodwin@Nationallife.com

One National Life Drive 802-229-7441 [Phone]

Montpelier, VT 05604 802-229-3743 [FAX]

Filing Company Information

Life Insurance Company of the Southwest

15455 Dallas Parkway

Suite 800

Addison, TX 75001

(214) 638-9316 ext. [Phone]

CoCode: 65528

Group Code: 634

Group Name: National Life Group

FEIN Number: 75-0953004

State of Domicile: Texas

Company Type:

State ID Number: 1117

Filing Fees

Fee Required? Yes

Fee Amount: \$50.00

State: Arkansas

Filing Company: Life Insurance Company of the Southwest

TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other

Product Name: LSW Application 8122 - Informational

Project Name/Number: LSW Application 8122 - Informational/

Retaliatory? No

Fee Explanation:

Per Company: No

Company	Amount	Date Processed	Transaction #
Life Insurance Company of the Southwest	\$50.00	08/27/2012	62035717

SERFF Tracking #:

NALF-128659919

State Tracking #:

Company Tracking #:

State:

Arkansas

Filing Company:

Life Insurance Company of the Southwest

TOI/Sub-TOI:

L08 Life - Other/L08.000 Life - Other

Product Name:

LSW Application 8122 - Informational

Project Name/Number:

LSW Application 8122 - Informational/

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	08/30/2012	08/30/2012

SERFF Tracking #:

NALF-128659919

State Tracking #:

Company Tracking #:

State:

Arkansas

Filing Company:

Life Insurance Company of the Southwest

TOI/Sub-TOI:

L08 Life - Other/L08.000 Life - Other

Product Name:

LSW Application 8122 - Informational

Project Name/Number:

LSW Application 8122 - Informational/

Disposition

Disposition Date: 08/30/2012

Implementation Date:

Status: Accepted For Informational Purposes

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	Third Party Authorization		Yes

SERFF Tracking #:

NALF-128659919

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

Arkansas

Filing Company:

Life Insurance Company of the Southwest

TOI/Sub-TOI:

L08 Life - Other/L08.000 Life - Other

Product Name:

LSW Application 8122 - Informational

Project Name/Number:

LSW Application 8122 - Informational/

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Flesch Certification		
Comments:			
Attachment(s):			
AR App ReadCert.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Application		
Comments:	Previously approved applications: 8122AR(0612) - approved July 27, 2012 8123(0612) - approved July 27, 2012		

		Item Status:	Status Date:
Satisfied - Item:	Third Party Authorization		
Comments:			
Attachment(s):			
Third Party Authorization.pdf			

Life Insurance Company of the Southwest
Certification of Readability

We certify that, to the best of our knowledge and belief, each of the forms listed below meets the minimum reading ease score required by Arkansas Statute Annotated Section 66-3251 through 66-3258, cited as the Life and Disability Insurance Policy Language Simplification Act.

Form Number

Flesch Score

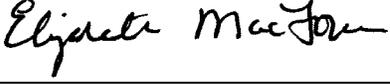
8122AR(0612)

57.4

8123(0612)

56.6

August 27, 2012
Date



Elizabeth MacGowan,
Designated Representative



Wade H. Mayo

January 13, 2012

To Whom It May Concern:

This letter is to authorize **Michelle D. Goodwin**, Senior Policy Forms Analyst, of National Life Insurance Company, Montpelier, Vermont, as a **Designated Representative** of Life Insurance Company of the Southwest to submit product filings on their behalf.

All questions and comments regarding this filing should first be addressed to Mrs. Goodwin. I stand ready, however, to answer for Life Insurance Company of the Southwest directly should that need arise.

Mrs. Goodwin may be contacted at:

National Life Insurance Company
One National Life Drive
Montpelier, Vermont 05604
Phone: 802-229-7441
Fax: 802-229-3743

Life Insurance Company of the Southwest thanks you for your consideration in this matter.

Regards,

A handwritten signature in blue ink, appearing to read "Wade H. Mayo".

Wade H. Mayo
President & Chief Executive Officer
Life Insurance Company of the Southwest

National Life Group (NLGroup) is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX and their affiliates. Each company of NLGroup is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in New York and does not conduct insurance business in New York.



Wade H. Mayo

January 13, 2012

To Whom It May Concern:

This letter is to authorize **Elizabeth MacGowan**, Vice President – Protection Products, of National Life Insurance Company, Montpelier, Vermont, as a **Designated Representative** of Life Insurance Company of the Southwest to submit product filings on their behalf.

All questions and comments regarding this filing should first be addressed to Mrs. MacGowan. I stand ready, however, to answer for Life Insurance Company of the Southwest directly should that need arise.

Mrs. MacGowan may be contacted at:

National Life Insurance Company
One National Life Drive
Montpelier, Vermont 05604
Phone: 802-229-3589

Life Insurance Company of the Southwest thanks you for your consideration in this matter.

Regards,

A handwritten signature in blue ink, appearing to read "Wade H. Mayo", written over the printed name.

Wade H. Mayo
President & Chief Executive Officer
Life Insurance Company of the Southwest

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