

State: Arkansas **Filing Company:** Farmers New World Life Insurance Company
TOI/Sub-TOI: L04I Individual Life - Term/L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name: 2012 FVT Repricing
Project Name/Number: 2012 FVT Repricing/2012 FVT Repricing

Filing at a Glance

Company: Farmers New World Life Insurance Company
Product Name: 2012 FVT Repricing
State: Arkansas
TOI: L04I Individual Life - Term
Sub-TOI: L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Filing Type: Form
Date Submitted: 09/22/2012
SERFF Tr Num: FNWW-128697983
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num: 2012 FVT REPRICING

Implementation: On Approval
Date Requested:
Author(s): Peter Lindstrom, Sunne Powell, Isaac Liu, Joel Kuni
Reviewer(s): Linda Bird (primary)
Disposition Date: 09/27/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

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General Information

Project Name: 2012 FVT Repricing Status of Filing in Domicile: Not Filed
Project Number: 2012 FVT Repricing Date Approved in Domicile:
Requested Filing Mode: Informational Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 09/27/2012
State Status Changed: 09/27/2012
Deemer Date: Created By: Peter Lindstrom
Submitted By: Peter Lindstrom Corresponding Filing Tracking Number: 2012 FVT Repricing
Filing Description:
NAIC No: 0212-63177

Re: Premium changes for the following forms:

2000-228 (10 Year Term)
2000-230 (20 Year Term)
2002-226 (30 Year Term)

Dear Sir/Madam:

This is an informational filing. We are submitting this information for Forms 2000-228 and 2000-230, approved on December 3, 1999 and 2002-226, approved on January 25, 2002..

Policy forms 2000-228, 2000-230, 2002-226 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.

We intend to change the premium structure for new issues of these policy forms beginning on October 13, 2012. We will reduce premiums for many cells, increase premiums in a number of cells, add new risk classes and increase the maximum issue age. New maximum issue ages are: 10 year plan-age 75, 20 year plan-age 65, and 30 year plan-age 50. Premiums for policies issued prior to the effective dates of these changes will not be changed at this time.

No changes have been made to our contracts that were previously approved in your state.

These changes will not trigger cash value requirements for these forms under the Standard Nonforfeiture Law.

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

E-mail: peter.lindstrom@farmersinsurance.com
Phone: 206-275-8131
Fax: 206-236-6526

Sincerely,

State: Arkansas **Filing Company:** Farmers New World Life Insurance Company
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Peter Lindstrom
 Contract Specialist - Product Development
 Farmers New World Life Insurance Co.

Company and Contact

Filing Contact Information

Peter Lindstrom, Contract Specialist peter.lindstrom@farmersinsurance.com
 3003 77th Ave SE 206-275-8131 [Phone]
 Mercer Island, WA 98040 206-236-6526 [FAX]

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? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50.00 for informational filing. WA does not have a fee.
 Per Company: No

Company	Amount	Date Processed	Transaction #
Farmers New World Life Insurance Company	\$50.00	09/22/2012	62972582

SERFF Tracking #:

FNWW-128697983

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Company Tracking #:

2012 FVT REPRICING

State:

Arkansas

Filing Company:

Farmers New World Life Insurance Company

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Product Name:

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	09/27/2012	09/27/2012

State: Arkansas **Filing Company:** Farmers New World Life Insurance Company
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Disposition

Disposition Date: 09/27/2012

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		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Filing letter		Yes

SERFF Tracking #:

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2012 FVT REPRICING

State:

Arkansas

Filing Company:

Farmers New World Life Insurance Company

TOI/Sub-TOI:

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Filing letter		
Comments:			
Attachment(s):			
Filing letter 2012 .pdf			

NAIC No: 0212-63177

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Peter Lindstrom
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