

State: Arkansas **Filing Company:** Equitable Life & Casualty Insurance Company
TOI/Sub-TOI: L02I Individual Life - Endowment/L02I.000 Life - Endowment
Product Name: Life
Project Name/Number: LRN (01) D/LRN (01) D

Filing at a Glance

Company: Equitable Life & Casualty Insurance Company
Product Name: Life
State: Arkansas
TOI: L02I Individual Life - Endowment
Sub-TOI: L02I.000 Life - Endowment
Filing Type: Form
Date Submitted: 01/08/2013
SERFF Tr Num: ELCC-128838390
SERFF Status: Closed-Approved-Closed
State Tr Num:
State Status: Approved-Closed
Co Tr Num: LRN (01) D

Implementation: On Approval
Date Requested:
Author(s): Mark Banks, Kathy Foster, John Neville, Jennifer Wilson, Amie Marcotte
Reviewer(s): Linda Bird (primary)
Disposition Date: 01/14/2013
Disposition Status: Approved-Closed
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** Equitable Life & Casualty Insurance Company
TOI/Sub-TOI: L021 Individual Life - Endowment/L021.000 Life - Endowment
Product Name: Life
Project Name/Number: LRN (01) D/LRN (01) D

General Information

Project Name: LRN (01) D	Status of Filing in Domicile: Not Filed
Project Number: LRN (01) D	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 01/14/2013
	State Status Changed: 01/14/2013
Deemer Date:	Created By: Amie Marcotte
Submitted By: Amie Marcotte	Corresponding Filing Tracking Number:

Filing Description:

Filed for your approval please find Equitable Life & Casualty Insurance Company's Life Replacement Notice for direct sales (form LRN (01) D). This form is a new form and does not replace any form previously filed with the Arkansas Insurance Department.

This replacement notice will be used with the direct sale of all approved life policies in your state. These policies were approved by the Arkansas Insurance Department on 10/12/2007, State Tracking # 36926. The replacement notice for agent solicited sales is form number LRN (01), approved in that filing.

Company and Contact

Filing Contact Information

Amie Marcotte, Regulatory Compliance Analyst	Amie.Marcotte@EquiLife.com
Equitable Life & Casualty Insurance Company	801-352-5150 [Phone] 3777 [Ext]
3 Triad Center	801-579-3471 [FAX]
Salt Lake City, UT 84180-1200	

Filing Company Information

Equitable Life & Casualty Insurance Company	CoCode: 62952	State of Domicile: Utah
3 Triad Center	Group Code:	Company Type: Life and Health
Suite 200	Group Name:	State ID Number:
Salt Lake City, UT 84180	FEIN Number: 87-0129771	
(801) 579-3400 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	Yes
Fee Explanation:	One form filing = \$50.00
Per Company:	No

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Company	Amount	Date Processed	Transaction #
Equitable Life & Casualty Insurance Company	\$50.00	01/08/2013	66356853

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	01/14/2013	01/14/2013

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Additional Information	Note To Reviewer	Amie Marcotte	01/10/2013	01/10/2013

SERFF Tracking #:

ELCC-128838390

State Tracking #:

Company Tracking #:

LRN (01) D

State:

Arkansas

Filing Company:

Equitable Life & Casualty Insurance Company

TOI/Sub-TOI:

L021 Individual Life - Endowment/L021.000 Life - Endowment

Product Name:

Life

Project Name/Number:

LRN (01) D/LRN (01) D

Disposition

Disposition Date: 01/14/2013

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		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Direct Sales Replacement Notice - Life		Yes

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Note To Reviewer

Created By:

Amie Marcotte on 01/10/2013 02:53 PM

Last Edited By:

Linda Bird

Submitted On:

01/14/2013 10:59 AM

Subject:

Additional Information

Comments:

When this replacement notice was filed, the tracking information we gave you regarding the policies that it would be used with was not complete. We informed you that it would be used with our Legacy policy 1004 (state tracking 36926, approved on 10/12/2007). In addition it will be used with our policy forms 1005 (state tracking 36928, approved on 10/10/07) and policy form 1006 (state tracking 36927, approved on 10/12/07).

State: Arkansas

Filing Company:

Equitable Life & Casualty Insurance Company

TOI/Sub-TOI: L021 Individual Life - Endowment/L021.000 Life - Endowment

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Form Schedule

Lead Form Number: 1004

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Direct Sales Replacement Notice - Life	LRN (01) D	OTH	Initial			LRN 01D.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

IMPORTANT NOTICE: REPLACEMENT OF LIFE INSURANCE OR ANNUITIES

You are contemplating the purchase of a life insurance policy or annuity contract. In some cases this purchase may involve discontinuing or changing an existing policy or contract. If so, a replacement is occurring. Financed purchases are also considered replacements.

A replacement occurs when a new policy or contract is purchased and, in connection with the sale, you discontinue making premium payments on the existing policy or contract, or an existing policy or contract is surrendered, forfeited, assigned to the replacing insurer, or otherwise terminated or used in a financed purchase.

A financed purchase occurs when the purchase of a new life insurance policy involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy to pay all or part of any premium or payment due on the new policy. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

We want you to understand the effects of replacements and ask that you answer the following questions and consider the questions on the back of this form.

- 1. Are you considering discontinuing making premium payments, surrendering, forfeiting, assigning to the insurer, or otherwise terminating your existing policy or contract? YES NO
- 2. Are you considering using funds from your existing policies or contracts to pay premiums due on the new policy or contract? YES NO

Please list each existing policy or contract you are contemplating replacing (include the name of the insurer, the insured, and the policy or contract number if available) and whether each policy or contract will be replaced or used as a source of financing:

	INSURER NAME	CONTRACT OR POLICY NUMBER	INSURED OR ANNUITANT	REPLACED (R) OR FINANCING (F)
1.				
2.				
3.				

Make sure you know the facts. Contact your existing company or its agent for information about the old policy or contract. If you request one, an in force illustration, policy summary or available disclosure documents must be sent to you by the existing insurer. Ask for and retain all sales material used by the agent in the sales presentation. Be sure that you are making an informed decision.

I certify that the responses herein are, to the best of my knowledge, accurate:

Applicant's Signature

Applicant's Printed Name

Date

A replacement may not be in your best interest, or your decision could be a good one. You should make a careful comparison of the costs and benefits of your existing policy or contract and the proposed policy or contract. One way to do this is to ask the company or agent that sold you your existing policy or contract to provide you with information concerning your existing policy or contract. This may include an illustration of how your existing policy or contract is working now and how it would perform in the future based on certain assumptions. Illustrations should not, however, be used as a sole basis to compare policies or contracts. You should discuss the following with your agent to determine whether replacement or financing your purchase makes sense:

PREMIUMS: Are they affordable?
Could they change?
You're older -- are premiums higher for the proposed new policy?
How long will you have to pay premiums on the new policy? On the old policy?

POLICY VALUES: New policies usually take longer to build cash values and to pay dividends.
Acquisition costs for the old policy may have been paid, you will incur costs for the new one.
What surrender charges do the policies have?
What expense and sales charges will you pay on the new policy?
Does the new policy provide more insurance coverage?

INSURABILITY: If your health has changed since you bought your old policy, the new one could cost you more, or you could be turned down.
You may need a medical exam for a new policy.
Claims on most new policies for up to the first two years can be denied based on inaccurate statements.
Suicide limitations may begin anew on the new coverage.

IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY:

How are premiums for both policies being paid?
How will the premiums on your existing policy be affected?
Will a loan be deducted from death benefits?
What values from the old policy are being used to pay premiums?

IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT:

Will you pay surrender charges on your old contract?
What are the interest rate guarantees for the new contract?
Have you compared the contract charges or other policy expenses?

OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS:

What are the tax consequences of buying the new policy?
Is this a tax free exchange? (See your tax advisor.)
Is there a benefit from favorable "grandfathered" treatment of the old policy under the federal tax code?
Will the existing insurer be willing to modify the old policy?
How does the quality and financial stability of the new company compare with your existing company?