

Administrative Guidelines

June 2018 OPTerm Rate Change

Here's What You Need to Know

New Business Submission And Pending New Business

Traditional Paper Applications

- New applications received in the home office by July 26, 2018 and applications currently pending will be issued with the most favorable premium for the insured.
- Applications received July 27, 2018 and later will be issued with the new rates.

AppAssist

- Formal applications received by July 26, 2018 will be issued with the most favorable premium for the insured.
- In order for the policy to be eligible for prior rates, the drop ticket should be submitted with enough time for the interview to be completed and the application submitted by July 26, 2018.
- New rates will apply to all completed interviews and subsequent formal applications received July 27, 2018 and later.

Reissue Requests

- Recently issued policies can be considered for reissue, with the new rates, provided the free look period has not expired and the request is received in the home office by July 25, 2018. Make sure you indicate that you want the policy reissued with the new rates.
- Reissue requests can be made from the Partner Dashboard or by sending an email to: Banner_Reissue@lgamerica.com or Penn_Reissue@lgamerica.com.
- All reissue requests must be made in writing. Telephone requests will not be accepted.

Illustrations

- Illustration Manager v3.0 is now available for download from the [Partner Dashboard](#).
- To install v3.0 select the "Complete single-user version".
- Illustration Manager quoting engines, including desktop software, MobileSuite and the online version have been updated.
- Third party vendors such as AgentQuote, Compulife, iPipeline, and VitalQuote (Ebix) have been provided with the new rates.

No change to issue ages

No change to policy fee

Not valid without full disclosure; see reverse side.

HIGHLIGHTS

What's Changed?

New OPTerm rates include decreases and some increases. Both annual and monthly rates are highly competitive!

OVERVIEW

Effective date: 6.26.18

Underwriting Companies:
Banner and William Penn

Plans: OPTerm Series
10, 15, 20, 25 and 30

Classes: All non-tobacco
and tobacco underwriting
classes

Bands: All bands

Issue ages: No change

Policy fee: No change

Compensation: No change



No change to compensation

Please download and replace marketing materials

Marketing materials, which include content that quotes premiums or refers to a rate effective date, will be updated. Please take advantage of the option to post materials that link to our servers; doing so assures that you'll have access to the most current version available.

Marketing materials that can be used to communicate the rate change have been posted to our term [microsite](#) and to the Partner Dashboard. You'll find OPTerm under Marketing Materials or Products > OPTerm. If in doubt about whether the piece you're reviewing has already been updated, please look at the numbers at the end of the disclosure paragraph. Updated materials will include 6.25.18 in the form or compliance number revision date. Materials created by Legal & General America can be used without further compliance approval.

Advertising Guidelines

Agencies with Banner BGA or BMGA-1 contracts and agencies with William Penn GA contracts are allowed to advertise Banner/William Penn products to agents/brokers. Sub-agencies are also allowed to advertise to agents/brokers; general agency affiliation must be disclosed. You are required to identify your agency's name as it appears on your contract. DBAs are allowed as long as the contract name is also included. Agency address is required; phone numbers or website addresses are optional. Marketing materials are intended for broker distribution only, not for consumers, unless specified. Marketing materials (in any media form) independently developed by your agency must be approved by our legal department for regulatory compliance prior to their use. There are two versions of the approval request form, advertising or social media and website. Find links to request forms and compliance guidelines below:

[Request for Approval of Advertising Materials \(Fillable\)](#)

[Request for Website Approval \(Fillable\)](#)

[Guidelines for Advertising Compliance Review](#)

[Guidelines for Website Compliance Review](#)

[Guidelines for Social Media Compliance Review](#)

State Availability

Here's where to find out if a product is available for sale in your state.

See the [Product Availability by State List](#)