



GLOBAL PACIFIC  
FINANCIAL SERVICES LTD.

## New Product

Submitted by Josh on April 10, 2015 - 2:21pm

New Term 10 & Term 20 Rates...

# EMPIRE LIFE INFORMATION CIRCULAR

**DATE:** April 7, 2015

**N° 2015-15**

**CATEGORY:** INSURANCE

**TO:** Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts

**SUBJECT:** **New Solution 10 and Solution 20 Term Insurance Rates**

Effective April 16, 2015, we are pleased to announce that new rates for Solution 10 and Solution 20 will take effect. These new rates will improve the overall competitive positioning\* of Solution 10 and Solution 20 in our core target audience segments and face amounts.

**Improved  
Overall  
Competitive  
Positioning**

Initial premium rates for 63% of pricing cells for Solution 10 and 20 have decreased by an average of 3.2%. The rate decreases have resulted in improvements in our overall premium ranking\* for these products, especially for our key target audiences. For example:

	Scenario	Old Ranking*	New Ranking*	Improved By
Solution 10 \$250,000 (NS = non-smoker; SM = smoker)	Male 40 NS	6	2	4
	Male 40 SM	6	6	0
	Female 40 NS	9	2	7
	Female 40 SM	5	3	2

	Scenario	Old Ranking*	New Ranking*	Improved By
Solution 20 \$250,000 (NS = non-smoker; SM = smoker)	Male 40 NS	11	3	8
	Male 40 SM	11	5	6
	Female 40 NS	7	5	2
	Female 40 SM	6	5	1

**Solution 10 & 20  
Rate change  
Details**

- For our key target audiences of ages 30 to 50, the new initial premium rates are 3.4% lower for Solution 10 and 0.4% lower for Solution 20 on average.
- Renewal premium rates for these products have generally increased – first renewal rates increase on average 11% for Solution 10 and 10% for Solution 20.

**Transition Rules**

- For applications received in Head Office on or after 5:00 p.m. April 15, 2015 (EST) that are approved, Solution 10 & Solution 20 coverages will be issued with the new plan rates.
- For pending "in the mill" Solution 10 & 20 business that is in Head Office before April 16, 2015, if approved, it will be automatically issued with the **lower** of the new plan rates and the current rates, but must be settled by 11:00 a.m. July 16, 2015 (EST).
- Any Solution 10 or 20 policy issued on or before April 15, 2015, but not yet settled must be returned to Head Office by April 30, 2015 at 5:00 p.m. (EST) to receive the new rates.
- Any request to reopen a closed Solution 10 or 20 application with current rates must be received in Head Office by 5:00 p.m. April 15, 2015 (EST) in order to qualify for existing rate.