

# Protective Life Bulletin

DATE: August 16, 2021

## Protective<sup>®</sup> Classic Choice term just got cheaper!

You heard that right, we've lowered prices across the board on Protective<sup>®</sup> Classic Choice term to give your clients the short-term coverage they need at the price they want. Our lower prices now put Protective in the top 3 95% of the time and in the top 5 97% of the time! Plus, we're one of only three carriers in the market to offer level term coverage for up to 40 years.\*

With lower prices, longer term options, more flexibility and faster technology, Protective's making short-term business easier and more innovative than ever.

### Transition Rules:

- For ticket business, applications must be signed and received on or before September 13, 2021.
- For paper business and direct writer, applications must be signed and received on or before August 30, 2021.
- Any application in Underwriting on August 16, 2021 may choose the version of the product (old or new) but will retain the rates they are initially quoted unless otherwise requested up until the case has been approved.
- NY does not have a rate change but the plan codes are changing so they will follow the above rules.

Let's deliver on our promises. Together.

\*Rankings current as of August 2021. Based on comparison of Protective Classic Choice Term monthly premiums against 23 carriers, at quinquennial ages for three Non-Tobacco underwriting classes at durations of 10, 15, 20, 25 and 30 years.

Protective is a registered trademark and Classic Choice is a trademark of Protective Life Insurance Company.

Protective Classic Choice Term, policy form number ICC116-TL21/TL-21, and state variations thereof, is a level death benefit term life insurance policy to age 95, issued by Protective Life Insurance Company, Nashville, TN. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana unisex rates apply. Premiums increase annually after the initial guaranteed period. All payments and guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

