

Transition Rules for CA, WY, OR, and VA

Founders Plus August 2021

On Monday **August 30, 2021**, the revised PruLife Founders Plus will be introduced in California, Wyoming, Oregon, and Virginia.

The following rules apply to any request for New Business, Term Conversion, or OPAI (Option To Purchase Additional Insurance) Conversion.

TRANSITION RULES:

- **August 30, 2021 (Ready to Sell Date):** First day that an application can be signed and dated¹ with New Rates.
- **September 10, 2021 (Last Day for Old Rates):** Last day that an application can be signed and dated¹ with Old Rates.
- **November 12, 2021 (1035 Exchange Date):** Last day cases involving a 1035 exchange must have the 1035 initiated/started² by to retain Old Rates. If the 1035 Exchange date is met, the policy will not be subject to an additional placement deadline.
- **November 12, 2021 (Placement Date):** Last day that a pending case can be placed with Old Rates. All delivery requirements must be received in good order by end of business day (4 PM EST)

* **All dates are considered end of day Eastern Standard Time**

¹Definition of "application date":

- Pru Advisors Prepaid eLife - Date on the form of payment and the Authorization, Acknowledgement and Limited Insurance Agreement form
- Pru Advisors COD eLife - Date the Authorization, Acknowledgement, and Limited Insurance Agreement form and Variable Contract Acknowledgement form (if applicable) were signed by the client
- Pru Advisors or Third Party Full Application case - Date the Part 1 of application (ORD 96200) was signed
- Third Party Prepaid Xpress QuickForm case - Date on the form of payment, the Authorization to Release Information form, and the Limited Insurance Agreement form
- Third Party COD Xpress QuickForm case - Date the Authorization to Release Information form and Variable Contract Acknowledgement form (if applicable) were signed by the client

²Definiton of "1035 Initiated/Started":

- Underwriting approval and Absolute Assignment form received (in good order)

REQUESTS FOR OLD RATES DURING THE TRANSITION PERIOD:

INFORMAL/INQUIRY APPLICATIONS

- Informal/Inquiry applications will not be eligible for Old Rates unless replaced by a live application by the Ready to Sell Date based on state approval.

BACKDATING

- Normal backdating rules apply, meaning that the new policy date can be backdated up to six months prior to the application date (three months in Ohio). A policy with New Rates can be dated prior to the state introduction date as long as the application meets the requirements in the TRANSITION RULES above.
- Please note: If the date of birth is more than 6 months prior to the state introduction date, you cannot backdate the policy to save age with a request for the new product version.

APPLICATIONS WITH PENDING OWNERSHIP ARRANGEMENTS

- Any case indicating pending ownership on the original formal application must be signed and received prior to the dates indicated in the TRANSITION RULES above to qualify for old rates. Any additional application received as part of establishing a trust or finalizing the ownership arrangement, must be received in good order by the home office by the 1035 Exchange date (if applicable) or Placement Date indicated under the Transition rules above. Placement deadline will remain unchanged regardless of when the replacement application is received.

TERM CONVERSIONS

- **Old or New Rates can be issued** if the convertible period ends prior to the state approval date and the application date is after the state approval date but within 31 days of the convertible period end date. (Application is dated within the transition period and within the 31 days to the end of the convertible period).
- **Only New Rates can be issued** if the term conversion is requested after the state approval date and the application date is outside of 31 days after the convertible period end date.

REQUESTS FOR NEW RATES:

Requests for changes to the New Rates will be permitted for these situations:

- Any pending case or issued policy that is not yet delivered with an application date prior to the state introduction date can be changed to New Rates, as long as the request for change is made on or after the state introduction date. A matching Illustration and a confirmation of billed premium must also be included.
- An existing PruLife Founders Plus policy that has been delivered and is in force with a policy date of 01/01/2021 or later and is still within its 90-day New Business Change Period can be changed to New Rates and keep the original policy number and policy date. The written request must be submitted on or after the state introduction date with a matching illustration, revised product Disclosure form, confirmation of billed premium with the new rates. Existing policies that are outside the 90-day New Business Change Period or have a policy date prior to 01/01/2021 cannot be changed to the New Rates.
- During the 90-day New Business Change Period Face Amount increases with old rates **will not** be allowed.

The 90-day New Business Change Period is defined as the 90 day period beginning on the later of the policy date or issue date. For a contractual Term Conversion that is issued after the end of the original conversion period, the change period is defined as the 90 day period beginning on the policy date.