

Prudential Life Insurance

2021 Year End Transaction Guidelines

Key Dates and Deadlines

DATE	DETAILS
November 5, 2021	Submission of informal applications that are intended to place by Year End. This will allow time to communicate the offer and coordinate the submission of the formal application(s)
November 24, 2021	Closing at 2:00 p.m. ET
November 25, 2021 November 26, 2021	Closed
December 15, 2021 4:00 p.m. ET	All delivery requirements including premium must be received "In Good Order" to guarantee policy placement and compensation in 2021
December 23, 2021	Closing at 2:00 p.m. ET Prudential's Year End Deadline, cases placed and active on administrative systems will generate compensation for 2021 NOTE: <ul style="list-style-type: none"> COD cases being delivered December 29–31 may not place until January 2 due to policy dating rules. Future dated policies will not place until the policy date
December 24, 2021	Closed
December 30, 2021	Closing at 2:00 p.m. ET
December 31, 2021	Closed

Key Reminders for a Winning Year End

Make the Subject Line of the Email Clear

- Include "YE" or "Year End" along with the policy number and client's last name
- Include "New Application" or "Delivery Requirements" to help expedite processing

Help the Underwriter Understand the Case

- Use a cover letter to communicate important case information to help the Underwriter understand the "full picture" of the case
- Make sure the Underwriter knows what offer is needed to win the case

Utilize Case Status Tools

- Determine if additional requirements are required for policy issuance or for the case to be placed in force: Check Status: Proactive Case Status Emails, Agency Management System (Brokerage General Agencies), and www.pruxpress.com

Form Submission Options

- Utilize **eCapabilities** (eSubmission/eInterview/PruFast Track/eDelivery/elssue) for faster policy issuance and placement
- Imaging (Brokerage General Agencies)
- Fax documents to 800-416-5022
- Two-Way communication (via www.pruxpress.com)
- Overnight Mail Addressing:
 - Prudential Financial 1600 Malone Street Suite: DTY Millville, NJ 08332
- Remember to include Policy Number on all documents

Tips to Avoid Commonly Missed Requirements

Electronic Policy Delivery

- Policies delivered via eDelivery result in fewer missed requirements

Mode/Billed Premium Changes

- Clearly identify mode and billed premium changes in the cover letter

Form Changes/Alterations

- Make sure any changes or alterations made to a form are initialed by the policyowner
- Contact your New Business team to determine if the policy change will require a reissue and delivery

Delivery Application

- Submit all pages, including part 2 and applicable supplements
- Make sure the correct signature and title are on trust or corporate-owned policies

10164 Amendment

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Policy at a Glance

- Ensure policyowner's signature and title, broker's signature, and date are included

E-Pay/Electronic Funds Transfer (EFT) Form

- Verify the bank account number
- Complete Section One (E-Pay) on the E-Pay/EFT form to draft the initial premium or balance due at delivery on all payment modes
- Complete Section Two (EFT) for ongoing withdrawal of monthly premiums

Checks

- Include policy number(s) on checks and clearly indicate if premium is to be split among multiple policies

Additional premiums

- Submit any additional premiums based on policy date and modal premium

Sales Illustrations

- Ensure all pages of the illustration are submitted and signed
- If a revised sales illustration is required at delivery, ensure the illustration is prepared showing "revised"
- Ensure all illustration validation items match how the policy was issued i.e., rate basis, rating, etc.

Questions?

Contact Your Dedicated Service Team