



Principal® Term life insurance reprice (April 2019)

## New Principal Term rates

Effective Monday, April 1, 2019

10-, 15-, 20- and 30-Year Term transition guidelines

Effective April 1, 2019, we'll be introducing **reduced Principal Term rates for many of our ages and risk classes.**

### April 1, 2019

- All Term applications received in the home office (in approved states) on this date or after will automatically receive the new Term – April 2019 rates.
- We'll accept requests for the Term – October 2018 rates until April 29, 2019. Simply note this request on a cover letter/transmittal.

### Cases pending on April 1, 2019

- Applications in underwriting will be issued with the Term – October 2018 rates as originally applied for, unless the new Term – April 2019 rates are specifically requested.
- If the new Term – April 2019 rates are desired, no new application or quotation is required. Notify your home office contact of the requested change.

If Term – October 2018 is desired, **April 29, 2019 is the last day that applications can be received in our home office.**

### Policies still within the examination period (COD, Offer or Shortage)

- If the policy was delivered via eDelivery and the new Term rates (April 2019) are desired, the Field Office contact will reject the policy with old rates and indicate that the new rates are desired in the Rejection Comments box. The policy will then be reissued via eDelivery.
- If the policy was mailed from Principal and the new Term rates (April 2019) are desired, simply indicate "Term rates – April 2019" with the delivery requirements and submit the correct premium amount. New data pages will then be mailed to the customer.

### Backdating

- Backdating is allowed to save age. Normal backdating rules apply.

### State approvals

- All states have approved the new Principal Term rates for April 2019.



Call the National Sales Desk today at 800-654-4278, or your Life RVP.  
Visit us at [advisors.principal.com](http://advisors.principal.com).