Simply Preferred™ term 20 life insurance rates decreasing effective Nov. 25

Rates are decreasing on Canada Life's Simply Preferred™ term 20 life insurance products, effective Nov. 25, 2013, with an average decrease of 1.5 per cent.

Canada Life is a leader in the term life insurance market, and this change will help us stay competitive and strong.

Rates are changing for the following:

- Canada Life *Simply Preferred* term 20 life insurance basic coverage rates
- Partner insured term
- Simply Preferred term 20 life insurance riders
    - Rider conversions to standalone term 20 life insurance policies.
- Riders on Canada Life *Wealth Achiever* and *Estate Achiever* participating products as well as *Millenium* universal life insurance product

In addition, Term 10-to-term 20 life insurance conversions at year seven are now contractual.

Overall, these changes mean clients have an opportunity to save money on their term life insurance coverage. For you, it provides more sales and conversion opportunities.

Transition rules

If:	Then:
An application is received at head office on Nov 25, 2013, or later	New rates apply
All pending applications in head office as of Nov 25, 2013, or later	New rates apply
Backdating to a date prior to Nov 25, 2013, to save age	Old rates apply

An application refers to applications for new business, term conversions, and policy changes

Software

Updated illustration software, Nov. 25 – You can get your updated *Concourse* software via *RepNet*, Internet download or CD, starting Nov. 25. It includes new term 20 rates, three more strategies, plus other changes. Watch your email for more details.

For more information, contact your MGA, branch office or your local regional marketing centre.

November 19, 2013