

Information For You

TERMSETTER RATE REDUCTION

Effective: June 1, 2023



Everything Insurance Should Be®

Cincinnati Life's Termsetter reprice presents an overall rate reduction for all term periods and rate bands, with the most significant reductions found in:

- Shorter term durations
- Preferred Plus and Preferred rate classes
- Younger ages

Key Termsetter features include:

- Rates based on actual age
- Non-cigarette tobacco users may qualify for Standard Plus rates
- Flexible build charts for healthy individuals who fall outside the "normal" guidelines
- Concierge financial underwriting review for cases \$3 million and above
- 10-, 15-, 20-, 25- and 30-year guaranteed term periods

Rapid Review Accelerated Underwriting:

- Available for ages 18-50
- Standard rate class or better
- Death Benefit Amount: \$100,000 – \$1 million
- Drop ticket and concierge sales only

Consider these annual premium examples.

\$500,000				\$1,000,000				\$5,000,000			
	Old rate	New rate	% of change		Old rate	New rate	% of change		Old rate	New rate	% of change
Male, Age 34, Preferred Plus				Male, Age 24, Standard Plus				Male, Age 34, Preferred			
10-year	\$240	\$165	-31%	10-year	\$475	\$455	-4%	10-year	\$1,975	\$1,625	-18%
20-year	310	250	-19%	20-year	625	585	-6%	20-year	2,775	2,425	-13%
30-year	445	400	-10%	30-year	965	955	-1%	30-year	4,475	4,375	-2%
Female, Age 39, Preferred Plus				Male, Age 39, Preferred Plus				Female, Age 44, Preferred Plus			
10-year	\$265	\$185	-30%	10-year	\$ 515	\$ 415	-19%	10-year	\$2,275	\$2,025	-11%
20-year	315	290	-8%	20-year	645	635	-2%	20-year	3,625	3,525	-3%
30-year	515	480	-7%	30-year	1,175	1,135	-3%	30-year	6,925	6,725	-3%
Male, Age 64, Standard Non-Smoker				Female, Age 49, Preferred Plus				Male, Age 54, Preferred Plus			
10-year	\$3,980	\$3,780	-5%	10-year	\$ 785	\$ 685	-13%	10-year	\$ 6,825	\$ 6,725	-1%
15-year	5,750	5,225	-9%	20-year	1,195	1,175	-2%	20-year	12,925	12,375	-4%
20-year	8,505	7,665	-10%	30-year	2,315	2,125	-8%	30-year	29,625	26,025	-12%

This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. Products and riders available in most states. Rates are effective June 1, 2023, and subject to change without notice.

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BULLETIN

Important information for life insurance producers and staff



Everything Insurance Should Be®

What – Updated Termsetter Rates

Highlights – Cincinnati Life has applied an overall rate update to the Termsetter guaranteed level term portfolio. This has resulted in premium decreases in a variety of areas, with the most significant decreases found in:

- Shorter term durations
- Preferred Plus and Preferred rate classes
- Younger ages

Key Features

- Rates based on actual age
- Non-cigarette tobacco users are eligible for nonsmoker rates
- 10-, 15-, 20-, 25- and 30-year guaranteed term period options
- Convertible through the end of the term period or the policy anniversary following the insured's 70th birthday, whichever comes first
- Minimum death benefit amount of \$25,000
- Fully commissionable \$75 policy fee

Supporting Materials

The agent's guide and additional marketing pieces have been updated to include the new premium rates and age ranges. View, print, email or order these materials on the agency portal under Life, Resources and Marketing Materials.

Consumer Material

- CLI-20003, Affordable Term Life Insurance for All Generations
- CLI-20014, Term Life Insurance at a Price You Can Afford
- CLI-20016, Term Life Insurance Protection You Need...at a Price You Can Afford
- CLI-20017, Plan for a Bright Tomorrow
- CLI-20020, Choosing the Right Direction

Agent Material

- CLI-20010, Termsetter Agent's Guide
- CLI-20144, Don't Let Opportunity Go Up in Smoke
- CLI-TRM, Termsetter Product Marketing Guide

Additional Resources

Your Cincinnati Life sales field and headquarters representatives are here to help! Contact Life Field Services, 800-783-4480, for product questions or assistance with illustrations.

Please route this information to all Cincinnati Life producers in your agency.

Sincerely,

David L. Burbrink
Vice President
Life Field Services

Date: May 25, 2023

Effective: June 1, 2023

Applicable in: All states except NY

Transition Period for Rates:

June 1, 2023 – July 1, 2023

Applications signed and dated between June 1 and July 1, 2023, and received in our office on or before July 7, 2023, will be issued with Cincinnati Life's most competitive Termsetter rate.

July 2, 2023

All applications signed and dated on or after July 2, 2023, or received after July 7, will receive the new Termsetter rates.

