

Protective Indexed ChoiceSM UL is repriced and now available in NY!

September 18, 2023

We've launched [Protective Indexed Choice UL](#) in New York, effective today, September 18, 2023. The non-NY version is also repriced to improve competitiveness in key scenarios.

 [Email](#)

It's designed to help protect clients' goals while offering flexibility to adapt to life's changes — including the opportunity to grow and access cash value linked to index performance.

This solution offers:

- **Guaranteed death benefit protection**, to support clients when they need it most.
- **Cash value growth potential** fueled by index performance and realistic illustration rates.
- **Flexibility to adjust coverage and premiums**, along with features to help with life's uncertainties.

With a straightforward, flexible design, along with our automated processes and dedicated support, we make it easy to add life insurance to your business.

Carrier-specific product training for NY version:

Training is required prior to the sale of Protective Indexed Choice UL NY. Access training on the [RegEd website](#) under product code: PICULNY.

Reprice transition rules for non-NY version:

- For paper business: applications must be signed and received on or before October 2, 2023.
- For ticket business and direct writer: applications must be signed and received on or before October 16, 2023.
- Any application in Underwriting on September 18, 2023, may choose the version of the product (old or new) but will retain the rates they are initially quoted unless otherwise requested up until the case has been approved.

Contact your Protective representative to learn more about Protective Indexed Choice UL for your clients' protection and growth goals.


We're here for you

Everyone deserves peace of mind when it comes to safeguarding what's most important. We're ready to help you deliver the protection and security your clients deserve. Reach out to us anytime for questions and support, and we'll get in touch with you as soon as possible.

Contact us

WEB.4137912.08.22



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