

product & service notice



Date: December 13, 2018
To: Ameritas Field Associates
RE: Value Plus UL Now Available in CA

Memo Number: PS 4171
Discard After: December 13, 2019
Product Area: Life

Summary: The Value Plus Universal Life insurance product is available in California beginning December 13, 2018.

Value Plus UL not only provides your clients with affordable death benefit protection, it also provides:

- 15-year minimum no lapse guarantee
- Supplemental Coverage rider to provide additional coverage at a lower cost than the base policy alone.
- Care4Life 2.0 Accelerated Death Benefit rider, which provides a benefit if your clients are diagnosed with a chronic illness, a terminal illness, a severe cognitive impairment or one of 15 qualifying critical illnesses.
- Lifetime Income rider, which guarantees money clients cannot outlive.
- An Early Cash Value rider to provide higher cash surrender value in the early years of the policy, without sacrificing long-term cash value.

The following guidelines will help answer your questions about submitting new business, pending applications and replacing existing policies.

New Business

You may submit an application (UN2550) by following these guidelines:

- On the policy details page (UN2550 PD) indicate the product being applied for is Value Plus UL.
- Submit a Value Plus UL illustration with the application.
- Additional requirements may be requested at the underwriter's discretion.

Pending Business

If you have submitted an application and would like to change the product applied for to Value Plus UL, please follow these guidelines.

- If the application is **dated on or** December 10, 2018:
 - Submit a written request to change to Value Plus UL. The request must be approved by the underwriter.
 - Submit a Value Plus UL illustration.
- If the application is dated **before the state approval date**,
 - Submit a new application.
 - Submit a Value Plus UL illustration.

Replacing Existing Policies

Within 90 Days of Underwriting Approval (with or without money)

These cases will be handled as requests for re-issues. Please follow these guidelines:

- Return the policy with a cover memo requesting the re-issue.
- Submit an illustration for the Value Plus UL product.
- If the application is dated before the state approval date, complete a new application.
- Additional requirements may be requested at the underwriter's discretion.

More Than 90 Days After Underwriting Approval (with money)

These cases will be handled as replacement requests. Please follow these guidelines:

- Return the policy with a cover memo requesting the re-issue.
- Submit an illustration for the Value Plus UL product.
- Complete a new application.
- Complete a new non-medical form.
- Complete a Notice Regarding Replacement of Life Insurance form.
- Complete an Internal & External Replacement form.
- Complete an Exchange of Life Insurance Policy Under Internal Revenue Code Section 1035(a) form.
- Additional requirements may be requested at the underwriter's discretion.

More Than 90 Days After Underwriting Approval (without money)

These cases will require you to submit a new fully completed application kit and a Value Plus UL Illustration for underwriting review.

Cases that have been facultatively reinsured will be handled case by case by the underwriter.

In approved states, Value Plus Universal Life insurance (form 3023) is issued by Ameritas Life Insurance Corp., located at 5900 O Street, Lincoln NE 68510. Policy and riders may vary and may not be available in all states.

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