



Field
Update



January 6, 2010
Number: 0227

Transition schedule for new No-Lapse Guarantee products

As we [previously announced](#), Aviva is repositioning its No-Lapse Guarantee portfolio later this month by launching Advantage Builder III and Guarantee UL Solution II.

As we transition to the new products, guidelines have been established and will be driven by the application signed date. This will allow you to know at the time the application is taken which product series will apply.

The following transition guidelines apply only to states that have approved the new products as of the date of this announcement. Those states include:

Advantage Builder III

Alabama	Florida	Maine	New Mexico	South Carolina
Alaska	Georgia	Maryland	North Carolina	South Dakota
Arizona	Idaho	Michigan	North Dakota	Tennessee
Arkansas	Indiana	Minnesota	Ohio	Utah
California	Iowa	Mississippi	Oklahoma	Vermont
Colorado	Kansas	Missouri	Oregon	Washington
District of Col.	Kentucky	Nebraska	Pennsylvania	West Virginia
Delaware	Louisiana	New Jersey	Rhode Island	Wisconsin
				Wyoming

Guarantee UL Solution II

Alabama	Idaho	Mississippi	North Carolina	South Dakota
Alaska	Indiana	Missouri	North Dakota	Tennessee
Arkansas	Iowa	Nebraska	Ohio	Utah
Colorado	Kansas	New Hampshire	Oklahoma	Washington
District of Col.	Kentucky	New Jersey	Oregon	Wisconsin
Georgia	Michigan	New Mexico	Rhode Island	Wyoming

In the above states, applicants will receive the current NLG products if ALL the following conditions are met:

- The application is signed on or before January 24, 2010. This must be the full Part A application; trial applications cannot be used to meet this deadline.
- The application is received in the Home Office on or before February 5, 2010.
- The policy is issued on or before April 30, 2010.

All applications signed on or after January 25, 2010, will receive the new Advantage Builder and Guarantee UL Solution products. All applications received in the Home Office after February 5, or policies issued after April 30, will also receive the new products. There will be no exceptions.

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In states not part of the initial launch, including Empire Solution III and Guarantee UL Solution II in New York, we will communicate a separate transition schedule upon approval of the products, using a similar timeline.

The timely completion of all outstanding requirements is extremely important and New Business teams will make every effort to ensure all applications eligible for the current product series are processed as soon as possible.

For all states, backdating to save age will be allowed within 60 days of the issue date, but no earlier than January 5, 2010. Keep in mind that the application signed date will determine which set of rates are applied. If the application is signed on or after January 25, the new product series will be used even if backdating causes the policy effective date to occur prior to the date the new products take effect.

Our Life Portraits Sales Solutions software will be updated on January 25. An updated version of the software will be required to quote both old and new product series. Winflex Web will also be updated with the new products.

If you have questions, contact your Sales Director or call Distribution Services at (800) 801-1486, option 1, ext. 2396.



Field
Update



December 10, 2009
Number: 0219

Aviva to reposition NLG products in January

Aviva is repositioning its product portfolio to offer our agents and customers value and versatility while navigating an environment of lower investment yields and higher capital costs.

Many carriers have dealt with this economic climate by limiting the No-Lapse Guarantees available or discontinuing their No-Lapse Guarantee products entirely. Aviva recognizes the benefits of No-Lapse Guarantee products for your customers and is choosing to remain an industry leader in this market.

To stay competitive while effectively managing our portfolio, we are launching Advantage Builder III and Guarantee UL Solution II in approved states on Monday, January 25, 2010.

This revised portfolio will provide top-level competitive NLG premiums in every age category, especially in single pay or limited premium payment designs. In general, Advantage Builder III will be the preferred product for customers 65 and under, while Guarantee UL Solution II will generally be the better product for customers over the age of 65.

Here are the steps Aviva is taking to reposition its No-Lapse Guarantee portfolio:

- Required NLG premiums and policy charges are being updated. We are increasing NLG premiums an average of 5% overall for both products.
- We are making Guarantee UL Solution more competitive at age 70 and above by lowering the NLG premium at those issue ages. The product redesign will make limited pay scenarios more competitive than lifetime pay across age categories.
- We are increasing expense charges and target premiums across age categories on Guarantee UL Solution to align with lifetime NLG premiums. Lifetime NLG premiums will be fully commissionable through approximately age 65.
- Target premiums and expense charge will also be increased on Advantage Builder III to align with lifetime pay NLG premiums, which will be fully commissionable through approximately age 65.

New rates will be based on application signed date. We will communicate full transition guidelines in early January.

Aviva is determined to remain in the best possible financial position to provide ongoing value to all of our stakeholders, especially to our valued distribution partners. Thank you for all of your support this year.

If you have any questions about the upcoming No-Lapse Guarantee repositioning, please contact your Sales Vice President or Sales Support Team.