



Effective April 1, 2021, we will be implementing rate adjustments to Children's Whole Life. While we will be making small rate increases, Children's Whole Life will remain an affordable and competitive express policy that allows clients to lock in low premiums and future insurability throughout the lifetime of their child or grandchild.

Transition Rules

The new Children's Whole Life pricing will go into effect *April 1, 2021* in all states.

- Applications signed prior to April 1, 2021 will receive the old pricing, regardless of the policy effective date.
- Applications signed on or after April 1, 2021 will receive the new pricing.

Quoting Software

Quotes for Sales Professional (our mobile quoting app) will have the new rates effective April 1, 2021.

Marketing Materials

Marketing materials have been updated and are available.

Thank you for your continued trust in Mutual of Omaha. We continue to be committed to the Simplified Issue marketplace and if you have any questions, please reach out to your Sales Director.



Tess Grace

Senior Vice President

Brokerage Sales

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