



LIFE ESSENTIALS

July 6, 2020



PruLife® Universal Protector

Effective July 13, 2020, we will be suspending new sales of PruLife Universal Protector.

[Learn more](#)

June 16, 2020



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Repricing Coming to Term Essential[®] and Term Elite[®] *See Why We Remain Competitive (And guess who's back?)*

In response to the low interest rate environment, effective July 20, 2020, our rates for both **Term Essential** and **Term Elite** will increase for most term durations. Note that, for non-NY policies, there is a rate *decrease* for 10-year term and no change for 15-year term. And, effective July 20, 2020, **30-year term is back!**

TERM ESSENTIAL RATE CHANGES:

Non-NY Rates

Term Essential 10 – 4% decrease
Term Essential 15 – No change
Term Essential 20 – 3% increase
Term Essential 30 – 15% increase

NY Rates

Term Essential 10 – 8% increase
Term Essential 15 – 10% increase
Term Essential 20 – 10% increase
Term Essential 30 – 21% increase

TERM ELITE RATE CHANGES:

Non-NY Rates

Term Elite 10 – 4% decrease
Term Elite 15 – No change
Term Elite 20 – 3% increase
Term Elite 30 – 15% increase

NY Rates

Term Elite 10 – 8% increase
Term Elite 15 – 10% increase
Term Elite 20 – 10% increase
Term Elite 30 – 21% increase

The percentage increases and decreases listed above are an average for each pay period and may vary, based on issue age, gender, underwriting class, and face amount.

Prudential's Term Essential and Term Elite deliver some of the greatest value from a company that clients know and trust:

- Face amounts to cover the varying needs of clients
- Opportunity to convert to ANY of Prudential's permanent products to help meet changing protection needs
- Age last birthday pricing; this may mean lower premiums for clients
- Consistent and strong underwriting
- Speed and convenience through emerging eCapabilities
- Living Needs BenefitSM, one of the most robust accelerated death benefit riders offered in the industry. It pays a portion of the death benefit while the insured is still alive but terminally ill, is permanently confined to a nursing home, or has undergone life-saving organ transplant procedures
- Confidence born of a leader's strength and stability. For 145 years, Prudential has been known for delivering on our promises to our customers.

Get 6 Reasons to Offer Pru Term

<https://prudential.assetserv.com/prudential/download/file?assetId=8285542&external=true>

Transition Rules

<https://prudential.assetserv.com/prudential/download/file?assetId=8292139&external=true>

Your Success Is Important to Us

The Living Needs Benefit is an accelerated death benefit and is not a health, nursing home, or long-term care insurance benefit and is not designed to eliminate the need for insurance of these types. There is no charge for this rider but, when a claim is paid under this rider, the death benefit is reduced for early payment, and a \$150 processing fee (\$100 in Florida) is deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 deducted (\$100 in Florida). Portions of the Living Needs Benefit payment may be taxable and receiving an accelerated death benefit may affect eligibility for public assistance programs. The federal income tax treatment of payments made under this rider depends upon whether the insured is considered "terminally ill" or "chronically ill" and, if the policy is business related, whether the insured is receiving the benefits. We suggest that clients seek assistance from a personal tax advisor regarding the implications of receiving Living Needs Benefit payments. This rider is not available in Minnesota to new purchasers over age 65 until the policy has been in force for one year, and the nursing home option is not available in California, Connecticut, Florida, Massachusetts, New York, or the District of Columbia. This rider is not available in Washington state. In Oregon, term policies must include the waiver of premium benefit to be eligible for this rider.

Term Essential and Term Elite are issued by Pruco Life Insurance Company, except in New York, where they are issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ.

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