

Leaves and Modal Factors Are Falling

Legal & General America has crisp new OPTerm rates and now monthly premiums are more competitive than ever!

Delivering consistent, competitive pricing and automated, simple solutions.



Harvest Time

At all ages¹, classes, amounts, and durations, OPTerm pricing for: Banner ranks #1 - 78% of the time. William Penn ranks #1 - 82% of the time.



Winning Recipe

November 21, 2017 - New OPTerm rates include decreases and some increases. Decreases restored our #1 price ranking against core competitors, and focused in these areas:

- Higher face amounts (\$500K or more)
- Younger lives (Age 57 and below)
- All underwriting classes
- Concentrated in longer durations
- Males and females evenly distributed

Rate increases were concentrated in 10 year durations, band 4 (face amounts of \$1 million or more).



Pass the Gravy

The reprice lowers the monthly modal factor from 0.0875 to 0.086. Both annual and monthly rates are highly competitive!



Sweet Spots²

Banner ranks #1 - 89% of the time. William Penn ranks #1 - 92% of the time.



Thankful

Legal & General America is thankful for your partnership and your business. We're committed to working with you; using new technology that will improve the experience of buying and selling life insurance. Our end-to-end platform uses digital solutions that help save agencies time and money.

Percent of wins and ties against named competitor on a monthly premium basis

	Banner	William Penn
AIG	90%	90%
AXA	95%	95%
John Hancock	93%	93%
Lincoln (Element)	95%	95%
Lincoln (TermAccel)	98%	N/A
Mutual of Omaha	96%	96%
North American	91%	N/A
Pacific Life	87%	87%
Principal	92%	92%
Protective	86%	N/A
Prudential	96%	96%
SBLI	94%	N/A
Transamerica	94%	94%

¹Price rankings based OPTerm monthly pricing at quinquennial ages.

²OPTerm pricing at quinquennial ages 35-60 for 15, 20, 25, and 30 year durations, all NT classes, and all bands.

Not valid without full disclosure.



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Banner OPTerm policy form # ICC12OPTN and state variations. In New York, William Penn OPTerm policy form # OPTN-NY. Two-year contestability and suicide provisions apply. Policy descriptions provided here are not a statement of contract. Please refer to the policy forms for full disclosure of all benefits and limitations. Premiums quoted include \$60 annual policy fee. Rates as of 11.21.17.

Competitive rank based on monthly premiums for all classes, bands, genders and quinquennial ages based on CompuLife comparisons as of 11.13.17 of 2,448 cells. Valid until 2.13.18. The products listed in the term comparisons are believed to be comparable to OPTerm plans with level guaranteed premiums paid for 10, 15, 20, 25 and 30 year durations. Term ranks based on Preferred Plus Non-Tobacco (PPNT), Preferred Non-Tobacco (PNT), Standard Plus Non-Tobacco (SPNT), Standard Non-Tobacco (SNT), Preferred Tobacco (PT) and Standard Tobacco (ST) underwriting classes. The form numbers for these competitor products may vary by state.

Competitive rank based on monthly premiums for sweet spots, quinquennial ages 35-60 based on CompuLife comparisons as of 11.13.17 of 736 cells. Valid until 2.13.18. The products listed in the term comparisons are believed to be comparable to OPTerm plans with level guaranteed premiums paid for 15, 20, 25 and 30 year durations. Term ranks based on Preferred Plus Non-Tobacco (PPNT), Preferred Non-Tobacco (PNT), Standard Plus Non-Tobacco (SPNT), Standard Non-Tobacco (SNT) underwriting classes. The form numbers for these competitor products may vary by state.

Banner:

Competitor's products include: American General Life Insurance Company / Select-a-Term 10, 15, 20, 25, 30 (Form # ICC16-16901), AXA Equitable Life Insurance Company / Term Series 10, 15, 20 (Form # ICC09-150-LT and state variations), John Hancock Life Insurance Company USA / Term Life 10, 15, 20 (Form # 2017TERM), Lincoln National Life Insurance Company / Element Level Term 10, 15, 20, 30 (Form # ICC16TRM 6063 or TRM5065N) / TermAccel 15, 20, 30 (Form # TRM5065), North American Company for Life and Health / ADDvantage 10, 15, 20, 30 (Form # LS174), Pacific Life Insurance Company / Pacific Promise Term 10, 15, 20, 25, and 30 (Form # P16LYT or ICC16P16LYT and S16LYT 10, S16LYT 15, S16LYT 20, S16LYT 25, or S16LYT 30), Principal National Life Insurance Company Co., Term 10, 15, 20, 30 (Form # ICC17 SN104 or SF946), Protective Classic Choice Term 10, 15, 20, 25, and 30 (Form # ICC16-TL21 / TL21), Pruco Life Insurance Company / Term Essential 15, 20, 30 (Form # ICC16 PLTIC-2016), Savings Bank Life Insurance Company of MA / T-10, T-15, T-20, T-25, T-30 (Form # B-56), Transamerica Life Insurance Company / Trendsetter Super Series 10, 15, 20, 25, 30 (Form # ICC16 TL24), and Mutual of Omaha / United of Omaha Life Insurance Company / Term Life Answers 10, 15, 20, 30 (Form # 6250L0696, 6296L0696, 6319L0696, 7064L0203).

William Penn:

Competitor's products include: AXA Equitable Life Insurance Company / Term 10, 15, 20 (151X) (Form # ICC09-150-LT), Mutual of Omaha / Companion Life Insurance Company of NY / Term Life Answers 10, 15, 20, 30 (Form # 738Y-1195, 757Y-0598, 763Y-0201 or 805Y-0203), John Hancock Life Insurance Company NY / 15, 20 Level Premium Term (Form # 2017TERM), Lincoln Life and Annuity Company of NY / Life Element Level Term 10, 15, 20, 30 (Form # TRM 5065N.2/13), Pacific Life & Annuity Company / PL Promise 10, 15, 20, 25 and 30 (Form # ICC12 P12TRF or P12TRF), Principal Life Insurance Co. / Term 10, 15, 20, 30 (Form # SF946), Pruco Life Insurance Co of New Jersey / Term Essential 10, 15, 20, 30 (Form # PLTIC-2016), AIG / The United States Life Insurance Company in the City of New York / AG Select-a-Term 10, 15, 20, 25, 30 (Form # 16901N), Transamerica Financial Life Insurance Co / Trendsetter Super Series 10, 15, 20, 25, 30 (Form # 3-306 38-111, 3-305 38-111, 3-304 38-111, 3-303 38-111 or 3-334 38-111).

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