

Prudential Life Insurance

2021 Year End Transaction Guidelines

Key Dates and Deadlines

| DATE | DETAILS |
|--|---|
| November 5, 2021 | Submission of informal applications that are intended to place by Year End. This will allow time to communicate the offer and coordinate the submission of the formal application(s) |
| November 24, 2021 | Closing at 2:00 p.m. ET |
| November 25, 2021 November 26, 2021 | Closed |
| December 15, 2021 4:00 p.m. ET | All delivery requirements including premium must be received "In Good Order" to guarantee policy placement and compensation in 2021 |
| December 23, 2021 | Closing at 2:00 p.m. ET Prudential's Year End Deadline, cases placed and active on administrative systems will generate compensation for 2021 NOTE: <ul style="list-style-type: none"> COD cases being delivered December 29–31 may not place until January 2 due to policy dating rules. Future dated policies will not place until the policy date |
| December 24, 2021 | Closed |
| December 30, 2021 | Closing at 2:00 p.m. ET |
| December 31, 2021 | Closed |

Key Reminders for a Winning Year End

Make the Subject Line of the Email Clear

- Include "YE" or "Year End" along with the policy number and client's last name
- Include "New Application" or "Delivery Requirements" to help expedite processing

Help the Underwriter Understand the Case

- Use a cover letter to communicate important case information to help the Underwriter understand the "full picture" of the case
- Make sure the Underwriter knows what offer is needed to win the case

Utilize Case Status Tools

- Determine if additional requirements are required for policy issuance or for the case to be placed in force: Check Status: Proactive Case Status Emails, Agency Management System (Brokerage General Agencies), and www.pruxpress.com

Form Submission Options

- Utilize **eCapabilities** (eSubmission/eInterview/PruFast Track/eDelivery/elssue) for faster policy issuance and placement
- Imaging (Brokerage General Agencies)
- Fax documents to 800-416-5022
- Two-Way communication (via www.pruxpress.com)
- Overnight Mail Addressing:
 - Prudential Financial 1600 Malone Street Suite: DTY Millville, NJ 08332
- Remember to include Policy Number on all documents

Tips to Avoid Commonly Missed Requirements

Electronic Policy Delivery

- Policies delivered via eDelivery result in fewer missed requirements

Mode/Billed Premium Changes

- Clearly identify mode and billed premium changes in the cover letter

Form Changes/Alterations

- Make sure any changes or alterations made to a form are initialed by the policyowner
- Contact your New Business team to determine if the policy change will require a reissue and delivery

Delivery Application

- Submit all pages, including part 2 and applicable supplements
- Make sure the correct signature and title are on trust or corporate-owned policies

10164 Amendment

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Policy at a Glance

- Ensure policyowner's signature and title, broker's signature, and date are included

E-Pay/Electronic Funds Transfer (EFT) Form

- Verify the bank account number
- Complete Section One (E-Pay) on the E-Pay/EFT form to draft the initial premium or balance due at delivery on all payment modes
- Complete Section Two (EFT) for ongoing withdrawal of monthly premiums

Checks

- Include policy number(s) on checks and clearly indicate if premium is to be split among multiple policies

Additional premiums

- Submit any additional premiums based on policy date and modal premium

Sales Illustrations

- Ensure all pages of the illustration are submitted and signed
- If a revised sales illustration is required at delivery, ensure the illustration is prepared showing "revised"
- Ensure all illustration validation items match how the policy was issued i.e., rate basis, rating, etc.

Questions?

Contact Your Dedicated Service Team