

Repricing Coming to Term Essential® and Term Elite®

In response to the continued low interest rate environment, effective February 22, 2021, our rates for Term Essential and Term Elite will increase for all term durations.

TERM RATE CHANGES			
Term 10 3% increase	Term 15 3% increase	Term 20 6% increase	Term 30 7% increase

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

VALUE FROM A LEADER

Prudential's Term Essential and Term Elite deliver great 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 currently sold 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 advances 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

▶ **Get 6 Reasons to Offer Pru Term**

▶ **Transition Rules**
Please read for important information

▶ **State Approvals**

YOUR SUCCESS IS IMPORTANT TO US

Discover how Term Essential and Term Elite can benefit you and clients and let us help you close your next case; call the Sales Desk at **1-800-800-2738**, Option 1.

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.

This material is being provided for informational or educational purposes only and does not take into account the investment objectives or financial situation of any clients or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing a client’s retirement savings. Clients seeking information regarding their particular investment needs should contact a financial professional.

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