

BULLETIN

Important information for life insurance producers and staff



Everything Insurance Should Be®

What – Update to Termsetter Guaranteed Level Term portfolio.

Highlights – Cincinnati Life has applied an overall rate update and issue age range revision to the guaranteed level term portfolio. Highly competitive products backed by a financially strong company makes Termsetter an excellent choice for protecting your client's financial future.

Key Features

- 10-, 15-, 20-, 25- and 30-year guaranteed term period options
- Convertible at the end of the term period or the policy anniversary following the insured's 70th birthday, whichever comes first
- Minimum death benefit amount of \$25,000
- Rates based on actual age
- Non-cigarette tobacco users are eligible for nonsmoker rates
- Fully commissionable \$75 policy fee

Supporting Materials

The agent's guide and additional marketing pieces have been updated to include the new premium rates and age ranges. View, print, email or order these materials on the agency portal under Life, Resources and Marketing Materials.

Consumer Material

- CLI-20003, Affordable Term Life Insurance for All Generations
- CLI-20014, Term Life Insurance at a Price You Can Afford
- CLI-20016, Term Life Insurance Protection You Need...at a Price You Can Afford
- CLI-20017, Plan for a Bright Tomorrow
- CLI-20020, Choosing the Right Direction
- CLI-20122, Protect All That You've Built

Agent Material:

- CLI-20010, Termsetter Agent Guide
- CLI-20144, Don't Let Opportunity Go Up in Smoke
- CLI-TRM, Termsetter Product Marketing Guide

Additional Resources

Your Cincinnati Life sales field and headquarters representatives are here to help! Contact Life Field Services, 800-783-4480, for product questions or assistance with illustrations.

Please route this information to all Cincinnati Life producers in your agency.

Sincerely,

David L. Burbrink
Vice President
Life Field Services

Date: April 1, 2022

Effective: April 9, 2022

Applicable in: All states except NY

Transition Period for Rates:

April 9, 2022 – May 6, 2022

Applications signed and dated before May 7, 2022, and received in our office by May 13, 2022, will be issued with Cincinnati Life's most competitive Termsetter rate.

May 7, 2022

All applications signed and dated on or after May 7, 2022, will receive the new Termsetter rates.

