

# BULLETIN

A Communication from  
the Life Insurance Division



**PACIFIC LIFE**

Pacific Life Insurance Company

**DATE:** August 28, 2020

**TO:** Broker General Agencies, Life Insurance Producers, Office Administrators, and Technical Staff

**SUBJECT:** Service and Trial Update for PL Promise Products Effective September 1, 2020

Category	
<input checked="" type="checkbox"/>	Administration
<input type="checkbox"/>	Compliance
<input type="checkbox"/>	Marketing
<input type="checkbox"/>	Product
<input type="checkbox"/>	Risk Selection
<input type="checkbox"/>	Miscellaneous

## **Working to Be Your Carrier of Choice** *Trial Changes Effective September 1, 2020*

Pacific Life strives to be your carrier of choice to help you and your producers reach the underserved broad market with simple, affordable life insurance solutions.

Recently we reevaluated our guidelines around trials and have made some improvements to serve you better.

### **Trial Application Requirements Starting September 1, 2020:**

- Age 18-75
- Minimum coverage of \$1 million for **PL Promise Term**<sup>1</sup>
- Minimum coverage of \$500,000 for **PL Promise GUL**<sup>2</sup>
- Completed Trial Cover Sheet with Trial Application [link](#)
- Email the Trial Cover Sheet and any relevant documentation to [LynTrials@PacificLife.com](mailto:LynTrials@PacificLife.com).
- Remember to include the Trial Cover Sheet when sending in any supplementary information after the initial request has been processed.

If you have any questions or concerns regarding this change, please reach out to your New Business Supervisor, or our Assistant Chief Underwriter, Mark Crowe [Mark.Crowe@PacificLife.com](mailto:Mark.Crowe@PacificLife.com).

**The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.**

<sup>1</sup> PL Promise Term is level premium term life insurance. Policy Form #P16LYT or ICC16 P16LYT and S16LYT10, S16LYT15, S16LYT20, S16LYT25, or S16LYT30, based on level premium period chosen and state of policy issue.

<sup>2</sup> PL Promise GUL No-Lapse Guarantee Universal Life Insurance. Policy Form #P18PRUL and S18PRUL or ICC18 P18PRUL and ICC18 S18PRUL, based on state of policy issue.

***Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.***



Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state. Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

Life insurance is subject to underwriting and approval of the application and may incur monthly policy charges.

This bulletin is distributed through Pacific Life Insurance Company, Lynchburg, VA (844) 276-5759. Pacific Life Insurance Company's Home Office is located in Newport Beach, CA.

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