

PRODUCT UPDATE

Important Information for Life Insurance Producers
and Agency Staff



Everything Insurance Should Be®

What – Update to Termsetter Guaranteed Level Term portfolio

Highlights – Cincinnati Life has applied an overall rate update to the guaranteed term portfolio making Termsetter even more competitively priced. Highly competitive products backed by a financially strong company makes Termsetter an excellent choice to protect 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
- Fully commissionable \$75 policy fee

Supporting materials

View, print, email or order the materials listed below on CinciLink under Quick Links 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!
- Illustrations may be generated through the WinFlex Illustration System or by contacting Life Field Services at 800-783-4480.

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

Sincerely,

David L. Burbrink
Vice President
Life Field Services

Date: October 4, 2019

Effective: Immediately

Applicable in: All states except NY

Transition Period for Rates:

New Term Rates:

Applications signed on or after October 7
or received after October 23

Old Term Rates:

Applications signed before October 7 and
received in headquarters by October 23

