

Prudential Announces Changes to Index Advantage UL

The accumulation-focused Index Advantage UL from Prudential has been updated. Of particular note are the changes relative to large first-year premiums that allow Prudential to lift the restrictions in place on the prior version. While illustrative rates are not changing, this refresh does impact illustrative performance and prospective cases should be reviewed. Read on for the details!

Find out more about these changes from Prudential...

- [Formal Announcement from Prudential](#)
- [Index Advantage UL Fast Facts](#)
- [Full Transition Rules](#)
- [State Approvals](#)

FROM PRUDENTIAL...

On August 17, 2020, Prudential launched revisions to PruLife Index Advantage UL (Advantage UL).



This updated version of Advantage UL refreshes the product and includes exciting changes. We have:

- Added a Participating Loan option, letting clients take a loan and still earn indexed interest
- Added an Advanced Premium Charge that applies to short-duration funding. In doing so, we have removed single-pay restrictions
- Improved commissionable targets for Type B for ages 65 and under
- Discontinued the Multiplier Index Account and Plus 20 Bonus

Transition Rules

The following rules apply to any request for New Business, Term Conversion, or OPAI (Option To Purchase Additional Insurance) Conversion.

- August 17, 2020 (Ready to Sell Date): New Rates for the repriced product are in effect. All applications signed and dated¹ on or after August 17, 2020 will receive New Rates (unless Old Rates are requested and permitted).
- September 13, 2020 (Transition Period End Date): Last day that an application can be signed with a request for Old Rates.
 - If Old Rates are desired for an application dated during the 28-day Transition Period, a written request, along with the appropriate presentation version, must be submitted on or after the state introduction date.
 - Applications dated September 14th and later will receive the New Rates only.
- States that approve the revised product after August 17, 2020 will have their "Ready to Sell Date" adjusted.

