



Guaranteed Term Exchange Program

Few things are guaranteed these days, and life insurance is not usually one of them. But now, with the Aviva Life and Annuity Company Guaranteed Term Exchange Program, your clients can get valuable, permanent life insurance protection with NO UNDERWRITING.

Rules of the Road

- ❑ Term policy must be with an [eligible company](#)
- ❑ Conversion must occur within 36 months of the term policy issue date
- ❑ Original term policy must have been fully underwritten
- ❑ Term policy must have been issued at standard or better rates
- ❑ Term policy must be fully surrendered and assigned to Aviva
- ❑ New, Permanent policy guidelines:
 - \$100,000 minimum face; \$1 million maximum face
 - Minimum issue age 18; Maximum issue age 65
 - Same owner and insured as on term policy
 - Same rating will apply (standard-to-standard, preferred-to-preferred)
- ❑ Term Riders on permanent plans are NOT eligible
- ❑ Non-Term Riders require full underwriting
- ❑ NO partial conversions are allowed
- ❑ NO term blends are allowed on the permanent policy

Permanent policy options from Aviva include:

- ❑ Advantage Builder
- ❑ Lifetime Builder
- ❑ Aviva LifeStage UL
- ❑ Guarantee UL Solution

For additional details, please see the following materials:

- ❑ [Guaranteed Term Exchange Brochure](#)
- ❑ [Guaranteed Term Exchange Checklist](#)
- ❑ [Absolute Assignment Form](#)
- ❑ [New Prospect Pre-Approach Letter](#)
- ❑ [Existing Client Pre-Approach Letter](#)

For questions regarding the Guaranteed Term Exchange Program, please contact Cheryl Ahrens at 800-800-9882, ext. 2792 or Cheryl.Ahrens@avivausa.com.

Helpful Hints

To help expedite processing, follow these helpful hints:

- ❑ For equal face amounts, we only need Questions 1-10 (Part 1) of the application completed; however...
- ❑ Send ALL pages of the application for faster processing
- ❑ Obtain all proper signatures
- ❑ For increased face amounts or additional benefits, full underwriting IS required, and the entire application must be completed

Plus, there are a few other items that we MUST receive in order to issue the new, permanent policy:

- ❑ State-specific replacement form where required
- ❑ Completed assignment form with original signatures
- ❑ The original term policy, including the policy data page (lost policy forms or affidavits are not accepted)
- ❑ Sufficient premium
- ❑ A full, compliant illustration

A Term Conversion Credit

Need another reason to talk to your term customers?

How about a term conversion credit of 12 MONTHS of the term premium? This is the amount that Aviva will credit to the new, permanent policy (not including policy fee).

The only thing Aviva will ask is that the new, permanent policyowner pay at least one additional modal premium (or the balance for the annual premium). Unused term conversion credits, if applicable, will NOT be refunded in cash.

Term conversion credits are non-commissionable.

Eligible Companies:

As of July 2011

AI Life Assurance Company of New York
AIG Life Insurance Company
Allianz Life Insurance Company of North America
Allstate Life Insurance Company
Allstate Life Insurance Company of NY
American General Life and Accident Insurance Company
American General Life Insurance Company
American General Assurance Company
American Mayflower Life Insurance Company
American Mayflower Life Insurance Company of NY
American United Life
Assurity Life
Axa Financial
Axa Equitable Life Insurance Company
Bank One
Banner Life Insurance Company
Berkshire Life
Clarica
CNA
Connecticut General Life Insurance Company
Connecticut Mutual Life Insurance Company
Empire General Life Assurance Company
First Colony Life Insurance Company
First Fortis Life Insurance Company
First Great-West Life & Annuity Insurance Company
First Penn Pacific Life Insurance Company
Fortis Life Insurance Company
General American Life Insurance Company
Genworth Life Insurance Company
Genworth Life Insurance Company of NY
Great American
Great American Life Insurance Company of NY
Great West Life & Annuity Insurance Company
Guardian Life Insurance Company
The Hartford
Kansas City Life
Lafayette Life Insurance Company
Life Investors Financial Group, Inc.
Lincoln Benefit Life Insurance Company
Lincoln Life and Annuity Company of NY
Lincoln National Life Insurance Company
Massachusetts Mutual Life Insurance Company
Metropolitan Life Insurance Company

Midland National Life
Minnesota Life
Monumental Life Insurance Company
MONY Life Insurance Company
National Life of Vermont
National Life Insurance Company
New England Life Insurance Company
New York Life Insurance Company
No. American Co. for Life and Health Insurance
No. American Co. for Life and Health Insurance of NY
Northwestern Mutual Life Insurance Company
Ohio National
Old Line Life Insurance Company
Pacific Life Insurance Company
Pacific Life and Annuity Company
Penn Mutual Life Insurance Company
Phoenix Home Life Mutual Insurance Company
Phoenix Life Insurance Company
Principal Financial Group
Principal Life Insurance Company
Protective Life Insurance Company
Protective Life & Annuity Insurance Company
Provident Mutual Life Insurance Company
Provident Life and Casualty Company
Prudential Insurance Company of America
Reliastar
Reliastar Life Insurance Company of NY
Security Connecticut Life Insurance Company
State Farm Life Insurance Company
State Farm Life and Accident Assurance Company
Sun Life of Canada
Sun Life Insurance & Annuity of NY
Transamerica Life Insurance Company
Transamerica Financial Life Insurance Company
Union Central Life Insurance Company
United States Life Insurance Company
West Coast Life Insurance Company
Western Reserve Life Assurance Company
William Penn Life Insurance Company of New York
Woodmen of the World
Zurich Kemper Life Insurance Company
Zurich Life Insurance Company of New York

Eligible companies and/or program may be modified or cancelled at any time.