



EMPIRE LIFE SOLUTION 20®

Pricing reductions offer better value for your clients

Effective March 15, 2022

NEW Solution 20 pricing – the initial premium rates have just gotten better!

Lower premium rates for clients who are looking for affordable 20-year renewable term insurance coverage:

- Average rate decrease – 5%
- 90% of the rate adjustments are decreases, 8% of rate adjustments are increases and 2% remain unchanged

Great improvements on initial premium rankings – Top 3 ranking in most scenarios

Female, age 30
standard non-smoker,
\$250,000

ranking

Before	5	New	1
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Female, age 35
standard non-smoker,
\$500,000

ranking

Before	4	New	2
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Female, age 40
standard non-smoker,
\$1,000,000

ranking

Before	6	New	1
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Male, age 30
standard non-smoker,
\$250,000

ranking

Before	4	New	1
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Male, age 35
standard non-smoker,
\$500,000

ranking

Before	7	New	2
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Male, age 40
standard non-smoker,
\$1,000,000

ranking

Before	9	New	2
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To find out more about our new Solution 20® premium rates or to check out other Solution Series products, contact your Account Executive or call our sales centre at 1 866 894-6182.

FOR ADVISOR USE ONLY

Note: The "Before" rankings are based on comparing the Solution 20 initial premium rates @ Feb 16, 2022, with the initial annual premiums of 23 other comparable term 20 products shown on LifeGuide obtained on Feb 16, 2022, for the same life insureds and amounts indicated. The "New" rankings are based on comparing the Solution 20 initial premium rates @ March 7, 2022, with the initial annual premiums of 23 other comparable term 20 products shown on LifeGuide obtained on March 7, 2022, for the same life insureds and amounts indicated.

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The Empire Life Insurance Company

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