

EstateMax[®] & Optimax Wealth[™]

New Lower minimum Coverage amounts for juvenile Par Products!



In response to feedback from our distribution partners, Empire Life is reducing the minimum base coverage amount for EstateMax & Optimax Wealth participating life insurance products for juvenile sales (insurance ages 0 -17).

Effective June 26th, the minimum base coverage amount for EstateMax & Optimax Wealth is reduced from \$25,000 to \$10,000 for life insureds insurance ages 0 to 17.

Note: The minimum base coverage amount of \$25,000 for EstateMax & Optimax Wealth will remain unchanged for life insureds insurance ages 18 to 65.

If some of your clients are looking for affordable permanent life insurance protection for their children and grandchildren, we may have the right solution for you!

This reduction in our minimum base coverage amount for juvenile life insureds, coupled with our industry leading **Fast & Full Life Application with its new e-contract delivery** feature, gives you the ability to offer clients affordable permanent life insurance protection for their children and grandchildren quickly and easily.

Our Envision sales illustration software has also been updated with the new minimum base coverage amount for EstateMax & Optimax Wealth for juveniles. Download the latest version 10.9 from the Empire Life advisor website today!

EstateMax & Optimax Wealth participating whole life insurance is a great way for your clients to help their children and grandchildren achieve financial security in an unsecure world.

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