



Our latest reprice of Protective® Classic Choice term

July 10, 2023

We're excited to announce we've lowered our [Protective® Classic Choice term](#) prices once again. And with longer term periods, more flexibility and faster technology, we're also making short-term business easier and more innovative.

 [Email](#)

We believe products should be easy to understand and easier to recommend. That's why we continue to improve our term product to maximize its value for clients everywhere:

- Our lower prices put us in the **top 3 76%¹ of the time in monthly premium scenarios and 75% of the time in annual premium scenarios.** (Please note, iGo defaults to annual premium quotes. Be sure to change to monthly premium quotes to see Classic Choice term's most competitive rates.)
- **35- and 40-year term periods** make us one of only three carriers in the market to have level term coverage for up to 40 years.
- [Protective Velocity](#), our suite of digital solutions, makes submission to commission even faster and easier.

Transition Rules:

- For paper business: applications must be signed and received on or before **July 24, 2023**.
- For electronic ticket business and direct writers: applications must be signed and received on or before **August 7, 2023**.



case has been approved.

- New York does not have a rate change, but the plan codes are changing so they will follow the above rules.

Reach out to your representative today to see how we're helping clients achieve the protection they deserve.

We're here for you

Everyone deserves peace of mind when it comes to safeguarding what's most important. We're ready to help you deliver the protection and security your clients deserve. Reach out to us anytime for questions and support, and we'll get in touch with you as soon as possible.

[Contact us](#)

¹Standings current as of July 10, 2023.

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Benefits adjusted for misstatement of age and sex. All payments and guarantees are subject to the claims-paying ability of Protective life Insurance Company. Protective is a registered trademark and Classic Choice is a trademark of Protective life Insurance Company.

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