

## Transition Rules

# Term Essential October 2024

**Term Essential® will be retiring for face amounts below \$250,000 on Oct. 14, 2024.**

Term Essential will not be available for sale for face amounts under \$250,000 wherever EssentialTerm<sup>SM</sup> products have been approved. For face amounts of \$250,000 and above, Term Essential will still be available for sale.

### **IMPORTANT DATES (subject to state approval)**

- **Oct. 13, 2024 (Term Essential Retirement Date<sup>1</sup>):** Term Essential will be retired for face amounts under \$250,000. All applications for under \$250,000 must be signed and dated on or before Oct. 13, 2024.
- **Oct. 18, 2024 (Home Office Receipt Date<sup>1</sup>):** Last day that a Term Essential application can be received in the Home Office.
- **Dec. 13, 2024 (Placement Date<sup>1</sup>):** Last day that a pending Term Essential case can be placed. All delivery requirements must be received in good order by end of business day (4 p.m. EST).

### **APPLICATIONS WITH PENDING OWNERSHIP ARRANGEMENTS**

- Updates to applications as part of establishing a trust or finalizing the ownership arrangement can be made after the application deadlines outlined in the Transition Rules. However, these cases must still meet the application deadlines for the original application and comply with all other deadlines outlined in the Transition Rules.

### **INFORMAL/INQUIRY APPLICATIONS**

- Informal/Inquiry applications will not be eligible for Term Essential unless replaced by a live application signed by Oct. 13, 2024, and received in the Home Office by Oct. 18, 2024.

<sup>1</sup>Definition of "date":

- Pru Advisors Prepaid eLife - Date on the form of payment and the Authorization, Acknowledgment, and Limited Insurance Agreement form.
- Pru Advisors COD eLife - Date the Authorization, Acknowledgment, and Limited Insurance Agreement form and Variable Contract Acknowledgment form (if applicable) were signed by the client.
- Pru Advisors or Third-Party Full Application case - Date the Part 1 of application (ORD 96200) was signed.
- Third Party Prepaid Xpress QuickForm case - Date on the form of payment, the Authorization to Release Information form, and the Limited Insurance Agreement form.
- Third Party COD Xpress QuickForm case - Date the Authorization to Release Information form and Variable Contract Acknowledgment form (if applicable) were signed by the client.

Term Essential is issued by Pruco Life Insurance Company except in New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Essential Term Value and Essential Term Plus are issued by Pruco Life Insurance Company located in Newark, NJ. Subject to state availability.

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NR-23890153 Ed. 09/2024 ISG\_FL\_IL11638\_01

