

Transition Rules

Term Essential

August 2025



On August 18, 2025, the repriced Term Essential (Issue Basis 325) will be introduced to keep long form applications available.

IMPORTANT DATES (subject to state approval)

- **August 17, 2025 (Last Day for Old Rates):** Last day that an application can be signed with a request for Term Essential. The inventory of cases with a sign date of August 17th or prior will have a price compare performed at policy issue. The policy will be updated to the new rates if lower at the time of underwriting approval.
- **August 18, 2025 (Ready to Sell Date):** New Rates for the repriced are in effect. All applications signed and dated¹ on or after August 18, 2025, will receive New Rates.
- **August 28, 2025 (Home Office Receipt Date¹):** Last day that a Term Essential application can be received in the Home Office.
- **October 24, 2025 (Issue Date¹):** Last day that a pending Term Essential case can be issued. All delivery requirements must be received in good order by end of business day (4 PM EST). All issued cases will be subject to placement rules as described in client's policy package.

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 August 17, 2025, and received in the Home Office by August 28, 2025.

BACKDATING

- Requests for New Rates are subject to all the deadlines outlined in the transition rules.
- New application submissions cannot be backdated greater than 6 months prior to the application signed date.
- **Important Note:** No application or request to change to new rates can be backdated greater than 6 months prior to their State's Read to Sell Date.

¹ 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.