



Field  
Update



January 20, 2012  
Number: 0359

# Introducing Aviva Survivorship Builder Coming next month!

Aviva is dedicated to helping our producer partners grow their businesses by providing innovative products for your clients and our policyholders. To kick off another year of building insurance around you, we are excited to introduce Aviva Survivorship Builder, scheduled to launch in approved states on February 20, 2012.

Aviva Survivorship Builder was designed utilizing the combined insights of Aviva's product, sales and marketing experts, as well as feedback from our producers and distribution partners, who have concluded that survivorship UL can be used for more applications than just traditional estate planning. This product will open new sales opportunities for you in the areas of multi-generation planning, first-death asset transfer, non-related business partner planning, same-gender insureds, blended families, supplemental retirement income and more.

Enhancements over our current survivorship product, Indexed Survivor Universal Life (ISUL) include:

- We have added a first-to-die rider. The First Survivor Premium Rider provides an annually decreasing death benefit over a specified duration upon the first death. The rider can be added to help achieve cash accumulation goals, but will primarily be used when the NLG rider is present to help pay future premiums.
- We further expanded the market uses for survivorship UL by designing it for cash accumulation in mind. Yet it will continue to serve the need for death benefit sales with its optional No-Lapse Guarantee Rider.
- The new product will have ONE application for both insureds vs our current ISUL which requires two applications.
- Aviva Survivorship Builder offers expanded age and risk class eligibility: up to age 90 on one insured and two uninsurable underwriting classes. (Only one of the insureds can be rated uninsurable. If one of the insureds is rated uninsurable, the other life cannot have a rating greater than: 20-75, Table 8; 76-80, Table 4; 81-85, Standard.)
- The product has been priced with more consistent competitive positioning across all of our NLG cells, including single pay, short pay, and level pay.
- We have made the new product more competitive in scenarios with large gaps in age and risk classes between the two insureds.

## Webcast Schedule

To learn more about the new product prior to launch, you can log in to one of the following live webcasts. Click on one of the links to attend a session:

Wednesday, January 25,  
10 a.m. CST

Thursday, January 26,  
2 p.m. CST

Wednesday, February 1,  
1 p.m., CST

*See next page for state approvals and transition guidelines*

## Transition Guidelines

As states approve Aviva Survivorship Builder, we will discontinue Indexed Survivor Universal Life (ISUL). Guidelines have been established and will be driven by the **application signed date**.

The following transition guidelines apply only to the following states that have approved the new product. Those states are:

Alabama	Georgia	Kentucky	Nevada	South Dakota
Alaska	Hawaii	Louisiana	New Mexico	Tennessee
Arizona	Idaho	Maine	North Carolina	Texas
Arkansas	Illinois	Michigan	North Dakota	Utah
Colorado	Indiana	Minnesota	Ohio	Washington
District of Columbia	Iowa	Mississippi	Oklahoma	West Virginia
Florida	Kansas	Nebraska	Rhode Island	Wisconsin
			South Carolina	Wyoming

In the above states, you can still submit applications for Indexed Survivor Universal Life provided these conditions are met:

- The application is signed on or before February 19, 2012. This must be the full Part A application; trial applications and illustrations cannot be used to meet this deadline.
- The application is received in the Home Office on or before March 9, 2012.
- An illustration (signed or unsigned) will be needed at the time of application to ensure that the case is set up correctly and that appropriate underwriting requirements are assigned. A signed illustration or illustration certificate will continue to be needed prior to issue.
- Agents must be appointed with Aviva Life and Annuity Company as of the application date.

In this first wave of states, Life Portraits Sales Solutions will no longer allow illustrations for ISUL as of May 31, 2012.

Completed applications for Indexed Survivor UL not signed or received by the dates above will need to be resubmitted as Aviva Survivorship Builder applications. The new combined one application form (form 17949) will be required on all Aviva Survivorship Builder applications.

In states not part of the initial launch, we will communicate a separate transition schedule upon approval of the products, using a similar timeline.

The timely completion of all outstanding requirements is extremely important and New Business teams will make every effort to ensure all applications for ISUL in the above states are processed as soon as possible.

Backdating to save age is allowed, but no earlier than January 17, 2012 for those states which have approved the Survivorship Builder as of January 17, 2012. For those states that are not part of the initial launch, backdating will be no earlier than the approval date for that particular state.

If you have questions, contact your Sales Director or call Distribution Services at (800) 525-7133, option 1, ext. 2396.