

GREAT NEW TERM RATES and exciting underwriting changes Effective August 31, 2015

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Our NEW [term](#) 10, 20 and 30/65 rates are a hit!



Our All-Star **Term** lineup

- Highly competitive rates.
- Great selection.
- Exceptional service.

Let's play ball!

Check it out! [Competitive Ranking](#) [Transition Rules](#)

Term 30/65 rider now available on Equimax® participating whole life

Now your [Equimax](#) clients have even more flexibility to cover their short and longer-term temporary needs. To add Term 30/65 to new Equimax policies, use the "Other" field in the Riders section on the application. Term 30/65 can also be added to existing Equimax policies.

Revised underwriting age and amount requirements

We're making it easier to do business with us.

- Inspection report limits are increased to \$10 million and over for all life products.
- A medical has been replaced with a paramedical for all life products up to \$9,999,999 and critical illness insurance amounts up to \$1,000,000.
- A saliva test has been removed for up to and including \$250,000 and replaced with a urine test for \$250,001 - \$500,000.
- APS will be ordered for all life insurance products for ages 70+ (all face amounts) and children ages 0 – 17 (face amounts over \$500,000).
- APS will be ordered for critical illness insurance for ages 56+ (amounts over \$1,000,000).

Refer to the [Evidence of insurability schedule](#) (1343) for details.

Updated Equitable Sales Illustrations® available August 31, 2015

A new version of illustration software will be available for download after 9:00 a.m. EDT on Monday, August 31, 2015.

Contact your [Equitable Life Regional Sales Manager](#) for sales ideas.

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As a contracted advisor with Equitable Life of Canada, we are keeping you up to date on the promotions, product enhancements and other important information about our company.

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