CR 86-93

STATE OF WISCONSIN)
)
OFFICE OF THE COMMISSIONER OF INSURANCE)

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Thomas P. Fox, Commissioner of Insurance and custodian of the official records of said office, do hereby certify that the annexed order amending and creating a rule relating to life insurance solicitation was issued by this office August 28, 1986.

I further certify that said copy has been compared by me with the original on file in this office and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name in the City of Madison, State of Wisconsin, this 28th day of August, 1986.

Thomas P. Fox

Thomas P. Fox
Commissioner of Insurance

5770K-2

RECEIVED

AUG 28 1986
4:00 pm
Revisor of Statutes
Bureau

STATE OF WISCONSIN
RECEIVED AND FILED

AUG 28 1986

DOUGLAS LA FOLLETTE
SECRETARY OF STATE

STATE OF WISCONSIN
RECEIVED AND FILED

AUG 28 1986

DOUGLAS LA FOLLETTE
SECRETARY OF STATE

ORDER OF THE COMMISSIONER OF INSURANCE

To amend Ins 2.14 (1) and (3) (e) 1. i.; to create Ins 2.14 (4) (am) and Appendix I relating to life insurance solicitation.

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ANALYSIS PREPARED BY THE OFFICE OF THE COMMISSIONER OF INSURANCE

This rule interprets ss. 628.34 and 628.38, Stats. The purpose of the rule is to require insurers doing a life insurance business in this state to deliver to prospective buyers of life insurance a buyer's guide which will improve their ability to select appropriate coverage.

Ins 2.14 is also being amended to correct incorrect statutory references. This rule is authorized by s. 628.38, Stats.

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Pursuant to the authority vested in the Office of the Commissioner of Insurance by ss. 601.41 (3) and 628.38, Stats., the Office of the Commissioner of Insurance hereby amends Ins 2.14 (1) and (3) (e) 1. i. and creates Ins 2.14 (4) (am) and Appendix 1 interpreting ss. 628.34 and 628.38, Stats., as follows:

179R2
08/27/86

SECTION 1. Ins 2.14 (1) is amended to read:

Ins 2.14 Life insurance solicitation. (1) PURPOSE. The purpose of this rule is to require insurers to deliver to purchasers of life insurance information which will improve the buyer's ability to select the most appropriate plan of life insurance for his or her needs, improve the buyer's understanding of the basic features of the policy which has been purchased or which is under consideration and improve the ability of the buyer to evaluate the relative costs of similar plans of life insurance. This rule does not prohibit the use of additional material which is not in violation of this rule or any other Wisconsin statute or rule. This rule interprets ~~and implements, including but not limited to the following Wisconsin Statutes:~~ ss. ~~601.01 (3), (b), (c), (g) and (j)~~ 628.34 and 628.38, Stats.

SECTION 2. Ins 2.14 (3) (e) 1. i. is amended to read:

Ins 2.14 (3) (e) 1. i. A statement in close proximity to the Surrender Cost Index (and other cost indexes) as follows: A further explanation of the intended use of this (these) index (es) is provided in the ~~Life Insurance~~ Buyer's Guide to Life Insurance.

SECTION 3. Ins 2.14 (4) (am) is created to read:

Ins 2.14 (4) (am) The insurer shall provide to all prospective purchasers of any policy subject to this section a copy of the Buyer's Guide to Life Insurance, at the time the application is taken, except that insurers which do not market policies through an intermediary may provide the Buyer's Guide to Life Insurance at the time the policy is delivered provided they guarantee to the policyholder a 30-day right to return the policy for a full refund of premium.

EFFECTIVE DATE. This rule takes effect on the 1st day of the month following publication, as provided in s. 227.22 (2) (intro.), Stats., and first applies to policies issued after January 1, 1987.

179R3
08/27/86

SECTION 4. Appendix I is created to read:

APPENDIX I

BUYER'S GUIDE

TO

LIFE INSURANCE

State of Wisconsin

Office of the Commissioner

of Insurance

P. O. Box 7873

Madison WI 53707-7873

Adapted from the 1983 Life Insurance Buyer's Guide prepared by the National Association of Insurance Commissioners.

179R4
08/27/86

BUYER'S GUIDE TO LIFE INSURANCE

This guide can help you get the most for your money when you shop for life insurance. It can help you answer questions about:

* Buying Life Insurance
* Deciding How Much You Need
* Choosing the Right Kind
* Finding a Low Cost Policy

Buying Life Insurance

When you buy life insurance, you want coverage that fits your needs and does not cost too much.

First, decide how much you need -- and for how long -- and what you can afford to pay.

Next, find out what kinds of policies are available to meet your needs and pick the one that suits you best.

Then, find out what different companies charge for the kind of policy and the amount of insurance you want. You can find important cost differences between life insurance policies by using the <u>cost comparison indexes</u> described in this guide.

Ask a life insurance agent or company to help you. An agent can be particularly useful in reviewing your insurance needs and in giving you information about the kinds of policies that are available. If one kind does not seem to fit your needs, ask about others.

This guide provides only basic information. You can get more facts from a life insurance agent or company or at your public library.

What About Your Present Policy? Think twice before dropping a life insurance policy you already have to buy a new one.

It can be costly because much of what you pay in the early years of a policy is used for the company's expense of selling and issuing the policy. This expense will be incurred again for a new policy.

If you are older or your health has changed, premiums for the new policy will often be higher.

You may have valuable rights and benefits in your present policy that are not in the new one.

You might be able to change your present policy or even add to it to get the coverage or benefits you now want.

Check with the agent or company that issued your present policy -- get both sides of the story. In any case, do not give up your present policy until you are covered by a new one.

How Much Do You Need?

To decide how much life insurance you need, figure out what your dependents would have if you were to die now, and what they would actually need. Your new policy should come as close to making up the difference as you can afford.

In figuring this out, think of the income your dependents will need for family living expenses, educational costs and any other future expenses. Think also of cash needs -- for the expenses of a final illness and for paying taxes, mortgages or other debts.

What is the Right Kind?

All life insurance policies agree to pay an amount of money when you die. But all policies are not the same. Some provide permanent coverage and others temporary coverage. Some build up cash values and others do not. Some policies combine different kinds of insurance, and others let you change from one kind of insurance to another. Your choice should be based on your needs and what you can afford.

Many different plans are offered today. Here is a brief description of two basic kinds -- term and whole life -- and some combinations and variations.

Term Insurance covers you for a term of one or more years. It pays a death benefit only if you die in that term. Term insurance generally provides the largest immediate death protection for your premium dollar.

Most term insurance policies are renewable for one or more additional terms, even if your health has changed. Each time you renew the policy for a new term, premiums will be higher. Check the premiums at older ages and how long the policy can be continued.

Many term insurance policies can be converted to a whole life policy -- even if you are not in good health. Premiums for the new policy will be higher than you have been paying for the term insurance.

Whole Life Insurance covers you for as long as you live. The most common type is called straight life or ordinary life insurance -- you pay the same premiums for as long as you live. These premiums can be several times higher than you would pay at first for the same amount of term insurance. But they are smaller than the premiums you would eventually pay if you were to keep renewing a term policy until your later years.

Some whole life policies let you pay premiums for a shorter period such as 20 years, or until age 65. Premiums for these policies are higher than for ordinary life insurance since the premium payments are squeezed into a shorter period.

Whole life policies develop cash values. If you stop paying premiums, you can take the cash or you can use the cash value to buy continuing insurance protection for a limited time or for a reduced amount. (Some term policies that provide coverage for a long period also have cash values.)

You may borrow against the cash values by taking a policy loan. Any loan and interest on the loan that you do not pay back will be deducted from the benefits if you die or from the cash value if you stop paying premiums.

Combinations and Variations. You can combine different kinds of insurance. For example, you can buy whole life insurance for lifetime coverage and add term insurance for the period of your greatest insurance need. Usually the term insurance is on your life -- but it can also be bought for your spouse or children.

Endowment insurance policies pay a sum or income to you if you live to a certain age. If you die before then, the death benefit is paid to the person you named as beneficiary.

Other policies may have special features which allow flexibility as to premiums and coverage. Some let you choose the death benefit you want and the premium amount you can pay. The kind of insurance and coverage period are determined by these choices.

One kind of flexible premium policy, often called universal life, lets you vary your premium payments every year, and even skip a payment if you wish. The premiums you pay (less expense charges) go into a policy account that earns interest and charges for the insurance are deducted from the account. Here, insurance continues as long as there is enough money in the account to pay the insurance charges.

Variable life is a special kind of insurance where the death benefits and cash values depend upon investment performance of one or more separate accounts. Be sure to get the prospectus provided by the company when buying this type of policy. The method of cost comparison outlined in this Guide does not apply to policies of this kind.

Finding a Low Cost Policy

After you have decided which kind of life insurance is best for you, compare similar policies from different companies to find which one is likely to give you the best value for your money. A simple comparison of the premiums is not enough. There are other things to consider. For example:

* Do premiums or benefits vary from year to year?
* How much cash value builds up under the policy?
* What part of the premiums or benefits is not guaranteed?
* What is the effect of interest on money paid and received at different times on the policy?

Cost Comparison Index numbers, which you get from life insurance agents or companies, take these items into account and can point the way to better buys.

Cost Comparison Indexes. There are two types of cost comparison index numbers. Both assume you will live and pay premiums for the next 10 or 20 years.

1. The Surrender Cost Comparison Index helps you compare costs over a 10 or 20 year period assuming you give up (surrender) the policy and take its cash value at the end of the period. It is useful if you consider the level of cash values to be of special importance to you.
2. The Net Payment Cost Comparison Index helps you compare costs over a 10 or 20 year period assuming you will continue to pay premiums on your policy and do not take its cash value. It is useful if your main concern is the benefits that are to be paid at your death.

The two index numbers are the same for a policy without cash values.

Guaranteed and Illustrated Figures. Many policies provide benefits on a more favorable basis than the minimum guaranteed basis in the policy. They may do this by paying dividends or by charging less than the maximum premium specified. Or they may do this in other ways, such as by providing higher cash values or death benefits than the minimums guaranteed in the policy. In these cases the index numbers are shown on both a guaranteed and currently illustrated basis. The currently illustrated basis reflects the company's current scale of dividends, premiums or benefits. These scales can be changed after the policy is issued, so that the actual dividends, premiums or benefits over the years may be higher or lower than those assumed in the indexes on the currently illustrated basis.

Some policies are sold only on a <u>guaranteed</u> or <u>fixed cost</u> basis. These policies do not pay dividends; the premiums and benefits are fixed at the time you buy the policy and will not change.

Using Cost Comparison Indexes. The most important thing to remember is that a policy with smaller index numbers is generally a better buy than a similar policy with larger index numbers.

Compare index numbers only for similar policies -- those which provide essentially the same benefits, with premiums payable for the same length of time. Make sure they are for your age and for the kind of policy and amount you intend to buy. Remember that no one company offers the lowest cost at all ages for all kinds and amounts of insurance.

Small differences in index numbers should be disregarded, particularly when there are dividends or nonguaranteed premiums or benefits.

Also, small differences could easily be offset by other policy features or differences in the quality of service from the agent or company. When you find small differences in the indexes, your choice should be based on something other than cost.

Finally, keep in mind that index numbers cannot tell you the whole story. You should also consider:

The pattern of policy benefits. Some policies have low cash values in the early years that build rapidly later on. Other policies have a more level cash value build-up. A year by year display of values and benefits can be very helpful. (The agent or company will give you a Policy Summary that will show benefits and premiums for selected years.)

Any special policy features that may be particularly suited to your needs.

The methods by which nonguaranteed values are calculated. For example, interest rates are an important factor in determining policy dividends. In some companies dividends reflect the average interest earnings on all policies whenever issued. In others, the dividends for policies issued in a recent year or a group of years reflect the interest earnings on those policies; in this case, dividends are likely to change more rapidly when interest rates change.

Things to Remember

Review your particular insurance needs and circumstances. Choose the kind of policy with benefits that most closely fit your needs. Ask an agent or company to help you.

Be sure that the premiums are within your ability to pay. Do not look only at the initial premium but take account of any later premium increase.

Ask about cost comparison index numbers and check several companies which offer similar policies. Remember, smaller index numbers generally represent a better buy.

Do not buy life insurance unless you intend to stick with it. It can be very costly if you quit during the early years of the policy.

Read your policy carefully. Ask your agent or company about anything that is not clear to you.

Review your life insurance program with your agent or company every few years to keep up with changes in your income and your needs.

Dated at Madison, Wisconsin, this 28th day of August, 1986.

Thomas P. Fox

Thomas P. Fox
Commissioner of Insurance

179R12
08/27/86

The State of Wisconsin
Office of the Commissioner of Insurance

OCI

Thomas P. Fox
Commissioner
(608) 266-3585

DATE: August 28, 1986

TO: Gary Poulson

FROM: M. E. Van Cleave
Assistant Deputy Commissioner of Insurance

SUBJECT: Ins 2.14, Clearinghouse No. 86-93

Enclosed are two copies of an Order of the Commissioner of Insurance amending and creating the rule relating to life insurance solicitation.

MEV:LH:imk
Enclosure
5770K-1

P.O. Box 7873 Madison, WI 53707