

# Permanent for Life

Marrying a high school sweetheart. Having a first baby, then a second, and maybe a third. A promotion. A new house. Retirement. Your clients may have experienced these wonderful occasions in their lives. Wouldn't they enjoy them more if they didn't have to worry about qualifying for additional life insurance coverage after each event?

Now they don't have to. With Nationwide's Permanent for Life program, clients with eligible term policies (bought within the last three years from other companies) may purchase a new permanent life insurance policy from Nationwide®. The best part is that the purchase can be completed without any current medical requirements.

Note: The new policy will be underwritten on a nonmedical basis and the Medical Information Bureau (MIB) will be accessed. If there have been any changes in health since the policy was issued, Nationwide reserves the right to obtain additional underwriting evidence.

## How it works

The Permanent for Life program offers the opportunity for your clients to obtain coverage in a choice of these Nationwide policies currently being sold:

- Any individual Whole Life
- Any individual Universal Life
- Any individual Variable Universal Life

Contact the Sales Center for specific products.

To issue the new permanent policy, the following criteria must be met. The term policy must have been:

- Fully underwritten with either a paramedical exam or fully completed nonmedical Part II portion of the application
- Issued at Preferred or Standard rates (Tobacco or Nontobacco) and not rated
- Issued in the last three years for ages 18 to 65
- Issued with a specified amount of \$100,000 to \$1,000,000
- Not issued through any simplified issue, guaranteed issue or table shave programs

### INELIGIBLE COMPANIES

American Bankers  
American Family  
American Life Insurance Company of New York  
Americo Companies  
Balboa Life  
Chase  
Fidelity and Guaranty  
Great West  
Guarantee Trust  
Jefferson National  
John Hancock  
Life Investors  
Mutual of Omaha  
Old Mutual  
Penn Mutual  
Primamerica  
Transamerica  
Travelers  
United Investors  
United of Omaha  
U.S. Financial

Permanent for Life Program from Nationwide®



Additionally, the new policy will be issued “like to like” in underwriting class. For example, if the client is Preferred Nontobacco on the existing term policy, a Preferred Nontobacco Nationwide® permanent policy will be issued via the program. Preferred Plus rates will not be available.

If the total amount of in-force and applied-for coverage with Nationwide exceeds \$2.5 million, please contact your underwriter for program availability.

The Permanent for Life program was designed to offer additional, rather than replacement, coverage. If a replacement becomes part of the transaction, normal replacement rules apply.

## The strategy

As you review your clients’ life insurance policies, you may find gaps in coverage. The Permanent for Life program may be a good way to help meet your clients’ needs. As their personal situations change (e.g., marriage, birth of a child or job promotion), there may be a stronger need for permanent insurance. Care should be taken to ensure the strategies and products are suitable for your clients who have long-term life insurance needs. Your clients should weigh their objectives, time horizon and risk tolerance, as well as any associated costs before investing.

## The next step

To take advantage of our Permanent for Life program, simply follow the checklist provided below and help your clients purchase a new permanent policy with no current medical requirements.

- Cover letter or Permanent for Life submission form
- A copy of the face page, application and exam from the term policy
- Fully completed (Parts A and B) Nationwide application and required state forms
- Signed illustration

Nationwide reserves the right to modify or terminate this program at its discretion. In offering the Permanent for Life program to clients, care should be taken to ensure that the products are suitable for those clients who have a permanent life insurance need.

**For more information, please call our National Sales Center at:**

<b>Independent Dealers</b>	<b>1-800-321-6064</b>
<b>Financial Institutions</b>	<b>1-800-893-5399</b>
<b>Wirehouse/Regionals</b>	<b>1-800-720-1511</b>
<b>Brokerage General Agents (BGAs)</b>	<b>1-888-767-7373</b>

Or visit us on the Web at [nationwidefinancial.com](http://nationwidefinancial.com)

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution  
• Not insured by any federal government agency • May lose value

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