

Symetra's SUL-G 2.0

OVERVIEW ANALYSIS

On Wednesday, January 18th, 2017, Symetra released the latest iteration of their survivorship guaranteed UL offering, now noted as version 2.0. SUL-G, which debuted at the end of May 2014, had held its pricing since that time, offering the best premiums in the market place. The newly released version 2.0 remains a strong offering, which is further enhanced by the removal of the recently imposed premium limitation.

When guaranteeing for a lifetime, SUL-G offered the lowest premiums for most full-pay scenarios and a handful of limited-pay scenarios. The product was perched around the edges of the top quartile when guarantees were limited. Following the reprice, SUL-G 2.0 clings to top-quartile positioning with full-pays, lifetime coverage; however, it drops to the middle of the pack with short-pay structures and limited guarantees.

One significant area of strength opened up with SUL-G 2.0, which resides with single-pays. With this release, Symetra removed the premium limitation restriction of five times the target premium (which was only in place for a few months – since November 2016). Now, single-pays are the product's most consistent competitive strength, particularly flourishing with limited guarantees.

For an additional 3%, consumers can add the Return of Premium Rider. Even with the extra charge, SUL-G 2.0 still competes well against Mutual of Omaha and American General's guaranteed refund options that are baked into the base policy.

To counterbalance the removal of the premium limitation restriction, on SUL-G 2.0, Symetra now limits a policy's maximum face amount to \$7.5 million, a drop from the previous versions \$15 million.

Targets were reduced from 120% of the full-pay premium to 105%, which is more in line with SUL-G's competitors. This left most targets toward the bottom half of the guaranteed survivorship market where premiums are competitive.

Rates were uploaded to the LifeTrends website on Thursday, January 19th, 2017.