

Symetra's UL-G 3.0

OVERVIEW ANALYSIS

On Wednesday, January 18th, 2017, Symetra launched UL-G 3.0, an update of their preexisting single-life guaranteed UL offering. Rate revisions were minimal. Symetra did, however, remove first-year premium restrictions—five times the target premium—that were installed just two months prior. As a result, Symetra maintains its outstanding positioning in full-pay scenarios and returns as a strong play for single-premium clients and 1035 exchanges.

Premium increases were minimal at lower death benefits, affecting only clients 75 and older. Thus, UL-G 3.0 remains a top offering for clients over 40 in full-pay scenarios. With its quick reversal on premium limitations, UL-G easily reasserts itself in single-pay scenarios as a top-tier offering for nearly every age and non-rated risk class, opening the door again for strong consideration with policy review using 1035 exchanges.

Symetra also eliminated the product's banding at higher death benefits, formerly known as UL-G's Premier Pricing Program. Pricing at death benefits below \$2,000,000 was left relatively untouched.

Targets were mostly unchanged, remaining among the middle of NLG competitors.

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