

Weekly News

September 30, 2026

American National



[In this issue](#) of **Annuity Watch**:

- All-American 7-year product lineup
- New suitability process coming soon
- Quick illustrations coming soon!
- Deconstructing the sandwich generation
- Qualifying for 2027 Partner Conference

Athene

MaxRate annuities – [See the rates](#) effective September 25th.

Banner Life / William Penn

Lower rates for OPTerm

Banner dropped rates on OPTerm on September 22nd. So, whether your client needs 10 years of coverage or 40, they'll be there for them and for you. It's not about the numbers, but you can expect to see them at the top of the rankings about 88% of the time.

Corebridge Financial (American General)

Help clients see final expense as the first step in a bigger financial plan

60% of Americans aren't talking about end-of-life expenses. Life Insurance Awareness Month (LIAM) is the ideal moment to start meaningful final expense conversations with your clients — and to position that protection as the foundation of their broader financial plan, not a stand-alone purchase.

Leading with final expense insurance helps you:

- Turn hesitation into opportunity
- Solve a practical client need
- Create a natural path from a single policy to a fuller protection strategy

[Explore this suite of materials](#) to help clients build a complete plan. [Get resources](#) to build life insurance awareness.

Your Gen X clients need to prepare for what's next: help them with Life Insurance

Gen X entered the workforce just as employers were phasing out pensions in favor of 401(k)s – shifting the burden of building lifetime income onto them.

Today, 89% say securing income they can't outlive is a top priority. Many haven't considered that certain life insurance policies can do double duty: protection today, and a source of guaranteed income later.

Explore the [Gen X toolkit](#) and put these [strategies](#) to work with your clients.

NASDAQ-100 Index available for new Max Accumulator+ III IUL business in CA

[Read the bulletin.](#)

Assured Edge Rates

[See the increased rates](#) effective October 1st.

Genworth Financial

New Coverage Review Letters with Benefit Options for PCS II and Choice I Policyholders for NE & PA

[Read the notice.](#)

In-Force Rate Action for PCS II in North Dakota –

[See the announcement.](#)

New 1% Compound Benefit Increase Option available to eligible Choice I Policyholders

[Read the update.](#)

Gerber Life

Lead Purchasing & Telemarketing

[Read the compliance reminders.](#)

John Hancock

Underwriting enhancements to deliver more non-invasive decisions to clients

John Hancock is expanding the use of available medical records and electronic health data to help arrive at non-invasive decisions on more cases. Specific exams and labs will only be requested when they add meaningful value. [Get details.](#)

Key highlights:

- Issue ages 18-70
- All face amounts*, products and submission types (formal and informal)
- Fewer requirements, with a focus on the evidence that truly matters

Lincoln Financial Group

LIFE SOLUTIONS

The Lincoln Leader

[In this issue](#) of the **Lincoln Leader for Life Solutions:**

- September is Life Insurance Awareness Month
- Placement deadline: Lincoln WealthPreserve 2 IUL
- Helping new life insurance clients register for online access
- New email verification process coming for Life Insurance and Annuity customers
- 2026 Life insurance yearend guidelines

MassMutual

Take a look at the new Whole Life Guard 10 Pay and Whole Life 95 – [Review the At-A-Glance.](#)

Year-end Life and DI New Business & Underwriting – [See the key dates.](#)

Year-end Life Reissue, Conversion & Insurability Option – [See the key dates.](#)

Mutual / United of Omaha



Simple Solutions for a Young Family's Biggest Concerns

What happens when clients are worried about both an unexpected death and the financial impact of a serious illness?

[Read how](#) one producer uncovered those concerns and delivered a flexible strategy designed to provide protection from multiple angles.



[In this issue](#) of **Express:**

- Have You Been Taking Advantage of Our New Face Amounts
- Earn More with Every Eligible Case
- New Hospital Indemnity Protection (HIP) Welcome Email Experience
- Turn AEP Conversations Toward Medicare Supplement
- Underwriting Insights to Help You Prepare for AEP
- Texas Medicare Supplement Underwriting Change
- Med Supp Rate Adjustments
- LTC Underwriting Updates to Know
- In-force LTCi Rate Adjustments Effective December 1
- Which Clients Should Consider Critical Illness Coverage?
- New One-Stop-Shop For Mutual of Omaha Annuities

Fixed annuities – [See the rates](#) effective September 24th.

Ultra Advantage FIA – [See the rates](#) effective September 24th.

Nationwide

Your simple guide to talking life insurance with clients

During this Life Insurance Awareness month, raise your clients' awareness of the importance of life insurance and its death benefit protection for their loved ones. Help them plan for certain needs that may be on the horizon, like:

- Supplemental retirement income
- Long-term care
- Providing for a child's higher education
- Paying off a mortgage

Help clients realize the true benefits of life insurance by sharing the helpful resources included in our free guide. [Get the guide.](#)

CareMatters Annuity launching in New Jersey

Effective October 12, 2026, CareMatters Annuity will launch in New Jersey.

CareMatters Annuity – Nationwide's latest cash indemnity long-term care (LTC) solution – is already active in Compact states and includes the following features:

- Simple application with just 6 underwriting questions
- LTC benefit is triple or double contract value
- Interest rate guaranteed for life of contract
- Joint coverage option to help protect 2 lives

[Review the Product Highlights.](#)

OneAmerica

New Asset Care Enhancements: More flexibility. More opportunities. More ways to help clients.

[Get details.](#)

Policy Service – Digital Portal enhancements

Effective September 24th, OneAmerica moved their Digital Portals from external vendor support to an internally supported solution. While the Producer and Policyholder experience is largely unchanged, there are enhanced capabilities made available with this upgrade. [Learn more.](#)

Pacific Life - Lynchburg

Promise Term Life Insurance Product Reprice

Pacific Life updated pricing for Pacific Life Promise Term, its level premium term life insurance product. Designed to provide affordable death benefit protection, PL Promise Term offers flexible coverage solutions for individuals and business owners seeking temporary life insurance protection. The updated pricing is intended to enhance competitiveness and improve rate alignment across all term periods, underwriting classes, genders, and issue ages.

[Refer to this bulletin](#) for additional details, including target market opportunities, key competitive advantages, and applicable transition guidelines.

Protective Life

How to meet the challenges of generational wealth transfer

49% of inheritors say an inheritance could lead to family conflict. Understand where relationships face the most strain during wealth transfer to create stronger connections with clients and their families.

[In this new white paper](#), you'll discover:

- Practical actions to strengthen client and family relationships
- Ways to engage spouses, partners and heirs earlier in the planning process
- Insights to help improve continuity across generations
- Opportunities to grow deeper, lasting client connections

Prudential Financial



[In this issue](#) of **Life Essentials**:

- LIAM strategy
- See how Protection IUL compares
- New enhancements are here for Just Ask
- Protection IUL available for sale in NC
- PruLife Founders Plus Indexed UL will be discontinued in NC
- Index Account changes for Q4 2026
- Improving customer security
- A new LifeInsight Experience is coming
- Revised North Carolina form editions for implementation of Protection IUL
- EssentialTerm Suite: Important planned enhancements for new business submission

Symetra

Get automatic upgrades of up to three rate classes on qualifying cases

Now through year-end, qualifying Symetra indexed universal life cases can receive an automatic upgrade of up to three rate classes, so you can put more competitive offers on the table from the start. [Get details.](#)