

Life

Number: L 2012-23
Date: October 9, 2012
To: All Harleysville Life Appointed Agencies

Changes to Annuities and Select Individual Life Product Offering from Harleysville Life Insurance

Since the merger of Harleysville Life Insurance with Nationwide this past May, we have been working hard to evaluate both the Harleysville Life and Nationwide Financial product portfolios with one goal in mind: To be the company that best supports you in increasing your revenue with financial services solutions, including life insurance, annuities, mutual funds, and business solutions.

To provide you with the most competitive life insurance and annuity solutions, a streamlined portfolio will be available starting January 1, 2013 to all appointed agencies. This new portfolio will include a mix of Nationwide Life and Harleysville Life products including Harleysville Life's Elite Term plan. As part of this change, the following Harleysville Life Insurance products **will no longer be available for new issue effective January 1, 2013:**

- Harleysville FoundationSM Universal Life
- Harleysville Life Traditional Whole Life
- Harleysville Simplified Issue Term
- Harleysville AccumulatorSM Annuity

*Harleysville's Elite Term and all Group Life and Disability products **will continue to be available** for new sales.*

This merger offers a wonderful sales growth potential for Harleysville Life agents, for Harleysville and for Nationwide. While both Harleysville and Nationwide are recognized for dedicated customer and agent support, industry experience and their strength and stability, the added breadth of the Nationwide Financial product portfolio provides you added flexibility and product options, as you help your clients plan for and live in retirement.

To begin maximizing your revenue potential and taking your business to the next level, we urge you to start your appointment process with Nationwide Financial, if you have not already done so. The following Q&A is designed to help provide any additional detail you may need during this transition period:

Product Transition Questions & Answers

- Q. When is the last day I can submit new business for the Harleysville Life products that are being discontinued?**
- A. Harleysville Life will accept new business applications on the affected products that are signed and dated 12/31/12 or before provided:

- Applications signed & dated 12/31/12 or prior must be received in the Harleysville Life home office on or before 1/15/13.
- Policies must be paid and inforce on the Harleysville Life system on or before 3/31/13.
- Foundation UL policies will be required to have a policy effective date no later than 12/31/12 due to an NAIC regulation change. This may require backdating of the policy. Contact the Harleysville home office for more information on this requirement at 1-800-222-1981, ext. 3088.
- New business waiting on 1035 money from another carrier may continue pending after 3/31/13 until the exchange money is received from the prior carrier.

Applications on the affected products which are signed and dated after 12/31/12 will not be accepted. We will work with you to identify a suitable alternative within the Nationwide product portfolio.

Q. What will happen to my inforce block of individual life and annuity business with Harleysville Life?

- A. Your inforce block of business will continue to remain inforce with Harleysville Life and will provide the same valuable financial protection to your clients as when the policy was first placed inforce.

Q. What permanent products will be available for conversion of Harleysville Life term policies?

- A. You may convert your Harleysville Life individual term policies, if eligible, to the Harleysville Foundation UL or Traditional Whole Life plan prior to the discontinuation dates and rules listed above.

We are currently reviewing options for conversions of Harleysville Life individual and group term policies after 1/1/13 and will communicate those guidelines in the coming weeks.

Q. What will happen to the Harleysville Life associates who service my business?

- A. Harleysville Life home office associates will continue to operate out of the Harleysville, PA corporate office, and continue to be part of the Nationwide family. Together, Harleysville Life and Nationwide Financial associates will continue to provide excellent service to you and your customers. Your local Life Regional Director will also continue to visit your agency personally, to connect your agency with the right expertise, product solutions and rewards to grow your business.

Q. Are the Harleysville Life group products still available?

- A. Yes. The entire group benefits product portfolio will continue to be available for new sales.

Q. Will Harleysville Life Rewards and Recognition continue with Nationwide Financial?

- A. Yes. Nationwide Financial fixed individual life and select fixed annuity new business will count toward qualification for the Harleysville Life 2013 Incentive Trip to Ireland, and toward the Harleysville Agency Partnership Incentive Program. Just as the Harleysville Life products earned weighted premium credit, the same weighted premium structure will apply to the Nationwide Financial products.

Q. Will Harleysville Life continue to appoint new agencies?

- A. Yes. We will continue to appoint new agencies with Harleysville Life to support sales of the Group products. For individual life and annuity products, new appointments will be established with Nationwide Financial.

Q. Will my current appointment with Harleysville Life provide me with an automatic appointment with Nationwide Financial?

- A. No. A separate appointment with Nationwide Financial must be completed before individual life and annuity products from the Nationwide Financial portfolio may be sold.

To initiate the appointment process with Nationwide Financial, simply follow this two-part process: First, visit The Application Station website at: www.applicationstation.com; enter the application station code - **NWLRH1** and complete the short application and submit. Once approved, you will receive an email from Nationwide with additional appointment paperwork. This is the second part of the process, so please be sure to complete these documents and return to Nationwide to finalize your appointment.

Q. What is the commission and compensation schedule offered by Nationwide Financial?

- A. Nationwide Financial offers an attractive compensation schedule, competitive among leading carriers in the industry. Once your Nationwide Financial appointment has been finalized, you will receive the complete commission schedule for review. In the meantime if you have questions, please contact your Harleysville Life Regional Director.

Q. What fixed products are available in the Nationwide Financial product portfolio?

A. Nationwide Financial offers a comprehensive suite of individual fixed life and fixed annuity solutions to help you meet client needs. Please review the brochure attached <<[NFM-10671AO](#)>> for additional information about Nationwide Financial's individual products and services.

Q. How do I learn more about the Nationwide Financial products?

A. Some product training has already begun; however look for additional information on training opportunities in the coming weeks. Your Harleysville Life Regional Director is available now to visit with your agency personally and to review the Nationwide Financial product portfolio with you. You may also contact the Harleysville Life marketing team for product information and state availability, proposals, and assistance with inquiries regarding this transition.

Call us at 1-800-222-1981, ext. 3088.

Contact Information

Associates at Harleysville Life and Nationwide Financial are ready to help you access these exciting new options. Please don't hesitate to contact us.

Harleysville Life Home Office Marketing Team

1-800-222-1981, ext. 3088

Harleysville Life Regional Director

[click for contact information](#)

Nationwide Financial Network Sales Support Team

1-877-223-0795

Nationwide Financial Licensing & Registration Team

1-855-863-3606

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