

LIFE ESSENTIALS

Here's what's new this week in Life Essentials...

MAY 6, 2019



UL Product Changes

Effective May 6, 2019, updates will have been made to PruLife Founders Plus[®] and PruLife Essential UL[®]. And PruLife[®] UL Plus is retiring.

[Discover More→](#)

Advanced Marketing Concepts

Intra-Family Loans: A Wealth Transfer Strategy

In our current low interest rate environment, an Intra-Family Loan can help affluent clients achieve their retirement goals and efficiently transfer wealth to the next generation.

[See the strategy in action →](#)

Industry News

Recent research indicates consumers are not well-prepared to meet their financial goals

Research conducted on behalf of Prudential Financial, Inc. reveals low financial literacy scores for the average American. This could be improved with financial literacy programs and professional financial advice; however, nearly two-thirds of Americans don't have a financial advisor.

[See infographic →](#)

Tools and Resources

Great news! LifeInsight has launched a new feature: LifeInsight Summary!

You spoke and we listened! Producers have asked how they can share the value of LifeInsight with their clients. That's where our new LifeInsight Summary report comes in!

[Learn More →](#)

[PRUXPRESS](#)

[STATE APPROVALS](#)

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