



**ASSEMBLY AMENDMENT 2,  
TO 2009 SENATE BILL 513**

April 13, 2010 – Offered by COMMITTEE ON INSURANCE.

1 At the locations indicated, amend the bill as follows:

2 **1.** Page 37, line 14: after that line insert:

3 **“(9m) DISCLOSURES BY INSURER TO OWNER.** (a) The commissioner shall develop,  
4 by rule, a notice to inform an owner, in writing and in language understandable to  
5 an average owner, of his or her rights as an owner of a policy. The commissioner shall  
6 make the notice available at no cost to insurers and insurance intermediaries.

7 (b) The notice under par. (a) shall contain all of the following:

8 1. Advice to the owner that life insurance is a critical part of a broader financial  
9 plan.

10 2. Advice that alternatives to lapse or surrender of the policy exist.

11 3. A general description of other products and services that may be available  
12 to an owner before the lapse or surrender of a policy.

