



## Back Office News!

### Guidelines for Proper Use of Marketing Materials

As a follow-up to last month's message, it's important to be sure that expired or discontinued materials are no longer being used. If you have any materials with a control number that ranges from 0150000-0169999 where the middle digits are 00001, you should discard these as they have expired. The only exception is [Bridging the Gap brochure](#). An example of an expired control number would be 0159295-00001-00. An example of an approved number would be 0151189-00012-00. We are also beginning to include expiration dates on new and updated materials to help you better identify expired materials going forward.

As a general rule, it's always best to check [www.pruexpress.com](http://www.pruexpress.com) for the most current edition of a material. All control numbers should always be checked to ensure they are still approved. Any hard copies of expired materials should be discarded. It's also a good practice to periodically review your website to ensure that expired materials are removed. Finally, please remind your producers to check for, and discard, expired materials.

Additional questions can be directed to your Prudential Wholesaler.

### New Money and Portfolio Rates – January 2012

[Click here](#) to view new rates by product.

### Protecting Prudential, You and Our Customers

We all have a responsibility to protect the availability, confidentiality and integrity of information. A secure password is an important defense against someone gaining unauthorized access.

The objective when choosing a password is to make it difficult for a hacker or unauthorized person to guess. There are people located near and far who may attempt to break into systems by "cracking" passwords. Selecting a strong password and keeping it confidential will greatly reduce the chances of unauthorized access. An example of a strong password is a combination of upper and lower case letters and numbers.

When it comes to PruXpress.com, each office member should have a unique user ID and password to access the website - which is kept confidential. It is also a good practice to routinely update your password to the website. Please remember to remove access when an employee's employment status has changed. If an employee is terminated, please contact us to remove their access to PruXpress from our system as well.

Following these guidelines will help ensure you and our customers will be protected.

### Pre-Sale Process for New York Reg 60

**Effective Tuesday, January 3, 2012**, the New York Reg 60 **Pre-Sale Process** has moved from New Business Support to the Centralized Transaction Review (CTR) Unit.

The CTR **Pre-Sale Unit** will be responsible for producing the New York Reg 60 kits that are used when meeting with clients to process applications and replacement paperwork. The only changes to this phase of the transaction are a new fax number in order to request the kits and a new contact phone number for the pre-sale unit. These numbers are listed below.

**All requests must be faxed to: (855) 270-1439**  
**Voice line: (855) 317-9256**

All other aspects of New York Reg 60 transactions remain the same. Completed paperwork is submitted to local agency management for good order review, management then forwards the application/replacement paperwork to the home office in the purple envelope as it is today. Once the application has been taken all changes or further information requested will still be handled out of the Fort Washington Reg 60 unit.

### What's New on Pruxpress



*Your Success Matters.*

#### MARKETING MATERIAL



[Click here](#) for important information on expired materials.

#### CLICK MAP FOR UPDATES



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