

**RIGHT PRICE.
RIGHT TIME.**



SNEAK PEAK OF NEXT *TRENDSETTER SUPER* REPRICE

To help keep your business running strong in 2022, we're making impactful changes and wanted to give our valued partners a preview before the official announcement on Friday, March 25. Here's what we're doing to give you, your agents, and your clients more competitive rates for *Trendsetter® Super*.

REPRICE DETAILS

Effective March 26, 2022, the new pricing will take effect. There will be no rate increases, and premiums across the portfolio will either decrease or remain the same.

Improved pricing for your healthiest clients

Now in the top five over 80% of the time for healthiest client cells for face amounts \$250K–\$3M, ages 25–55; best rate class on the 10-, 15-, and 20-year term durations

Improved rates for higher face amounts

Now in the top five 55% of the time for face amounts \$3M–\$10M, ages 25–55; all term durations (10-, 15-, 20-, 25-, and 30-year)

More competitive monthly premiums across the portfolio

- A decrease in monthly modal factor, from 0.086 to 0.085
- Great news for clients who prefer the convenience of the monthly premium option

WHERE WE WIN

We've prepared a competitive brochure to give you a closer look at how Transamerica compares in the marketplace.

[DOWNLOAD](#)





THE TIME IS NOW

In this quick video, Steve Weber, National Sales Manager, explains how your customers may benefit from the reprice.

[WATCH NOW](#)

TRANSITION RULES

New Submissions — All applications submitted on or after 12 a.m. CT on March 26, 2022, will reflect new pricing.

Pending Applications — Policies that are pending as of March 26, 2022, (not printed, not issued, not placed in force) will reflect the new pricing.

Reissues — Requests for an in force reissue to get the new rates will not be permitted.



Please call your sales desk with any questions at
866-545-9058.

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Not available in New York.

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