



COMPETITIVE TERM RATES



Right price. Right time.

We're committed. Committed to being your carrier of choice and to helping you protect more families than ever. Our newest reprice of *Trendsetter® Super* term life insurance prioritizes having the right price at the right time.

New low rates effective June 25, 2022

Transamerica ranks in the top five 99% of the time for our broad reprice targets — and 75% of the time across our entire portfolio — when comparing monthly premiums among top competitors.^① Watch the video and read the brochure to learn more — and be sure to review the transition dates below.



Transition Guidelines

New Submissions

All applications submitted on or after
12 a.m. CT on June 25, 2022, will reflect new pricing.

Pending Applications

Policies that are pending as of June 25, 2022, (not printed, not issued, not placed in force) will reflect the new pricing.

Reissues

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