

HELP PROTECT THEIR LOVED ONES

TRANSITION GUIDELINES FOR TRENDSETTER® SUPER

63% of surveyed people who skipped buying life insurance did so because they thought it's too expensive.¹

We all want to live long, healthy lives with the financial means to do so. But how would your clients shoulder the loss of a primary wage earner? *Trendsetter® Super* term life insurance can help clients protect the financial futures of their loved ones' at an affordable premium — covering expenses like the mortgage, college costs, or funeral costs.

Plus, growing your business just got easier with *Trendsetter® Super's* new low rates. That's just one part of our commitment to being the top choice in life insurance.

TERM RE-PRICE	NEW RATE EFFECTIVE DATE	IN-FLIGHT APPLICATIONS	SPECIAL NOTE:
<i>Trendsetter® Super</i>	New (TL24) rates are effective on 11/16/2019.	Inflight pending applications or re-open cases or re-dating: Any app submitted on or before 11/15/19 and NOT printed/out for delivery will receive the new rates . Any policy printed/out for delivery on or before 11/15/19 will receive the old rates .	Any app submitted on 11/16/19 and after will receive the new rates .

¹ 2018 Insurance Barometer Study, LIMRA, 2018

Trendsetter® Super Series are term life insurance policies issued by Transamerica Life Insurance Company, Cedar Rapids, IA 52499. Policy Forms ICC16 TL24, TL24. **Premiums increase annually beginning in year 11 for the 10-year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy.** Not available in New York. Policy form and number may vary, and this policy and the riders with this policy may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

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