

Putting '25 in Overdrive

Bonuses to help turbocharge your sales



Take advantage of this limited-time sales promotion to grow your business in 2025.

New to selling a Transamerica index universal life (IUL) policy? Now is the time to take advantage of a one-time \$500 bonus opportunity. Here is how it works:

- Must be the agent's first IUL sale since 1/1/2022
- Minimum face of \$100,000
- Applies to Transamerica Life Insurance Company IUL placements only; New York is excluded
- Agent total placed policy count must be greater or equal to one to qualify
 - Split case placement only qualifies if agent's total placed case count for month is greater or equal to one case
- No partial bonuses
- Payment will be made after month end as fast as reasonable
 - Will vary by commissioning system
- Program runs April-June
- **Not available in New York**

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Program rules for agents who have sold IUL with Transamerica. Bonus applies to policies “placed in force” and **resets every month**, allowing four opportunities for bonus payments in a month, totaling \$800. **Agents can earn up to \$800.**

2nd Policy: \$200 → Month end payment = **\$200**

3rd Policy: \$200 → Month end payment = **\$400**

4th Policy: \$200 → Month end payment = **\$600**

5th Policy: \$200 → Month end payment = **\$800 Max payout** (no incremental for 6th policy)

Program Rules:

- Minimum face of \$100,000 for a policy to apply to an agent’s total
- Applies to Transamerica IUL placements
- Month-to-month reset
- Agent splits will be added each month to determine final placement count
- Agents can earn three separate bonuses during the duration of the incentive program
- Payment will be made after month end as fast as reasonable
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Example to qualify for maximum bonus:

First IUL in force sale recorded on April 10. Agent receives \$500 bonus.

Agent sells an additional IUL place in force on April 18, get an additional \$200.

Third sale is recorded on April 21, additional \$200

Fourth sale is recorded April 30, additional \$200 totaling \$1100 in April.

Next month, the promotion resets.

Same agent records a sale May 5, that is agents first IUL sale for the month.

Agent places a second sale on May 12, the agent will get \$200

The same agents places a third sale May 15 and additional sales May 22 and May 28, for a total of \$800 in bonuses for the month of May.

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