

**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](tel:866-545-9058).

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Not available in New York.

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