



# RIGHT PRICE, RIGHT TIME

## New competitive rates for *Trendsetter® Super*

We announced big news during our special reveal webinar with Victor Sanchez. These exciting changes include lower rates for the majority of our *Trendsetter Super* portfolio. **This puts us in the top 3 ranking for more than 50% of all quoting scenarios.<sup>1</sup>**

These new rates couldn't come at a better time. There is significant awareness of the need for life insurance<sup>2</sup>, and with our expanded nonmedical underwriting, you can see why we're saying *Trendsetter Super* has the right price at the right time.

**These rates are effective October 2, 2021. Please see below for details on in-flight cases.**



## WHERE WE WIN

Our most competitive rates mean even greater savings for reprice targets.

[LEARN MORE](#)



## SEE FOR YOURSELF

Run a quote today and see how these lower rates can help your business — and your clients.

[RUN A QUOTE](#)

# TRANSITION RULES

- All new applications submitted on or after October 2, 2021, will reflect new pricing.
- Applications received on or before October 1, 2021, and issued by November 5, 2021, will automatically receive the better of old or new rates; if issued November 6, 2021, or later, the case will receive the new rate.<sup>3</sup>



Any questions? Just call your sales desk at 866-545-9058.

Follow us



<sup>1</sup> Comparison based on internal data and Compulife, August 16, 2021

<sup>2</sup> "2021 Insurance Barometer Study," LIMRA, 2021

<sup>3</sup> No new application needed during Better Rate period. Applications must be signed, submitted, and received by our home office on or before October 1, 2021. All iGO e-App® applications must be signed and submitted to Transamerica by 11:59PM EST on or before October 1, 2021. All paper applications must be signed and received at our home office by 4:00PM EST on or before October 1, 2021. In-flight cases must be processed by close of business November 5, 2021, to receive the better rate. All cases issued after November 5, 2021, will receive the new rates.

Life insurance products issued by Transamerica Life Insurance Company, Cedar Rapids, IA. Not all products available in all jurisdictions. Not available in New York.

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