

# Thrive in '25 sales promotion

July 2025–September 2025



## Earn up to \$1,500 in bonus payments each month

Keep your momentum rolling in 2025 with up to \$1,500 in bonus payments every month starting in July through September. Simply place two or more Transamerica index universal life (IUL) policies and watch your bonus payment and your bottom line grow with each sale.

### How it works



<b>2<sup>nd</sup> Policy:</b> \$200	→	month-end payment = <b>\$200</b>
<b>3<sup>rd</sup> Policy:</b> \$400	→	month-end payment = <b>\$600</b>
<b>4<sup>th</sup> Policy:</b> \$400	→	month-end payment = <b>\$1,000</b>
<b>5<sup>th</sup> Policy:</b> \$500	→	month-end payment = <b>\$1,500 max payout</b>



### Details

- Program offered by Transamerica, not through WFG
- Applies to Transamerica Life Insurance Company index universal life (IUL) placements only
- Sales reset every month
- Agents can earn up to four separate bonuses in a month, totaling \$1,500
- Bonus payments paid directly to the writing agent
- No incremental bonus payments for 6<sup>th</sup> policy and beyond
- Bonus payments will be made as soon as reasonable after month-end
- Promotion months are July, August, and September
- **New York sales not included**
- Transamerica may cancel, terminate, modify, or suspend contest at any time
- In cases where business is split between agents, case crediting will proportionately match commission splits. Bonuses will be paid out based on total case credits. Partial credits will not qualify for the bonus. Please see example below..

Example:	Case 1	Case 2	Case 3	Total Cases*	Bonus
<b>Agent 1</b>	50%	90%	65%	2.05	\$200
<b>Agent 2</b>	50%	10%	35%	0.95	\$0

\*Next bonus will be paid when **Agent 1** crosses three total cases or **Agent 2** crosses two total cases.

Not available in New York.

Not all products available in all jurisdictions.

Life insurance products issued by Transamerica Life Insurance Company, Cedar Rapids, IA.

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