

# THRIVE IN '25 SALES PROMOTION

December 2024–March 2025



## EARN UP TO \$1,400 IN BONUS PAYMENTS EACH MONTH

Keep your momentum rolling and get 2025 off to a healthy start with up to \$1,400 in bonus payments every month now through March. Simply place two or more Transamerica index universal life (IUL) policies in force and watch your bonus payment and your bottom line grow with each sale.

## HOW IT WORKS



2 <sup>nd</sup> Policy: \$200	→	month-end payment = <b>\$200</b>
3 <sup>rd</sup> Policy: \$300	→	month-end payment = <b>\$500</b>
4 <sup>th</sup> Policy: \$400	→	month-end payment = <b>\$900</b>
5 <sup>th</sup> Policy: \$500	→	month-end payment = <b>\$1,400</b> max payout

## DETAILS

- Program offered by Transamerica, not through WFG
- Applies to Transamerica IUL issued policies only
- Sales reset every month
- Agents can earn up to four separate bonuses in a month, totaling \$1,400
- Bonus payments paid to the writing agent
- No incremental bonus payments for 6<sup>th</sup> policy and beyond
- Agent splits will be added to determine final placement count
- Bonus payments will be made as soon as reasonable after month-end
- Conversion applications will count toward the agent's total policy count
- Promotion months are December (2024), January, February, March
- New York sales not included
- Transamerica may cancel, terminate, modify, or suspend contest at any time

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