



Transamerica Premier Services Group

Rewarding your loyalty and commitment

Qualify today for the Premier Services Group (PSG), a white-glove concierge service that helps make managing your business easier.

You'll get an exclusive one-on-one relationship with a PSG partner dedicated to the pre-issue and post-issue needs of your personal life insurance business. PSG is here to help you enjoy your success while reducing your stress.

New for

2025

Introducing two new PSG service levels: Premier* and Diamond**

Premier*

- **4-hour response time** for inquiries received during normal business hours
- Proactive outreach through the case life cycle to ensure timely case placement
- Improved placed cycle time and increased placement rates
- Faster speed to answer
- Personal one-on-one relationship
- Dedicated assistance with pending and in force service requests

Diamond**

All the benefits of Premier status plus:

- **2-hour response time** for inquiries received during normal business hours
- Tailored, one-on-one relationship
- Priority servicing for all new business and in force service requests via dedicated service team
- Enhanced cycle times and increased placement rates

How to reach PSG status

It's simple:

- To qualify for Premier status, one must achieve \$75,000 or more in annualized life premium within a calendar year.
- Diamond status is awarded to those qualifiers that finish the calendar year in the top 10% of Premier Services Group.
- **NEW** - All PSG members will receive benefits in the following calendar year (e.g., qualify in 2025, PSG member benefits start in 2026)

With a PSG partner on your side, we are confident you'll experience:

Improved placed cycle time

Increased placement rates

Faster speed to answer

Qualify today for access to PSG and take your business to the next level.

* Qualification: Achieve \$75,000 or more in annualized life issued premium within current calendar year. Benefit received in following calendar year.

** Qualification: Diamond status is awarded to those qualifiers that finish the calendar year in the top 10% of Premier Services Group. Benefit received in following calendar year.



Dedicated support for your business



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transamerica.com

