



FALL SALES RALLY 2024!

It’s the fourth quarter and the goal line is in sight. Now is the time to execute your game plan and finish the year strong. We want to help with special year-end offers.

Plan sponsors can take advantage of great incentives when they commit by December 31, 2024, to transition an existing plan to Transamerica, with a go-live date **no later than April 30, 2025**.

INCENTIVE DETAILS

Depending on plan size, plan sponsors will receive an ERISA Budget Account with the following credit:

PLAN ASSETS	\$5M - \$10M	\$10M - \$20M	\$20M+
CREDIT	\$1,000	\$2,000	\$2,500

ADDITIONAL INCENTIVE

Plan sponsors also will receive free communications through our *Plan Administration Service Support (PASS)*SM, reducing your administrative tasks during the conversion period.

To learn more about Transamerica’s fall 2024 business incentives, contact your Transamerica representative or **visit transamerica.com**.

Plan Administration Service Support (PASS) is an optional menu of varying services that the plan sponsor (and the plan’s third party administrator) can select. *PASS* allows Transamerica to perform non-discretionary administrative services for the plan at the direction of the Plan Administrator under guidelines established by the Plan Administrator in its sole discretion, and is available depending upon the plan’s assets. Additional fees will apply for the *PASS* services chosen. The plan’s third party administrator may determine availability of these services.