

Knowledge Drop

What's next to come at Transamerica

Spring is right around the corner and as things start to warm up outside, Transamerica is heating things up with exciting enhancements designed to help you do business more efficiently and competitively.

In 2025, we introduced several enhancements to improve the way you do business with us. That momentum continues this year. While we're not quite ready to share everything yet, here's a sneak peek at some of what you can look forward to in the months ahead:

- More competitive Diabetes guidelines
 - Enhanced underwriting flexibility that helps deliver stronger ratings for more of your clients.
- Expanded Exam-Free underwriting guidelines
 - More opportunities for your clients to qualify for higher coverage amounts without the hassle of labs and vitals.

- Increase to the maximum face amount on Lifetime Whole Life
 - Expanded coverage limits for adult applicants, giving you more flexibility to meet client needs.
- New Long-Term Care Rider
 - More ways to tailor protection and add value to your client solutions.
- Already delivered: higher limits on Final Expense Express
 - We've increased the maximum coverage available for our Select rating for ages 18-75 making it even easier to serve this important market.

This is just a preview of the enhancements we're working on to help you better serve, protect, and grow your client relationships. Stay tuned, there's more to come.

Transamerica. Live your best life.SM