



# Bulletin - Product Development & Management

## Introducing Transamerica Final Expense Solutions

March 18, 2013

We are pleased to announce the introduction of the Transamerica Life Insurance Company non-participating whole life final expense products: Immediate Solution, 10 Pay Solution and Easy Solution, available for sale effective March 18, 2013, subject to state approval.

Final expense products can help offer clients peace of mind by easing the financial burden due to burial costs and related expenses. Age and health sometimes makes it difficult to qualify for standard life insurance rates, but Transamerica Final Expense products may still be able to help you take care of client's final expenses and help them provide for their family's future.

Transamerica Life's Final Expense Solution incorporates the following features:

- A simplified cascading application
- No medical exams (qualification is based on answers to health questions on the application)
- Fast issue (policies are typically issued between 48-72 hours)
- Face amounts of up to \$50,000 for the Immediate and 10 Pay Solution

Issue Age	Max Face Amount
0-55	\$50,000
56-65	\$40,000
66-75	\$30,000
76-85	\$25,000

- An accelerated death benefit endorsement at no additional premium cost<sup>1</sup> (available on Immediate and 10 Pay Solution)
- An accidental death benefit rider and the children's/grandchildren's rider (available only on Immediate Solution)

**The Transamerica products will replace the Monumental Life Solutions Final Expense Products, subject to state availability.** Please see transition rules for additional information.

### Application Forms

Application L123 (or its state variation) must be completed for proposed insured's ages 0-44 and application L122 (or its state variation) must be completed for proposed insured's ages 45-85.

### Quoting capability

The Transamerica Solutions product series will be available in Transware to quote premiums and show guaranteed cash values and reduced paid-up values.





## Transition Rules

Applications for the current Monumental Life Final Expense products must be received in good order by our Cedar Rapids Administrative Office by close of business on April 18, 2013. To be considered a received application, the following conditions must be met:

- The formal application with all fields completed and necessary forms required at time of application must be submitted with the application.
- Signatures of all necessary parties.

As additional states transition to the Transamerica Final Expense Solutions product (states that have not yet approved the new version of the product at launch), we will accept the Monumental Life current application for 30 days.

For additional product information, please review the Transamerica Solutions Product Guide (form 84405) or contact the Sales Desk at 877-454-4768.

<sup>1</sup>Accelerated Death Benefits will be available when the Insured has been diagnosed with a Qualifying Event, as described in the rider, while the policy and the rider are in force. Benefits advanced under this rider may be subject to taxation. Limitations and Exclusions apply. Refer to the Rider for complete details.

Immediate Solution LP121, 10-Pay Solution and Easy Solution are whole life insurance policies issued by Transamerica Life Insurance Company, Cedar Rapids, IA. Policy Form Nos. WL08 and WL09. Policy form and numbers may vary, and these products may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

