

SPOTLIGHT



Permanent¹ Life Insurance

The Employer

Lisa, Human Resources Manager for a fitness center chain, added whole and universal life insurance to her company's benefits portfolio this year. Dozens opted for permanent¹ life insurance policies at open enrollment, and Lisa brought them up when convincing a highly recruited executive to choose their company.



The Employee

Tom, a regional manager Lisa hired, selected universal life insurance during enrollment, liking its flexible options. Three years later, when his daughter heads to college, he borrows against the accumulated cash value² to help her buy a car. They pay the low-interest loan in installments, and his retirement plans are intact.



Employers Benefit from Permanent Life Insurance With more companies offering permanent life insurance policies and job seekers looking for compensation beyond salary alone, a robust benefits package helps the employer recruit and retain top talent. Permanent life insurance supplements term life insurance, helping develop financial security for employees and promoting a contented, productive workforce. Our group underwriting provides access to insurance options that may be unavailable or cost-prohibitive when purchased individually.

Employees Benefit from Permanent Life Insurance The flexible benefits and cash values offered by permanent life insurance go beyond simply offering help to families who lose a loved one. Loans, flexible premiums for different seasons of life, reduced paid-up policy options, portability, and available riders to these policies make them useful both to families in the event of death and to the employee when needed now.

Permanent Life Insurance Options

\$5 a week, Non-Tobacco, includes Accelerated Death Benefit Rider for Long-Term Care and Extension of Benefits Rider.

		Death Benefit at age 25	Death Benefit at age 35	Death Benefit at age 45	Death Benefit at age 55			
UNIVERSAL LIFE	HIGH DEATH BENEFIT	\$51,728	\$33,623	\$20,711	\$11,903			
		<i>Age 65 Cash Value</i>		<i>Age 65 Cash Value</i>				
		\$1,072 Guaranteed	\$9,934 Non-Guaranteed	\$1,239 Guaranteed	\$5,726 Non-Guaranteed	\$733 Guaranteed	\$2,851 Non-Guaranteed	\$0 Guaranteed
	HIGH CASH VALUE	\$40,064	\$25,882	\$14,809	\$8,126			
		<i>Age 65 Cash Value</i>		<i>Age 65 Cash Value</i>				
		\$5,612 Guaranteed	\$14,248 Non-Guaranteed	\$4,054 Guaranteed	\$8,373 Non-Guaranteed	\$1,956 Guaranteed	\$3,772 Non-Guaranteed	\$635 Guaranteed
WHOLE LIFE	\$30,601	\$20,594	\$13,117	\$7,421				
	<i>Age 65 Cash Value</i>		<i>Age 65 Cash Value</i>					
	\$12,576 Guaranteed	\$7,642 Guaranteed	\$3,949 Guaranteed	\$1,302 Guaranteed				

Guaranteed cash values are based on 4% interest rate for Whole Life and 3% interest rate for Universal Life. Non-Guaranteed cash values are based 4% interest rate for Whole Life and 5.25% interest rate for Universal Life. Benefits and values are not guaranteed, the assumptions on which the non-guaranteed benefits and values are based are subject to change by the insurer and actual results may be more or less favorable than the illustrated benefits and values.

80 PERCENT

80% of Americans believe most people need life insurance.¹

44 PERCENT

44% of those without life coverage say they need it.²

10 PERCENT

10% of Americans are very likely to purchase a policy within the next year.¹

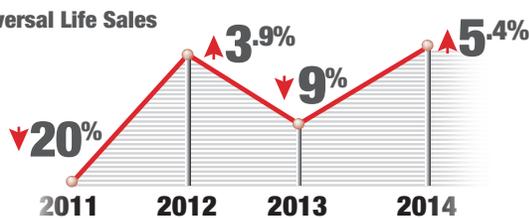
3 IN 10

3 in 10 of those without life coverage think they might buy in the next year.²

¹ 2014 Insurance Barometer Study, LIMRA
² 2014 LIMRA's Facts of Life, LIMRA

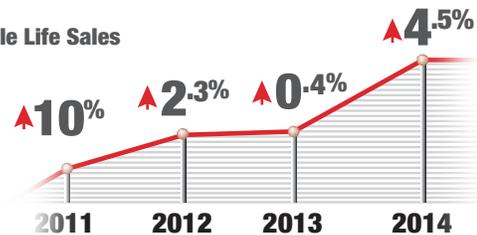
Permanent Life Insurance Market

Universal Life Sales



The permanent life insurance market has seen some volatility over the past few years. Universal Life sales have increased 5.4% in 2014 after a 9% decrease in 2013 and a 3.9% increase in 2012.

Whole Life Sales



Whole Life sales are back on the rise in the permanent life insurance market. Whole life sales have increased 4.5% in 2014 after a slight 0.4% increase in 2013 and a 2.3% increase in 2012.

Market is Growing Eastbridge Consulting Group found that life insurance represents the largest share of in-force insurance premiums in the voluntary insurance market. In fact, term life and universal life/whole life (UL/WL) premiums accounted for 47 percent of all in-force voluntary insurance premiums in 2013.³ Life insurance has been a top seller in the voluntary market for years, so it's no surprise to see their sales lead the pack.

For more information go to www.transamericaemployeebenefits.com

Universal life and whole life insurance are underwritten by **Transamerica Life Insurance Company, Cedar Rapids, IA**. Policy Form Series CPGUL300 and CPWL0100. Forms and form numbers may vary. This insurance may not be available in all jurisdictions. Limitations and exclusions apply. Refer to the policy, certificate and riders for complete details.

- ¹ With universal life insurance, coverage can lapse prior to the maturity date based on the insured's planned periodic premiums, guaranteed interest rate and guaranteed cost of insurance charges. With whole life insurance, coverage can lapse prior to the maturity for non-payment of premiums.
- ² Upon written request, employees may borrow up to the available loan value of their certificate. The interest rate on cash value securing loans is 8.0% (7.4% in advance) with a minimum loan amount of \$250. The loan value of the certificate is the cash value less the amounts of any existing loans, loan interest payable in advance to the next certificate anniversary and three monthly deductions. If total indebtedness equals or exceeds the cash value, the certificate will lapse after a 31-day grace period.
- ³ <http://blog.insurancenewsnet.com/2014/08/22/middle-market-insureds-keep-their-life-insurance/>