

# Do you see yourself *at the top?*

Get there with our Medicare Supplement Leads Program from Transamerica Supplemental Markets.

## Lead Program Qualification Period

July 1, 2015 – December 31, 2015

## Qualifying Product

Medicare Supplement offered by Transamerica Premier Life

## Qualifying States

All states except CA, MO, OR, WA

## Follow these easy steps:

- 1 Submit and place ~~10~~<sup>7</sup> Transamerica Premier Life Medicare Supplement Policies within the qualification period.
- 2 Go to [www.transamerica-incentives.com/sbllleads](http://www.transamerica-incentives.com/sbllleads) and complete the online submission form.
- 3 Kramer Lead Marketing will contact you to place your order for a 1,000 lead mailer to zip codes of your choice.
- 4 Repeat!

*"The Transamerica Supplemental Markets lead program has given me the opportunity to tap into direct mail leads that have proven to be a successful added source of lead generated income."*

— Hal B. - Pennsylvania

*"With the Transamerica Supplemental Markets lead program, it is amazing how I can just write my regular business and get 1,000 mailers. I plan to continually utilize this program."*

— Larry L. - Michigan

### Lead Program Details

Personally submit and place seven qualifying Medicare Supplement policies and earn a 1,000 lead mailer drop from Kramer Lead Marketing. There's no limit to the number of times you can take advantage of this program! Simply complete the form found on [www.transamerica-incentives/sbllleads](http://www.transamerica-incentives/sbllleads) and you'll be contacted by Kramer Lead Marketing.

### Lead Program Rules/Clarifications

Application date on qualifying applications must be between July 1 - December 31, 2015. Qualifying applications are based on all new, issued policies that are underwritten

or are submitted via Open Enrollment. Internal replacements do not count toward qualification. Qualifiers must maintain an 80% persistency on qualifying business. The cost of the lead program credit will be reported to you as taxable income on IRS Form 1099.

Transamerica has the exclusive right to change the program rules during the qualification period as is subject to all state compensation restrictions based on the issue state of the policy. Participation is based on meeting the qualifications listed above, and the qualifier must be in compliance with all company and state marketing laws

& regulations and be in good standing with Transamerica and its legal entities at the time the lead program credit is given. Agents must be properly appointed and approved to sell the Transamerica Premier Life Medicare Supplement product in the specific states listed in order to submit business.

### Questions?

Please contact our Transamerica Sales Support team at 888-668-0335, Option 5, or email them at [agencysalesupport@transamerica.com](mailto:agencysalesupport@transamerica.com)

Medicare Supplement products are issued by Transamerica Premier Life Insurance Company, Cedar Rapids, IA.

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This program is not connected with or endorsed by the U.S. Government or the Federal Medicare Program. Under current tax laws and regulations gross income includes amounts received as prizes and awards. Accordingly, the value of your award/trip will be treated as additional compensation for purposes of any applicable tax reporting.

Transamerica Supplemental Markets is a marketing business unit of the Life & Protection division of Transamerica Premier Life Insurance Company offering life and health insurance and other financial services and products through independent insurance agents.

