

# TRANSBUILDER

by TRANSAMERICA LONG TERM CARE

Transamerica Long Term Care is pleased to announce the launch of the  
**MAILING LIST ENHANCEMENT** to TransBuilder.

*This is another example of how Transamerica is committed to making your job easier through innovation  
and leveraging of the powerful Transamerica brand.*

TransBuilder is an intuitive yet powerful tool found on Transamerica's online Agent Resource Center that allows you to easily and seamlessly embed your name and agency logo in Transamerica's best marketing materials.

**The result:** professionally appearing co-branded materials designed to help you create interest and educate your clients on Transamerica Long Term Care insurance.

Now, in addition to all the great things you were already able to do with TransBuilder, you can upload your mailing list and send co-branded Transamerica materials to your clients. You now have three great options to choose from:

- E-mail attachments directly from TransBuilder to your clients and prospective clients at **NO COST TO YOU.**
- Have your materials printed at special Transamerica corporate pricing on all printed materials.
- Upload a mailing list and have professionally printed and co-branded materials go to a list of clients.

In order to help you get started, Transamerica has added three holiday postcards. You can send these to fellow agents or customers to wish them a magical holiday season.

To get started, simply log into the Agent Resource Center ([www.taltc.com](http://www.taltc.com)) and select "Order Supplies". From there you can select "TransBuilder" in the sub-menu to start creating your own personalized marketing pieces. In just a few steps you can upload your logo or picture to get started! If you have any questions along the way, a step-by-step online Help Guide is available on the TransBuilder webpage.

***Personalized co-branded materials with multiple delivery options.  
Transamerica makes it easy.***

\*Not all agents/producers will have access to TransBuilder. Please refer to your Broker/Managing Agency for details. For Agent/Producer use only.  
Not for Solicitation.

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